

**Minutes of the
DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday, August 16, 2016
4:00 p.m.**

- I. Call to Order & Comments from The Chair - Chairman Peacock called the meeting to order at 4:03 p.m.

- II. Attendance:
 - a. Board members present – John Peacock, Teri Levin, Charlie Switzer, Jim Homyak, & Brian Spencer

- 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 August 2, 2016.
 - c. Mr. Peacock announced changes to agenda of moving the Special Events committee up on the agenda and addition of Beautification plan.
 - d. Consideration of the June Financial Statements. Mr. Butlin presented Board with June Financial Statement and answered Board questions. Mr. Butlin let the Board know that there is an additional \$65K in Property Revenue taxes yet to be received by district. There was a motion and a second to accept the June financial statements. The motion passed unanimously.

- IV. Public Presentation
 - a. Ms. Washnock and Ms. Lavender from West Florida Regional Planning Council presented the Board with City of Pensacola Parking Strategies as a Catalyst to Economic Development PowerPoint presentation.
 - b. Ms. Lavender answered Board and audience questions and provided handouts of parking strategies.

- V. Special Event Committee report – moved per Chairman’s request.
 - a. Special Events – next meeting September 9th 9:00 a.m. – Mr. Sonnen gave update from August 12th meeting and informed the Board that the SEC recommends grant proposals from with the district to award based on Quarter focus in lieu of DIB creating and hosting events.
 - i. Board agreed with SEC recommendation.

- VI. Marketing
 - a. Mr. Peterson provided July marketing report and responded to Board questions
 - b. Mrs. Sjoberg presented Board with requested Banner Samples for review and requested feedback be given to Mr. Butlin and Mrs. Dees before September 6th meeting.

- VII. Ongoing Business
 - a. First City Festival of Lights
 - i. Mrs. Campbell requested the Board consider a weekly Thursday evening event to begin in September at the T.T. Wentworth. To allow people to get into the habit of coming Downtown on a weekly basis before the kickoff of the Holiday season.
 - ii. While the Board liked Mrs. Campbell’s idea, they requested that she come back with a detailed budget and plan of execution.
 - iii. The Board explained to Mrs. Campbell that while in support of the idea, the D.I.B. staff would not be responsible for coordinating and planning the events.
 - iv. Mr. Peacock announced that Visit Pensacola is in the process of reviewing the grant guidelines and determining the amount to award for the Holiday Light project.

- VIII. Report from the Executive Director

- a. Light Pole Downtown Banners – Mr. Peacock requested that Mr. Butlin create an RFP for production of Banners.
- b. Beautification Plan – added per Chairman’s request as a recurring discussion item.
- c. Napa business signage – Mr. Butlin informed the Board that Vital Signs has not returned calls or emails and he will be seeking cost estimate form Digital Now to present at next meeting.
- d. So-Go Trash Cans – Mr. Butlin informed Board that cans have been received and will be set-up within the week on the South East corner by Pure Pilates and Don Alans.

IX. New Business

- a. Mr. Bednar provided update on Parking Committee meeting with Mr. Rothfeder on August 16, 2016 concerning the reconfiguration of on-street parking around the PNJ project.
- b. Parking Committee recommendation to execute the Inter-Local Agreement with Escambia County allowing for DIB managed monthly parking on the Baylen Street garage roof was approved by the Board. There was a motion and a second authorizing the DIB to execute the Interlocal between the County and the DIB regarding monthly parking on the roof of the Intendencia Garage. The motion passed unanimously.
- c. Board reviewed the report of recommendation from the Parking Committee to execute a 2017 strategic plan including replacement of 100 current meters with IPS M3 smart meters and requested that a representative from Republic come present to the Board at an upcoming meeting.
- d. Mr. Peacock requested specific recommendations for the Parking Committee to help guide Board.
- e. Mr. Butlin presented Board with results of RFP for Audit.
 - i. Board accepted Warren – Mr. Butlin advised the Board that Warren Averett was successful low bidder on the RFP. There was a motion and a second to accept Warren Averett and to direct Staff to work toward finalizing contract.
- f. Board reviewed 2017 budget to be submitted to City. There was a motion and a second to accept the 2017 budget as presented. The motion passed unanimously.

X. Committee Activities

- a. Festival of Lights - next meeting August 24th 9:30 a.m.
- b. Parking – next meeting September 13th 4:30 p.m.
- c. DAB – next meeting August 25th 9:00 a.m.
- d. All previous meeting minutes were attached to agenda package for Board review

XI. Public Comment

- a. Mrs. Sjoberg spoke to Board about search committee requirements for the Executive Director Positon.
 - i. Board voted to keep the search local for the first 30 days and then expand if needed.
- b. Adam Morris from Liberty Church introduced himself to the Board and announced that services will begin on September 11th at the Pensacola Little Theater.

XII. Adjournment the meeting was adjourned at 6:25 p.m.

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.