

**DOWNTOWN IMPROVEMENT BOARD**  
**Regular Monthly Meeting**  
**Tuesday, July 19, 2016**  
**4:00p.m.**  
**AGENDA**

- I. Call To Order & Comments From The Chair
  - a. Comments from the Chairman
  
- II. Recurring Agenda
  - a. The meeting was noticed properly
  - b. Consideration of the proposed meeting agenda for July 19, 2016
  - c. Consideration of the Minutes from the Regular Meeting of the DIB held on July 5, 2016.
  
- III. Public Presentation
  - a.
  
- IV. Marketing
  - a. Website continuing update
  
- V. Ongoing Business
  - a. Festival of Lights update
  
- VI. Report from the Executive Director
  - a. Light Pole Downtown Banners
  - b. Napa business signage
    - i. Vital Signs is working on preliminary cost estimate
  - c. Parking on the County Garage roof
    - i. Reached agreement with the County
      - 1. County drafting an Interlocal
      - 2. Marketing preparing message to downtown employees
  - d. Status trash cans SoGo – delivery end of July
  - e. Trick-or-Treat date – Thursday October 27<sup>th</sup> vs. Saturday the 29<sup>th</sup> surveying merchants and potential sponsors.
  
- VII. Committee Activities
  - a. Festival of Lights - minutes from July 6<sup>th</sup> attached - next meeting July 20<sup>th</sup> 9:30
  - b. Special Events – minutes from July 8<sup>th</sup> attached – next meeting August 12<sup>th</sup> 9:00
  - c. Parking – minutes from July 12<sup>th</sup> attached - next meeting August 9<sup>th</sup> 4:30
  - d. DAB – minutes from June 23<sup>rd</sup> attached – next meeting July 28<sup>th</sup> 9:00
  
- VIII. New Business
  - a.
  
- IX. Public Comment
  
- X. Adjournment

NOTE: The DIB holds its 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.

**Minutes of the  
DOWNTOWN IMPROVEMENT BOARD  
Regular Monthly Meeting  
Tuesday, July 5, 2016  
7:30 a.m.**

- I. Call to Order & Comments from The Chair - Chairman Peacock called the meeting to order at 7:30 am.
  
- II. Attendance:
  - a. Board members present – John Peacock, Teri Levin and Charlie Switzer
  
- 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 June 21, 2016.
  
- IV. Public Presentation
  - a. none
  
- V. Marketing
  - a. Josh with Ideaworks gave presentation of new DIB Website
    - i. Mr. Peacock requested that the home page circle through all businesses within the district
    - ii. Josh stated that the parking information is currently being updated
    - iii. Mr. Butlin stated that historical meeting minutes will be added after the parking section is corrected
    - iv. Board was reminded of agreement in last meeting to allow businesses outside the district to advertise on the DIB website for \$100.00 this year and fees will be reevaluated next year.
    - v. Josh recommended promotion of no more than 5 businesses at a time to avoid content overload
    - vi. Mr. Peacock requested that the parking information be added to the mobile app
    - vii. The Board asked how will visitors locate the DIB website and Josh provided a brief explanation of how Google rankings work.
    - viii. Mr. Peacock requested that Ideaworks prepare a promotional roll-out plan for the website.
  
- VI. Ongoing Business
  - a. First City Lights – Grant request was submitted to Visit Pensacola last week
    - i. Mr. Butlin will send Becky a copy of the proposal
    - ii. Becky will present proposal to County Commissioner Grover Robinson.
  - b. 2017 event calendar – e-mail blast was sent out last week, thus far the responses have not been helpful recommendations and are mostly negative with requests only to continue Gallery Night.
  
