

**Minutes of the
DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday, June 21, 2016
4:00 p.m.**

- I. Call To Order & Comments From The Chair - Chairman Peacock called the meeting to order at 4:00 pm. Chairman Peacock informed the Board that this will be Mr. Merrill and Mrs. Campbell's last meeting as Board Members and thanked them for their dedication and service.
- II. Attendance:
 - a. Board members present – John Peacock, Jim Homyak, Brian Spencer, Burney Merrill and Susan Campbell
- III. Recurring Agenda
 - a. Mr. Peacock confirmed that the meeting was properly noticed
 - b. There was a motion and a second to accept the Minutes from the Regular Meeting of the DIB held on May 24, 2016. The June 7th Meeting was cancelled.
 - c. Mr. Butlin presented May Financial Statements.
 - i. Mr. Butlin recommended that the overage in Salaries be moved to Grant Writing
 - ii. Mr. Butlin stated that the receipt function for Jefferson Street Parking Garage is now active
 - iii. Councilman Spencer requested that Mr. Butlin send him contacts for City Parking study being done by the West Florida Regional Planning Council.
 - iv. There was a motion and a second to accept the May Financial Statement.
- IV. Public Presentation
 - a. none
- V. Marketing
 - a. Moved to July
- VI. Ongoing Business
 - a. Festival of Lights – Meeting scheduled for 6/22/16 at 9:00 am
 - i. Mrs. Campbell stated that the Marketing team provided demographics for target audience and information on the types of events they are to help the committee shape programming.
 - ii. Currently planning musical acts on Thursday's from 3:30 to 6:30
 - iii. Mrs. Campbell asked if funding is available
 - iv. Mr. Peacock stated that he met with Visit Pensacola and we need letters of commitment from different organizations stating they will participate in the Holiday events to show that this is a community effort not just a DIB event such as; Pensacola Little Theater, Churches, UWF Historic Trust, and Business owners to attach to the Visit proposal by Thursday at 1 pm. so he can deliver to Visit by Friday.
 - b. DIB's Involvement in the City's Special Events Permit Process – Mr. Butlin gave overview of a one-page attachment with Black Out dates and discussed the approval process. It was recommended that there be an approval committee comprised of the DIB Director, DIB Chair and Special Events Chair.
 - i. Councilman Spencer stated that under logistics on the form DIB should request that a map be included indicating where trash containers will be placed and what the penalties are if stipulations of permit are not adhered too by the event coordinators.
 - ii. Mrs. Carmody stated that the City will keep their \$1,000.00 Bond if needed for clean-up.
 - iii. Mr. Peacock asked if organizers have permitted sidewalks in the events, can the City keep the bond to help clean after events. Mrs. Carmody replied – Yes however, if Business are moving tables onto the sidewalks during the event then it is the Business' responsibility to clean the sidewalks.

- c. Chairman Peacock requested assistance from Councilman Spencer in getting the City to help correct GFI breaker issues discovered during last holiday season.
- d. 2017 event calendar – Mr. Sonnen gave an overview of events to Board
 - i. Mr. Sonnen will email calendar to Board Members
 - ii. Mr. Peacock requested a general budget for 2017 events
- e. Group working on Gallery Night – Mr. Butlin updated Board on Mr. Carro's progress in taking over the Gallery night Events and affirmed that DIB is assisting as much as possible with the exception of passing on our Insurance Policy for the event, which the insurance company will not allow.
- f. Mr. Peacock requested that Flags and Banner project be added back to agenda, also he would like to add Way-Finding signs to this project. Mr. Peacock would like a simple message on the flags and banners and requested that Mr. Peterson and Mrs. Sjoberg to work on a brand.

VII. Report from the Executive Director

- a. DIB meeting notice procedure – Mr. Butlin worked out the snafu with PNJ as well as posting on website
 - i. Mr. Peacock requested that the City send Mr. Butlin their list of meeting notifications contacts so DIB will have as a back-up to PNJ
- b. Option to amend the Plaza Ferdinand ordinance – Board members asked Councilman Spencer for recommendations on loosening the restraints on obtaining a permit to utilize the park. Councilman Spencer will meet with Mr. Butlin to review options.
- c. Impact 100 Grant Request
 - i. Ferry landing and transportation – grant draft will be completed 06/22/16 and submitted 06/24/2016.
- d. Parking on the County Garage roof – Mr. Butlin presented board with proposal to County and the County's counter proposal. Councilman Spencer will meet with commissioners to move proposal forward.
- e. Jefferson Trash – Mr. Butlin informed Board that as per Bill Weeks with City, water and sewer are no longer required which puts us back at \$125,000 range for project.

VIII. New Business

- a. Allowing businesses outside the DIB boundary to buy into the website – it was recommended that Businesses outside the district be allowed to buy into the new Website for \$100 for first year and the CRA district serve as the maximum boundary allowance.
- b. Approval to purchase 2 trash cans for the SoGo block – There was a motion and a second to purchase two trash cans to be placed in the SoGo block. The motion passed unanimously.
- c. Acceptance of free refurbished M3 IPS smart meters – Mr. Butlin is working with Republic Parking and Parking Committee on this project.
- d. E.D. contract –there was a motion and a second to accept as presented. The motion passed unanimously.

IX. Committee Activities

- a. Festival of Lights next meeting June 22nd 9:30
- b. Special Events – Monthly event calendar was reviewed by Mr. Sonner and will be e-mailed to Board Members
- c. Parking – Mr. Butlin informed the Board that Joe Zarzaur's office has requested permission to purchase free parking for a day as a promotional venue – the Board requested a detailed plan before voting.
- d. DAB – next regular meeting is June 23rd – Mr. Peacock asked that actions come from these Boards.

X. Public Comment

- a. Mr. Merrill requested that the Board look at expanding the DIB boundaries and expressed his honor in serving on the Board.

XI. Adjournment the meeting was adjourned at 5:23 pm

NOTE: The DIB holds it regular meetings on the first and third Tuesday of each month; the first Tuesday is held at 7:30a.m. and the third Tuesday is held at 4:00p.m. The meetings are held in the Public Meeting Room #1 of the Bowden Building, 120 Church Street, Pensacola, Florida 32502.