

MINUTES OF THE DOWNTOWN IMPROVEMENT BOARD

Regular Monthly Meeting
Tuesday, September 11, 2018

Attendance:

Chair Deedee Davis, John Peacock, Teri Levin, Michael Carro, Charlie Switzer
Councilman Brian Spencer, Commissioner Doug Underhill
Lissa Dees, Executive Director

Call to Order:

- a. Chair Davis called the meeting to order at 7:30 a.m.

Recurring Agenda:

- a. Ms. Dees confirmed that the meeting was properly noticed.
- b. There was a motion and a second to approve the September 11, 2018, meeting agenda. The motion carried unanimously.
- c. There was a motion and a second to accept the minutes from the regular meeting of the DIB held on August 14, 2018. The motion carried unanimously.

Ongoing Business:

- a. Downtown Pensacola Alliance
 1. Pending IRS approval on the resubmittal.
- b. Interlocal Agreement Plan for 2020
 1. Ms. Dees will get individual feedback and coordinate a time for meeting.
- c. LEAP trash cans update
 1. Trash cans are still not in.
 2. There may be a cost associated with installing the cans if DIB chooses the location.
 3. Exec. Dir. Dees will follow up with Helen to determine what, if any, cost is proposed.
- d. FCLF – DIB Loan to FOD
 1. The first invoice for First City Lights Festival is \$73,600 for installation.
 2. Motion was made by Member Peacock that DIB advance \$73,600 to Friends of Downtown which will be reimbursed by awards from the City and Visit Pensacola.
 3. Motion was seconded by Member Switzer and carried unanimously.

Parking:

- a. Jefferson Garage Safety
 1. Parking is not enforced in Jefferson Street Garage after 9:00 p.m. when the last parking ambassador leaves.
 2. Reggie Bruster, of Signal 88, provided a quote of \$988 per month for vehicles to patrol Jefferson Street Garage on a scheduled basis, 25 hours per week.
 3. Exec. Dir. Dees discussed hiring a part-time parking ambassador for five nights a week, Wednesday-Sunday, for /\$300 per week.

4. Member Carro made a motion to adopt the parking ambassador option at \$300/week. Seconded by Member Peacock for discussion.
 5. Parking Comm. Chair Mark Bednar advised that the parking committee had voted to have services provided by Signal 88 through the end of the year. However, this was decided before the idea of a parking ambassador had been discussed. Mr. Bednar agrees the parking ambassador would have more of a presence and therefore would be a better option. Mr. Zimmern concurred.
 6. Member Carro restated his motion: to hire a \$300 per week individual to monitor the Jefferson Street Garage from 9:00 to 3:00 a.m. effective as soon as Ms. Dees can find the right person. The motion was seconded by Member Peacock and carried unanimously.
- b. Parking Management transition
 1. Exec. Dir. Dees advised there has been a diligent effort to transition current parking management staff to in-house. An employee handbook has been created which closely mimics the DIB employee handbook.
 2. Member Peacock made a motion to approve the employee handbook. Seconded by Member Levin and carried unanimously.
 - c. Platform – Review of Passport
 1. Mr. Nathan Berry, via telephone, gave a video-taped presentation of Passport's services and answered questions. This was purely informational, and voting did not take place.
 - d. Five new Pay Stations – deployment plan
 1. Of the five new Pay Stations, two have been placed on Spring Street and the other three will be installed the week of September 24.
 2. With the installation of those Pay Stations, 30+ antiquated lollipop meters will be removed.
 - e. LPR – Update
 1. The LPR was installed on the truck yesterday and we are awaiting arrival of the computer.
 - f. Tarragona Street – 2-hour parking – update
 1. Mr. Glass received a quote from Gulf Coast Traffic Engineering of \$4,700 to install the signs (\$300 per sign). Therefore, the signs will be installed in-house using the parking team and an ambassador from the cleaning side and will be installed on September 24.
 2. Notifications will be sent via the marketing team that signs will be installed on the 24th and the 90-day process will begin.
 - g. DPMD Employee Handbook – Approval
 - h. Harborview Garage signs – Approval
 1. Signs are available in storage that can be "reskinned" to display the correct information.
 2. The signs will be placed at Palafox & Main and Cedar & Main pending approval by the City, and installation will hopefully be accomplished by the end of September.
 - i. Special Meeting October 10
 1. A special meeting is scheduled for October 10 with Dr. Shoup and members of the parking committee and DIB board. The meeting is open to the public.

Finance:

- a. DIB August Financials – Approval
- b. DPMD August Financials – Approval
 - 1. Exec. Dir. Dees presented the August financials.
 - 2. Member Switzer suggested there may be a better way to manage the cash balance of \$304,000 currently held in the checking account. This will be discussed more with the finance committee and options brought through the parking committee to the DIB board as solutions are found.
 - 3. Member Peacock thanked Ms. Dees for the great job she has performed with the financials and made a motion to approve. Motion seconded and carried unanimously.
- c. City Council Budget meetings - 9/12 is 1st hearing, 9/13 regular meeting, 9/19 final hearing.

Marketing Report:

- a. Ideaworks – Caron Sjoberg
- b. City 2018 Annual Report
 - 1. Ms. Sjoberg presented the marketing reports.
 - 2. Member Switzer commended her on the continuous improvement during his three years on the committee and thanked her for the wonderful job she has performed.

New Business:

- a. Pensalocal Award
 - 1. Mark Bednar was the recipient of the second Pensalocal Award for his tireless participation on the parking committee and the positive difference he has made in the community.

Hold Items:

- a. Parking Interlocal Agreement on hold until October
- b. LTU/MOU loitering on hold for October

Public Comment:

None.

Adjournment:

Meeting was adjourned at 9:05 a.m.