

**Minutes of the
Special Events Committee
Friday, October 14, 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 October 14, 2016 was accepted
 - b) Minutes from September 9, 2016 were accepted
- III. Ongoing Activities
 - a) New Meeting Dates: 2nd and 4th Friday of every month through December were approved.
 - b) Holiday Lights
 - i. Mr. Peacock asked for Mr. Novota to present an update on the Lighting Project.
 - I. Mr. Novota updated on all poles and outlets that are being rewired and/or upgraded.
 - II. The outlets will operate on 7 day timeclocks and can be set for on and off times easily
 - III. Poles rewired from inline fuse to ground fault outlet need 1 week heads up before turn on – dry run section by section with Gordon. Schedule with Mr. Novota for the test run prior to lighting ceremony.
 - IV. The Committees decision was to turn on the lights on November 25th, however a turn off date has not yet been determined. A suggested end date was January 22, 2017/
 - I. Winterfest: Has lots of great things they already are planning. Due to looking forward to Grant Potential for Holiday Lights in the future the board recommends we combine with Winterfest, however the goal should be a stand-alone event in future.
 - II. Coordination with Visit Pensacola pitching the Holiday Lights in feeder and international markets. Simon Caulder –from UK travel show, coming to Pensacola for a show.
 - III. Winterfest is already doing Awards for businesses –decorating small business storefront & big business storefront.
 - IV. Sharing stuff from Merchants for social media, videos, & photos. (Instagram, Twitter, & FB: Freddie is handling and growing this event photos fb.) *The month before Christmas. #firstcitylight #pensacolalights. E-blasts to visitor & merchant database –Impact Digital Ads with VP for social & google.
 - ii. Parking Amnesty week and “Token Ticket” day was discussed, but no date finalized
 - c) Church Tours
 - i. Lucy Rentz, with Christ Church brought up their churches need for clarification for Open House.
 - ii. A connection with the trolley running for the holiday season was discussed to reach some of these churches just outside of the route.
 - iii. Each church is to be featured on WEAR
 - iv. A suggestion for map for walking of churches was brought up by Ms. Rentz.
 - i. Mr. Zimmern suggested that Studer Group/YMCA decorate their streetscape for the holidays to tie in with Downtown Lights. He will contact to encourage them to decorate.
 - d) Mr. Zimmern suggested a tie in with the light to Mardi Gras, additional purple/green/gold lights could be added to the existing lights for the Mardi Gras season. This would an expense to Pens. Mardi Gras.
 - i. Mr. Zimmern brought up Pelican Drop –he suggested that whoever gets the Pelican and the Event should have to receive DIB approval for permit. It was suggested to vet the organization before approval. A letter to the city for the approval to be vetted was part of that suggestion. Mr. Homyak. to present the suggestion at upcoming DIB meeting as new business.
 - e) The DIB Event Guidelines was discussion for events for 2017:
 - i. A base guideline to be developed. \$2500 per quarter to be issued as grant money. This was tabled until the next meeting for further discussion and development.
- IV. Adjournment the meeting was adjourned at 10:55 a.m.