

**Minutes of the
DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday
January 09, 2018**

- I. Call to Order & Comments from The Chair – Chairman Peacock called the meeting to order at 7:30 a.m.
- II. Attendance – John Peacock, Michael Carro, DeeDee Davis & Teri Levin
- III. Recurring Agenda
 - i. Mr. Peacock confirmed that the meeting was noticed properly.
 - ii. There was a motion and a second to approve the January 09,2018 agenda. The agenda was approved unanimously.
 - iii. There was a motion and a second to accept the minutes from the regular meeting held on December 12, 2017. The motion was passed unanimously.
- IV. On Going Business
 - i. Committee Reports
 - Parking & Traffic
 - i. Mr. Peacock & Mr. Morse provided update on Premium contract negotiations.
 - ii. Mr. Peacock explained contract incentive and reminded Board that incentives are based on parking revenue and will Not include tickets.
 - iii. Mr. Montgomery with Premium explained parking app and fees.
 - iv. Mrs. Davis asked Mr. Montgomery for management change over plan of action. Mr. Montgomery explained that a list and timeline have been provided to Mr. Peacock and Mr. Morse. Mr. Morse was asked to forward the document to all Board Members.
 - v. Mr. Montgomery gave overview of transition which include: Back office, sign package and JSG transition, with initial start-up of cost of \$30-\$50K.
 - vi. Mr. Peacock asked Mr. Morse to set-up a meeting with Mr. Montgomery and Mr. Brown.
 - vii. Mr. Peacock requested Mr. Montgomery work with Mr. Sjoberg on marketing plan for transition.
 - viii. Mr. Morse was requested to email Premium contract to Board for their review and input.
 - ix. Mr. Peacock requested Board permission to allow Mr. Morse and himself to finalize contract on behalf of the Board for the sake of time. Mr. Carro made a motion to approve the request and Ms. Levin seconded. The request passed unanimously.
 - x. Mr. Morse announced that Premium has been selected to manage parking at Southtown and plans for a unified parking experience of all lots downtown.
 - xi. Mrs. Davis questioned impact on privately operated lots such as Winterfest and how this could affect the Christmas events. Mr. Peacock stated better funding sources for the event are available.
 - Finance
 - i. Mr. Morse presented December P&L and balance sheets for DIB and DPMD
 - xii. Mr. Morse explained variance on DIB – code 5001, as well as Trash Co-Op and Compactor on DPMD and gave an update on request to City for a budget modification to include this variance.
 - ii. Mr. Carro made a motion to approve the financial statements, Mrs. Davis seconded. The financial statements were approved unanimously.
 - ii. Project Updates
 - i. Mr. Morse updated Board on Ambassador program 90- day review and informed board of daily work schedule. Mr. Morse will forward schedule to Board.
 - ii. Mr. Morse provided Board with Downtown Explorer’s guide and explained plans to distribute as well as plans to monetize.
 - iii. Mrs. Davis questioned if another survey could be conducted to gauge public response to Ambassador program. Mr. Morse explained cost associated with 2017 survey and informed

- Board that an additional survey is not budgeted at this time.
- iv. Mr. Morse reviewed Downtown Alliance Bylaws and stated that bylaws are 'boiler plate' and pointed out that Downtown Alliance Board is stated in the Bylaws to be the same as the Downtown Improvement Board, as requested by Board. Mr. Carro made a motion to approve the bylaws, Ms. Levin seconded. The motion was approved unanimously.

V. New Business

- i. Mr. Hicks gave presentation on Ciclovía to Board and request support of the event.
- ii. The Board agreed that the event is a wonderful addition to the spring events downtown and all agreed the family aspect is perfect for the district. However, the Board requested that the event be moved off of Palafox or to Sunday so merchants in the district are not negatively impacted from the street closure. Mr. Hicks respectfully informed the Board that he will continue to file the Special events permit for 3/24/18 from 9-2pm.
- iii. Mr. Morse reviewed current DIB bylaws, which were amended 2016, and stated the only recommended consideration for change be the Board term limits.
- iv. The Board agreed that Mr. Morse should work with legal counsel to amend the bylaws and exclude the four-year term limit, then move forward with obtaining City Council approval on bylaw amendment.

VI. Executive Director Report

- i. Mr. Morse provided update on selling of Government Lot.
- ii. Mr. Morse apprised Board of LTU discussion, rates and scheduled meeting with Mrs. Morris. Mr. Carro asked to be included in that meeting. Mr. Peacock stated that DIB needs to get LTU plan in writing versus continued conversations.
- iii. Mr. Morse reminded Board of Tall Ships event coming in April.
- iv. Mr. Morse informed Board of intentions to utilize LEAP contribution to purchase additional trash cans for Palafox.
- v. Mr. Morse stated that Bike Share will be here next week looking for sponsorship of program.
- vi. Mr. Peacock requested that Mr. Morse relaunch the 'Better Way to Give' program in January. Mr., Morse to engage Mr. Peterson in project.

VII. Public Comment

- i. Ms. Levin requested that DIB work with the City to address the lack of chirping at light cross walks in the district to assist with the walkability for the visually impaired.
- ii. Ms. Levin provided information on petition being started to address accountability for damages and injuries caused by malicious throwing of wads of beads during parades and stated her support of the petition.

VIII. Adjournment

- i. Meeting was adjourned at 8:57 a.m.