

**Minutes of the DOWNTOWN IMPROVEMENT BOARD**  
**Regular Monthly Meeting**  
**Tuesday, April 10, 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, DeeDee Davis, Charlie Switzer & Michael Carro
- III. Recurring Agenda
  - I. Mr. Peacock confirmed that the meeting was noticed properly.
  - II. Mr. Carro made a motion to approve the April 10, 2018 agenda. Mrs. Davis seconded the motion. The Board unanimously approved the agenda.
  - III. Mrs. Davis made a motion to approve the March 13, 2018 minutes. Mr. Switzer seconded the motion. The Board approved unanimously the minutes.
- IV. On Going Business
  - I. Committee Reports
    - Parking & Traffic
      - i. Mr. Kullander with Premium Parking provided an update. Discussion items included;
        - Review of his meeting with Greg Darden. They will collaborate to produce recommendations for the Parking Committee to consider.
        - Mr. Peacock asked about the tickets being issued to monthly pass holders. He reported that he has received several complaints and that this is an issue that needs to be addressed immediately.
        - Mr. Carro observed that incorrect tickets and other issues effect the overall experience for the parking customer and that mistakes should not be happening.
        - Mr. Lehman, owner of Fosko Coffee provided pictures of the Jefferson Street Garage and noted that the garage is underutilized, and that he believes parking rates are too high and that perhaps a lower rate would stimulate parking. He also made a comment about the communication regarding parking changes and that they need to be improved.
        - Mr. Carro disagreed that the garage is underutilized. He pointed out that his first inclination is to look for on street and that it is likely the typical customer first response is similar. This leads to fuller streets and lower use of the garage during most times.
        - Mr. Switzer pointed out that the prices are very affordable.
        - Mrs. Davis commented that she agrees that there is a communication gap that has created hesitation with some parking customers and that she is hearing frustrations from people through this transition.
        - Mr. Bednar commented on the previous comments from the parking consultant and that the committee is very open to adopting short term parking options.
        - Mr. Kullander offered that beginning in May there should be more data sets available to begin looking for trends that might help to identify opportunities to

improve the system.

- Mr. Peacock commented that data will be collected, and that consideration is being given to short term parking and parking for retail customers. He also mentioned that Mr. Shoup would be in Pensacola for CiviCon in October and recommended that the DIB host an event.
- Mrs. Davis asked for reporting illustrating usage at the next meeting.

#### Finance

- i. Mr. Morse presented March P&L and Balance Sheets for DIB and DPMD.
- ii. Mr. Peacock asked for more detail of Palafox Market account and other income charts of account.
- iii. Mr. Peacock noted that past reports included budget performance columns and to add those to future reports.
- iv. Mr. Switzer made a motion to approve the March financials, Mrs. Davis seconded, the motion passed unanimously.

#### Marketing

- i. Ms. Sjoberg presented Board with March marketing overview and ROI report.

### V. Executive Director's Report

- i. Mr. Morse provided spreadsheet of current staff projects and statuses. Discussion of each item began.
- ii. Mrs. Davis mentioned that St. Pete and other cities had effectively gotten rid of panhandlers.
- iii. Mr. Carro asked about loitering. What does that term mean and what does it encompass? Does it include vagrancy?
- iv. Mr. Peacock reviewed the CRA/DIB at a high level and mentioned that the interlocal agreement review needs to be prepared for. Asked that Mr. Morse continue to plan for review with the board.
- v. Mr. Carro suggested we could explore getting a 1099 employee to provide supervision to the Ambassadors.
- vi. Mr. Peacock stated that the program needs to be consistent and asked Mr. Carro to help and possible be more involved.
- vii. Mrs. Davis stated that she didn't remember the Ambassador program being a unanimous decision and that if we weren't please we should consider alternatives.

### VI. Adjournment

- I. Meeting was adjourned at 8:40 a.m.