

**Minutes of the
DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday, July 5, 2016
7:30 a.m.**

- I. Call to Order & Comments from The Chair - Chairman Peacock called the meeting to order at 7:30 am.

- II. Attendance:
 - a. Board members present – John Peacock, Teri Levin and Charlie Switzer

- 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 June 21, 2016.

- IV. Public Presentation
 - a. none

- V. Marketing
 - a. Josh with Ideaworks gave presentation of new DIB Website
 - i. Mr. Peacock requested that the home page circle through all businesses within the district
 - ii. Josh stated that the parking information is currently being updated
 - iii. Mr. Butlin stated that historical meeting minutes will be added after the parking section is corrected
 - iv. Board was reminded of agreement in last meeting to allow businesses outside the district to advertise on the DIB website for \$100.00 this year and fees will be reevaluated next year.
 - v. Josh recommended promotion of no more than 5 businesses at a time to avoid content overload
 - vi. Mr. Peacock requested that the parking information be added to the mobile app
 - vii. The Board asked how will visitors locate the DIB website and Josh provided a brief explanation of how Google rankings work.
 - viii. Mr. Peacock requested that Ideaworks prepare a promotional roll-out plan for the website.

- VI. Ongoing Business
 - a. First City Lights – Grant request was submitted to Visit Pensacola last week
 - i. Mr. Butlin will send Becky a copy of the proposal
 - ii. Becky will present proposal to County Commissioner Grover Robinson.
 - b. 2017 event calendar – e-mail blast was sent out last week, thus far the responses have not been helpful recommendations and are mostly negative with requests only to continue Gallery Night.

- VII. Report from the Executive Director
 - a. Long term items
 - i. Jefferson Trash -on going
 - ii. Noise Ordinance – Mr. Butlin and Mr. Stebbins completed with proposed ordinance restricting outdoor music after 10 pm on weeknights and 11 pm on weekends. Mr. Butlin will review the details with Councilman Spencer's. Mrs. Levin requested No Skateboarding signs also be considered.
 - iii. Plaza Ferdinand ordinance -Mr. Butlin continues to work with Councilman Spencer on possibly allowing more organized use of the park.
 - b. Light Pole Downtown Banners – examples from Mr. Peacock were included in minutes. Mr. Peacock requested that the Marketing Team have something to present at next meeting

- c. Napa business signage -Mr. Peacock requested we learn from Napa and proceed with getting a price, install signs and then request the removal of 'A' Frame signs
- d. Impact 100 Grant Request - grant was submitted and Board urged that we get prepared for the site visit
- e. Parking on the County Garage roof - Mr. Butlin is scheduled to meet with Mr. Robinson on Thursday
- f. So-Go Trash Cans - two cans have been ordered, exact placement still being considered
- g. Trick or Treat -Need to solicit retailers for preferred date with Thursday 10.27 or Sat 10.29 also need to confirm sponsorship of event

VIII. New Business

- a. Donation to Friends of Downtown Pensacola, Inc. -members gifted \$1,000.00 to purchase insurance and set-up accounting services. Motion was seconded and Approved
- b. Mr. Peacock provided Mr. Switzer with history and purpose of Friends of Downtown Pensacola, Inc.
- c. Mrs. Levin asked for fundraising plans - Mr. Butlin stated that he is looking into the possibility of continuing a Beer Garden at the Palafox Market, which was very successful at the market birthday celebration.

IX. Committee Activities

- a. Festival of Lights - next meeting July 6th 9:30 a.m.
- b. Special Events -next meeting July 8th 9:00 a.m.
- c. Parking -next meeting July 12th 4:30 p.m.
- d. DAB -next meeting July 28th 9:00 a.m.
- e. Mr. Peacock requested minutes from these meeting be included in DIB agenda packages

X. Public Comment

- a. None

XI. Adjournment the meeting was adjourned at 8:27 a.m.

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