

**Minutes of the
DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday
February 13, 2018**

- I. Call to Order & Comments from The Chair – Chairman Peacock called the meeting to order at 7:30 a.m.
- II. Attendance – John Peacock, Charlie Switzer, DeeDee Davis & Teri Levin
- III. Recurring Agenda
 - i. Mr. Peacock confirmed that the meeting was noticed properly.
 - ii. There was a motion and a second to approve the February 13, 2018 agenda. The agenda was approved unanimously.
 - iii. There was a motion and a second to accept the minutes from the regular meeting held on January 09, 2018. The motion was passed unanimously.
- IV. On Going Business
 - i. Committee Reports
 - Parking & Traffic
 - i. Mr. Darden with SPS provided brief overview of final parking strategy recommendations.
 - ii. Mr. Darden offered to host a separate meeting to discuss in detail the parking strategy findings and to answer questions.
 - iii. Mr. Peacock will work with Mr. Morse to identify and develop ‘next steps’ on parking to present to the Board.
 - iv. Mr. Kullander with Premium Parking provided update on parking management contract transition.
 - v. Mr. Peacock questioned fees for credit card processing on app use, to which Mr. Kullander later confirmed are \$0.35 per transaction.
 - vi. Mr. Peacock requested a Board vote to approve the \$0.35 fee, with \$0.23 going to Premium for processing and \$0.12 going to DIB Parking fund. Mrs. Davis made the motion, Ms. Levin seconded and the motion was passed unanimously.
 - Finance
 - i. Mr. Morse presented January P&L and balance sheets for DIB and DPMD.
 - ii. Mr. Morse explained variance on Ambassador program and loss of revenue due to Baylen and Government lots being sold.
 - iii. Mrs. Davis asked if revenue could be recovered from the City from the sale of the lots. Mr. Peacock recommended Mr. Morse and a Board member meet with the City to discuss.
 - iv. Mrs. Dees provided update on DIB contributions for First City Lights Festival for 2016 and 2017.
 - v. Mr. Peacock stated that it is a priority that Mr. Morse work to secure funds for 2018 FCLF.
 - vi. Mr. Peacock requested an explanation of budget plans to accommodate capital parking improvement needs identified by Premium.
 - vii. January financials were unanimously approved.
 - Executive Directors Report
 - i. Mr. Morse discussed LTU amendments and two types of LTU’s.
 - ii. Ms. Levin requested that the LTU and restrictions of panhandling within the LTU’s be made a top priority.
 - iii. Mrs. Davis requested that Mr. Spencer sponsor a round table to address panhandling.
 - iv. Mr. Peacock explained that the purpose of the DIB is to advocate for the district.
 - v. Mr. Peacock and Mr. Morse will work to identify round table participants.
 - vi. Mr. Morse provided daily work schedule for Ambassadors.

V. New Business

- i. Mr. Morse discussed special event survey currently being conducted with merchants.
- ii. Mr. Morse updated Board of meeting discussions with Mr. Cooper and Mrs. Carmody regarding the closing of Palafox for special events to which Mr. Morse was informed that, the DIB does not have authority to approve or deny any events or street closures in the district. Mr. Morse reported that Mr. Cooper stated that the City will not be approving any 'New' event request that involve the closure of Palafox.
- iii. Ms. Grey with Parks and Recreations was introduced to Board.
- iv. Mr. Morse updated Board on CRA public meetings on Urban Design Guideline Overlay.
- v. Ms. Levin requested that staff provide contact information for anyone presenting to the Board be included in the agendas.

VI. Executive Director Report

- i. Mr. Morse requested Board approval for DIB bylaws updates to reflect the removal of Board term limits and updates to financing term limits. Mrs. Davis approved, Ms. Levin seconded. Bylaw amendments were approved unanimously.
- ii. Mrs. Davis requested that Mr. Morse draft language on LTU amendments to present for Board approval.
- iii. The Board, in the absence of staff, discussed the Executive Director's annual performance review.
- iv. The Board stated their appreciation and recognition of Mr. Morse's work over the past year and identified specific areas of improvement.

VII. Public Comment

- i. Mrs. Sjoberg provided 2017 Marketing ROI Report and requested to be added to March agenda to review for Board.

VIII. Adjournment

- i. Meeting was adjourned at 9:23 a.m.