

Minutes of the DOWNTOWN IMPROVEMENT BOARD

Regular Monthly Meeting

Tuesday, May 8, 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. Ongoing Business
 - I. Mr. Peacock confirmed that the meeting was noticed properly.
 - II. There was a motion and a second to approve the May 8, 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 April 10, 2018. The motion was passed unanimously.
- IV. On Going Business
 - I. Committee Reports
 - A. Parking and Traffic
 - Mr. Montgomery with Premium Parking provided an update. Discussion items included;
 - Overall changes made to the parking system, highlights from the first sixty (60) days, feedback, and solutions to be completed, results of the ongoing survey, normalization of enforcement, and “what’s next” opportunities.
 - Mrs. Davis asked who would be financially responsible for ongoing changes. Mr. Montgomery stated that the DIB would have responsibility for all new expense items. Mrs. Davis went on to ask if the problems that are being experienced are unique to Pensacola. Mr. Montgomery said that many of the issues are in fact unique because sensitivity is high and more evident in Pensacola.
 - Mr. Morse asked that Premium Parking be given 30 days to update and otherwise correct the issues currently discussed.
 - Mr. Carro commented that we might have pushed too much change onto the user too quickly and that we’re seeing the reaction. He commended the Premium team on the changes they have implemented to date.
 - Ms. Levin agree with Mr. Carro. She said that we need to communicate better, faster, and more thoroughly future changes and to look at the bigger picture of changes and be patient.
 - Mr. Switzer also agreed that Premium has responded quickly.
 - Mrs. Davis asked how an experienced company such as Premium not anticipate the reactions that are being experienced in the Jefferson Street Garage, and what’s the potential lost revenue from people that have heard of the issues and will not come downtown as a result?
 - Mr. Bednar outlined to the audience that the changes that were recommended and implemented were done in an earnest effort to get ahead of the substantial deficiencies that the parking system has experienced, and to start the process for changes to come.
 - Ms. Dubuisson commented about the parking and traffic study that was going on and in mid-stream the RFP was done. She suggested that we need more effort behind education.
 - Councilman Spencer observed that parking is the low hanging fruit for the media and that those negative experiences of stakeholders are important to contemplate, and that Premium should be fluid and nimble. He also pointed out that even the PNJ experienced

challenges when they went through changes to their digital platform. He then commended Mr. Morse for adding the request for a 30-day timeline on results. He went on to add that it might help if Premium soften their messaging and look to disarm the implication of the red signs.

- Several individuals made comments.
- Mr. Montgomery closed by stating that they will review the invoices and help to identify fees that can be removed and look for ways to enhance signs but do not let blend in to the background.
- Mr. Peacock tasked Mr. Morse to keep the board informed.
- Mr. Morse gave an update on the Parking Committee's recommendation to get the quotes at Jefferson Street Garage on the corner of Garden and Jefferson. The board suggested waiting until a post parking transition.
- Mr. Morse followed by updating the board on the waste co-op and the operation of the compactor.

B. Finance

- i. Mr. Morse presented March P&L and Balance Sheets for DIB and DPMD
- ii. Motion to approve was unanimous

C. Bylaw Review

- The bylaws intended to be ratified and the new bylaw to remove term limits for elected officers of the DIB board were read for a second time. The matter goes to the next City Council meeting for approval. There was a motion, a second and approved.

D. Marketing Report

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

V. Executive Director's Report

- Mr. Morse provided spreadsheet of current staff projects and statuses. There was a brief discussion of the items.

VI. New Business

- The City/CRA Interlocal Agreement was reviewed. The recommendation was made to amend the language of the agreement to offer more flexibility in the use of parking revenue to enhance Downtown. The motion to approve was passed.

VII. Public Comment

- Ms. Dubuisson thanked the DIB for their service and asked that they not talk recent comments regarding parking personally. She closed with acknowledging that the DIB is "doing good things".

VIII. Adjournment

Meeting was adjourned at 9:02 a.m.