

**Minutes of the
Special Events Committee
Friday, July 8, 2016
9:00 a.m.**

- I. Call to Order - Mr. Sonnen called the meeting to order at 9:00 am.
- II. Recurring Agenda
- a. The proposed agenda for July 8, 2016 was accepted
 - b. Introductions of all meeting attendees
- III. New Business
- a) Mr. Butlin requested information from business on plans for Festival of Lights activities and informed attendees of Festival of Lights Committee activities and meetings.
 - b) Due to the group's primary desired conversation being centered on why the DIB would no longer be hosting Gallery Night after September, Mr. Butlin gave an overview of DIB's role and position on Gallery Night and informed the audience of Mr. Carro's desire and plan to continue Gallery Night. He also explained how the DIB was supporting this effort. Mrs. Campbell, being on the committee to continue Gallery Night, updated the group on their progress and reminded everyone that Mr. Carro's group has only met twice and that they are still in the very preliminary stages of planning. Mrs. Campbell requested permission from all attendees to have Mr. Butlin release the sign-in sheet information to her which will allow her to inform them of upcoming meetings concerning this topic.
 - c) Mr. Sonnen solicited feedback on the proposed calendar of events for 2017 to which the responses were:
 - i. Would like to see more activities highlighting Art
 - ii. Sunday Brunch
 - iii. Progressive Dinner/tastings/shopping passport...
 - iv. Need to explore more than just a Thursday event – possibility of alternating Thursday and Sunday
 - v. DIB to plan/set the stage for a weekly event that changes in theme, 4 Seasonal (Quarterly) times.
 - d) There was a motion and a second for the Special Events Committee to recommend to the DIB a weekly event in 2017 that would change in broad theme every quarter.
 - e) Based on the motion, Mr. Sonnen requested that attendees submit event theme ideas to the DIB within the next week to allow for staff to review and compile for submittal to DIB Board. He reminded the group to think about what customer and demographic they are targeting with each theme ideas.
- IV. Adjournment the meeting was adjourned at 10:27 a.m.

NOTE: The Special Events holds its regular meetings on the second Friday of each month at 9:00a.m. The meetings are held in the Public Meeting Room #1 of the Bowden Building, 120 Church Street, Pensacola, Florida 32502.