

SPECIAL EVENTS COMMITTEE
of the
DOWNTOWN IMPROVEMENT BOARD

Friday July 8, 2016

9:00 a.m.

AGENDA

(NEW location room #1 Bowden Blding 120 Church St.)

- I. Call to Order

- II. Recurring Agenda
 - A.) Consideration of the proposed meeting agenda for July 8, 2016
 - B.) Minutes from the June 8, 2016 meeting

- III. Ongoing Activities
 - A.) Volunteers to program a monthly themed event.
 - 1) Attached monthly "idea" sheet
 - B.) Every Thursday through the holidays
 - 1) Most merchants agree to stay open till 8:00
 - 2) Restaurants offer some forms of Thursday special
 - 3) Historic churches program for Thursday evenings
 - 4) Other entertainment activities happen then

- IV. New Business
 - A.) Goals and objectives of DIB events
 - B.) City of Lights committee update

- VIII. Public Comment

- IX. Adjournment

NOTE: The Special Events Committee traditionally holds its regular monthly meetings on the second Wednesday of each month at 8:30 a.m. Meetings are held in the Public Meeting Room #1 of the Bowden Building at 120 Church Street, Pensacola, Florida 32502 unless otherwise noted.

**Minutes of the
SPECIAL EVENTS COMMITTEE
Wednesday, June 8, 2016
8:30 a.m.**

- I. Call to Order

- II. Recurring Agenda
 - A.) The proposed agenda for June 8, 2016 was accepted
 - B.) The Minutes from the May 11, 2016 meeting were accepted.

- III. Ongoing Activities

- IV. New Business
 - A.) Idea of a monthly themed event falling on Thursday was discussed. The events and activities already taking place in each month was discussed and ideas for each month were surfaced. Mr. Sonnen agreed to take the monthly input and try and summarize it. We would then request the downtown merchants give feedback and ideas.
 - B.) Goals and objectives of DIB events were postponed to the July meeting.
 - C.) Mr. Butlin asked the group to think of event ideas for the Foo Foo project (Garage Mural) which will take place between Nov 5th – 16th
 - D.) Mr. Butlin gave the group a short update on the City of Lights, the grant application to Visit Pensacola and some of the ideas for programing during the 90-day period the lights are up.
 - E.) The committee approved changing the Special Events Meeting day and time to the second Friday at 9:30.

- VIII. Public Comment

- IX. Adjournment

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Ron Butlin

From: Pensacola DIB <DIB=DOWNTOWNPENSACOLA.COM@mail91.atl161.mcsv.net> on behalf of Pensacola DIB <DIB@DOWNTOWNPENSACOLA.COM>
Sent: Thursday, June 30, 2016 9:44 AM
To: Ron Butlin
Subject: DIB - 2017 Event Calendar Feedback Request

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**DOWNTOWN
PENSACOLA**

DOWNTOWN IMPROVEMENT BOARD 2017 Event Calendar

Dear Downtown Business and Property Owners,

The Special Events Committee has been tasked by the DIB to prepare an event calendar for 2017. The primary goal for these events is to build on the success and momentum of Gallery Night but with an eye to appealing to attracting shoppers and diners. The below event calendar is not a final decision, however, we do need prompt feedback to finalize the schedule. Please reply with either your support of these ideas or additional suggestions. Additionally, an umbrella brand will be planned for the years schedule. A suggestion is to brand these events as the Downtown Vibe, but we are looking for further input on this topic as well. We are considering these events to take place on a Thursday each month.

January - Evening of Fitness and Health. The theme can be on New Years resolutions educating on fitness and food health. Occurring the same month will be the conclusion of the Lights Festival.

February - Celebrating history and museums. In conjunction with this theme, local flower shops and other Valentines Day focused merchants will be invited to setup in front of the participating museums and historical landmarks.

March - Parking focus. Buy a spot decorating contest. Host a food truck rally or other large gathering in key parking lots to help better identify primary parking areas.

April - Family focused event to promote outdoor activity. Scavenger hunt, passport, outdoor games, performers, tennis classes, music, outdoor movie and

other family orientated activities.

May - Mother's Day. Trunk show, valet parking, music, restaurant specials, wine walk, makeovers.

June - Father's Day. Bar/Restaurant promotions. Retail discounts/coupons for stores focused on dads. Car show. Fishing weigh-in.

July - Red, White and Blue. All of Palafox military appreciation event. Possible flyover.

August - Summer restaurant week. Football opening event. Invite alumni/booster clubs for a street event. Each team will have a designated area on Palafox in front of participating locations. Invite local professional athletes for signing events in local businesses.

September - Fashion week. Trunk shows, outdoor runway shows, possible pageant show.

October - Halloween event. Expand existing trick-or-treat to include more activities, individual and family contests.

November - Holiday lights event.

December - Full retail event with free parking, valet, street guides with maps

Thank you for taking the time to review our initial 2017 schedule. Please reply back with any feedback to help the Special Events Committee finalize the initial plan, The next step will be preliminary budget planning, followed by the more intricate logistics for next years events. We welcome you to join us during the regular scheduled Special Event Committee meeting. The next meeting is Friday July 8th at 9:00 in room 1 of the Bowden Building 120 Church Street. Thank you again for the continued support.

Warren Sonnen

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Ron Butlin

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Month	Theme	Date	Events/Observances
March	Spring Has Sprung	3/17/2016	St. Patrick's Day- O'Riley's
		3/18/2016	Gallery Night
		3/20/2016	First day of Spring- Palafox flower beds
		3/27/2016	Easter
April	Wahoos ??	4/12/2016	Wahoos Opening Day
		4/15/2016	Gallery Night
			Palafox Community Dinner
May	Mothers Day / Memorial Day		Palafox Market Anniversary
		5/8/2016	Mother's Day
		5/20/2016	Gallery Night
		5/30/2016	Memorial Day
June	Stay Fresh with Palafox Market		National Fresh Fruit and Vegetables Month- Palafox Market
		6/17/2016	Gallery Night
		6/19/2016	Father's Day
July	Red White and Blues	7/4/2016	Fourth of July
		7/15/2016	Blue Angels Airshow
		7/22/2016	Gallery Night
August	Back to School Shopping		Shop Downtown Saturday
		8/19/2016	Gallery Night
September	Labor Day- Downtown Business Features OR FALL FOOTBALL?	9/5/2016	Labor Day
		9/16/2016	Gallery Night
October	Fall Nights in Downtown	10/21/2016	Gallery Night
			Downtown Trick-or-Treat
		10/31/2016	Halloween
November	Give Thanks and Give Back	11/11/2016	Veterans Day
		11/18/2016	Gallery Night
		11/24/2016	Thanksgiving
		11/25/2016	Black Friday
		11/26/2016	Shop Local Saturday
December	Find the Perfect Gift for Everyone on your List	12/16/2016	Gallery Night
		12/25/2016	Christmas
		12/31/2016	New Year's Eve- Pelican Drop