

**Minutes of the  
DOWNTOWN IMPROVEMENT BOARD  
Regular Monthly Meeting  
Tuesday  
November 14, 2017**

- I. Call to Order & Comments from The Chair – Chairman Peacock called the meeting to order at 9:00 a.m.
- II. Attendance – John Peacock, Michael Carro, DeeDee Davis & Teri Levin
- III. Recurring Agenda
  - a. Mr. Peacock confirmed that the meeting was noticed properly.
  - b. There was a motion and a second to approve the November 14, 2017 agenda with the addition of Ambassador program under Project Updates.
  - c. There was a motion and a second to accept the minutes from the regular meeting held on October 10, 2017. The motion was passed unanimously.
- IV. On Going Business
  - a. Committee Reports
    - i. Mr. Darden gave update on Parking Study and informed Board that analytical study is complete and the next steps are to send out citizen surveys, schedule stakeholder meetings and Public meeting workshop. Mr. Darden confirmed a mid-December timeframe for completion. Mr. Peacock requested the study include Palafox between Garden and Chase.
    - ii. Mr. Bednar provided update on DPMD committee decision to extended scoring of RFP's for a week to allow ample time for review. Committee will reconvene on Monday Nov. 20<sup>th</sup> at 4:30 for special meeting. The four companies that submitted an RFP are invited to attend meeting.
    - iii. Mr. Peacock recommended a special DIB Board meeting be held on Tuesday, Nov. 21<sup>st</sup> for Board to make final selection.  
Special Events – Mr. Morse and Mrs. Dees provided update on success of Foo-Foo Umbrella Sky and permit submitted to close Intendencia on Saturday's from 8-6pm through the expected duration of the art display. Mrs. Sjoberg gave update on social media impressions of over 2 million.
    - iv. Board reviewed October financials. Mr. Morse introduced Mrs. Baniakas. The Board approved October financial statements unanimously. Mr. Morse will provide month to date as well as year to date statements starting in Dec.
  - b. Project Updates
    - i. Mr. Morse updated Board on APA Great Places in Florida Award. Mr. Morse has reached out to the Mayor's office to schedule a photo shoot.
    - ii. Mr. Morse informed Board of status of Downtown Alliance. Mr. Morse will have marketing piece ready for distribution at December Board meeting.
    - iii. Mr. Morse provided update on City letter of support for Bike Share Program and informed Board of collaboration with Mr. Cooper on creating MLU. Tentative launch date is late February 2018.
    - iv. Mrs. Dees gave update on FCLF activities planned for Nov. 24<sup>th</sup> turn on date in conjunction with Winterfest.
    - v. Mr. Morse informed Board of permitting and construction plans for Jefferson Trash Compactor site, ARB has approved, Design of electrical is complete and Mr. Biggs will be presenting to City. Mr. Morse confirmed compactor will have water but sewer is not necessary due to compactor being self-contained.

- vi. Mr. Morse requested a vote to move forward with the purchase of the ambassador golf cart. Mr. Peacock questioned who would hold ownership of the cart, to which Mr. Morse answered the cart would be owned by Pathways and DIB be invoiced monthly for the fees as recommended by DIB insurance agent. Mr. Peacock stated that Mr. Morse is to ensure a give-back clause in the contract with Pathways before proceeding. Purchase was approved unanimously.
- vii. The Board stated Mr. Morse needs to create a document of expectations for ambassadors and a meeting be set to discuss DIB expectations with Chris, Mr. Morse and Mr. Peacock to discuss the optics of the program.

V. New Business

- i. Mr. Morse informed Board that the State has not recognized amendments to the Bylaws from last year and he is working to correct this issue.
- ii. Mr. Morse will present recommend further changes needed to the Bylaws to the Board at the December meeting.
- iii. Mr. Peacock requested that Councilman Spencer and Mr. Morse re-engage in the LTU strengthening discussions.

VI. Executive Director Report

- i. Mrs. Davis recommended Board extend Mr. Morse's contract for one-year with the same compensation package. The motion was passed unanimously.
- ii. October Performance review was approved unanimously

VII. Public Comment

- a. Mrs. Dubleson informed Board of events in Belmont/Devilleers on Dec. 2<sup>nd</sup> and 9<sup>th</sup> as well as Holiday lights being turned on the 24<sup>th</sup>.
- b. Ms. Levin asked if there were any plans for Pelican Drop, to which Mr. Morse stated none that DIB has been made aware of at this time.
- c. Mr. Ballinger asked if Bike Lanes were being considered in Parking Strategy. Mr. Darden stated that the bike lane study was removed from the scope for the 1<sup>st</sup> round strategy.

VIII. Adjournment

meeting was adjourned at 9:45 a.m.

