

**Minutes of the
DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday
March 13, 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, Teri Levin, DeeDee Davis & Michael Carro
- III. Recurring Agenda
 - i. Mr. Peacock confirmed that the meeting was noticed properly.
 - ii. Mrs. Davis made a motion to approve the March 13, 2018 agenda. Mr. Carro seconded the motion. The Board unanimously approved the agenda with the removal of sect.3a and addition of Bylaw changes.
 - iii. Mrs. Davis made a motion to approve the February 13, 2018 minutes. Mr. Carro seconded the motion. The Board approved unanimously the minutes.
- IV. On Going Business
 - i. Committee Reports
 - Parking & Traffic
 - i. Mr. Darden with SPS provided an update on the March 6th workshop and requested DIB Board and City clarification on overall parking goals and objectives.
 - ii. Mr. Darden requested an additional meeting with DIB Board and parking committee members to gain input and direction for developing a parking action plan that will have meaningful and sustainable improvements to include goals for parking spaces under the DIB purview, DIB parking objectives and educational plan for public.
 - iii. Mrs. Davis asked if SPS can turn the ‘short term’ items from the initial study, into action items.
 - iv. Mr. Peacock directed Mr. Darden to provide recommendations for making parking a customer friendly experience, as his main objective.
 - v. Mr. Carro recommended that Mr. Morse facilitate a relationship between SPS and Premium to develop a more comprehensive parking plan.
 - vi. Mr. Morse was requested by Board to set-up a one-hour meeting with Board and parking committee to discuss action plan.
 - vii. Mr. Kullander with Premium Parking provided updates on Jefferson Street garage, monthly pass holders and the validation program transitions.
 - viii. Mr. Kullander explained payment options and confirmed that there are no convenience fees for validation code purchasers.
 - ix. Ms. Levin requested that Mr. Morse forward Mr. Kullander’s contact information to the Board members.
 - x. Premium is currently inventorying meters and will provide solutions and recommendations for repairs/replacements.
 - xi. Ms. Sjoberg is working with Mr. Morse, staff and Premium to develop a parking FAQ to explain changes, reasons for changes and benefits to the district from revenue generated because of the changes.
 - xii. Mr. Peacock requested that the FAQ draft be sent to Board for recommendation and approval before public release.
 - xiii. Mr. Kullander presented Jefferson Street Garage rate proposals of: 9hr - \$3.00, 12hr. - \$5.00 and 24hr. - \$8.00. Mr. Carro made a motion to approve, Mrs. Davis seconded the motion and the Board approved unanimously.
 - xiv. Mr. Kullander made a recommendation to purchase 5 new pay-stations. Three stations will be used to replace meters on Jefferson, the remaining two will be used for expansion. As well as, upgrading the existing 25 pay-stations to 4G network. Mrs. Davis made a motion to approve, Ms. Levin seconded, the motion passed unanimously.

- xv. Mr. Kullander presented modification in enforcement hours for on-street and surface lots from 8:00a-7:00p and 24hr enforcement in the Jefferson garage. Ms. Levin made a motion to approve, Mrs. Davis seconded, the motion passed unanimously.

- Finance
 - i. Mr. Morse presented February P&L and balance sheets for DIB and DPMD.
 - ii. Mr. Peacock requested accounting code 5201 – Friends of Downtown reflect the repayment of funds and the accounting code be added to income line for Palafox Market/ Program Revenue.
 - iii. Ms. Levin made a motion to approve the February financials, Mrs. Davis seconded, the motion passed unanimously.

V. New Business

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

VI. Executive Director Report

- i. Mr. Morse provided spreadsheet of current staff projects and statuses.
- ii. Mr. Morse updated Board on construction of trash compactor and plans to convert southern section to recycle only.
- iii. Mr. Peacock stated that Mr. Morse is to have LTU modification draft ready for review at the April Board meeting.
- iv. Mr. Peacock stated that Mr. Morse should be prepared to present draft of Parking Interlocal changes at the April Board meeting.
- v. Mr. Morse requested Board approval to file an appeal with the City requesting a ratification of all previous DIB bylaw amendments, in addition to the removal of Board term limits. Mrs. Davis made a motion to approve, Ms. Levin seconded, the motion passed unanimously.
- vi. Mr. Morse announced that Pensacola has been moved to the National level in the Strongest Town contest.
- vii. Mr. Morse informed Board that Dr. Donald Shoup will be in Pensacola on October and Mr. Peacock requested that DIB plan to host a dinner for Dr. Shoup.

VII. Public Comment

- i. Mr. Zimmern informed audience that Paul Vinson will be performing at the April Gallery Night.

VIII. Adjournment

- i. Meeting was adjourned at 8:41 a.m.