- VII. Report from the Executive Director
  - a. Long term items
    - i. Jefferson Trash – on going
    - ii. Noise Ordinance – Mr. Butlin and Mr. Stebbins completed with proposed ordinance restricting outdoor music after 10 pm on weeknights and 11 pm on weekends. Mr. Butlin will review the details with Councilman Spencer's. Mrs. Levin requested No Skateboarding signs also be considered.
    - iii. Plaza Ferdinand ordinance – Mr. Butlin continues to work with Councilman Spencer on possibly allowing more organized use of the park.
  - b. Light Pole Downtown Banners – examples from Mr. Peacock were included in minutes. Mr. Peacock requested that the Marketing Team have something to present at next meeting
  - c. Napa business signage – Mr. Peacock requested we learn from Napa and proceed with getting a price, install signs and then request the removal of 'A' Frame signs
  - d. Impact 100 Grant Request – grant was submitted and Board urged that we get prepared for the site visit

- f. So-Go Trash Cans – two cans have been ordered, exact placement still being considered
- g. Trick or Treat – Need to solicit retailers for preferred date with Thursday 10.27 or Sat 10.29 also need to confirm sponsorship of event

VIII. New Business

- a. Donation to Friends of Downtown Pensacola, Inc. – members gifted \$1,000.00 to purchase insurance and set-up accounting services. Motion was seconded and Approved
- b. Mr. Peacock provided Mr. Switzer with history and purpose of Friends of Downtown Pensacola, Inc.
- c. Mrs. Levin asked for fundraising plans – Mr. Butlin stated that he is looking into the possibility of continuing a Beer Garden at the Palafox Market, which was very successful at the market birthday celebration.

IX. Committee Activities

- a. Festival of Lights - next meeting July 6th 9:30 a.m.
- b. Special Events – next meeting July 8<sup>th</sup> 9:00 a.m.
- c. Parking – next meeting July 12<sup>th</sup> 4:30 p.m.
- d. DAB – next meeting July 28<sup>th</sup> 9:00 a.m.
- e. Mr. Peacock requested minutes from these meeting be included in DIB agenda packages

X. Public Comment

- a. None

XI. Adjournment the meeting was adjourned at 8:27 a.m.

NOTE: The DIB holds its 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.

Minutes from the  
**First City Lights Festival**  
July 6, 2016 – 9:30 a.m.

Attendance: Caron Sjoberg, Jeff Nall, Ron Butlin & Teresa Duffey

1. The meeting came to order at 9:40 a.m.
2. Mr. Butlin handed out copies of the Task List spreadsheet for review.
3. Discussion on the scope of what the holiday programing might be
  - a. Opening ceremony
  - b. Weekly activity Thursday evenings including churches
  - c. Mixologist drink contest
  - d. Some form of a Farm to Table culinary event
  - e. A retail event
  - f. Closing ceremony

After briefly discussing the list of activities, the discussion focused on how the DIB might promote the idea of active Thursdays, coordinate a few key ideas like getting a majority of stores to commit to being open until 8:00 and getting restaurants to promote a Thursday special. Then beyond that, allow the “activities” to organically happen. Ms. Sjoberg and Mr. Nall committed to putting together a bullet point sheet of what the DIB promotion might look like so we could then approach merchants and restaurants and discuss what they would be getting in exchange for staying open and hosting activities. We also discussed recruiting retail block captains to help encourage their neighbors to participate.

Mr. Nall let the committee know that the Historic Village is planning a fund raiser on December 10<sup>th</sup> with a type of progressive tour of the village with different drinks and food throughout. They will also be lighting up parts of the village for the holidays.

Teresa committed to pulling together a calendar of known events already planned to take place November and December. Groups such as Winterfest, Elf Parade, Christmas Parade, Visit Pensacola, Foo Foo Festival, UWF etc.

4. The meeting was adjourned at 10:25 a.m.

**Minutes of the  
Special Events Committee  
Friday, July 8, 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 July 8, 2016 was accepted
  - b. Introductions of all meeting attendees
  
- III. New Business
  - a) Mr. Butlin requested information from business on plans for Festival of Lights activities and informed attendees of Festival of Lights Committee activities and meetings.
  
  - b) Due to the group's primary desired conversation being centered on why the DIB would no longer be hosting Gallery Night after September, Mr. Butlin gave an overview of DIB's role and position on Gallery Night and informed the audience of Mr. Carro's desire and plan to continue Gallery Night. He also explained how the DIB was supporting this effort. Mrs. Campbell, being on the committee to continue Gallery Night, updated the group on their progress and reminded everyone that Mr. Carro's group has only met twice and that they are still in the very preliminary stages of planning. Mrs. Campbell requested permission from all attendees to have Mr. Butlin release the sign-in sheet information to her which will allow her to inform them of upcoming meetings concerning this topic.
  
  - c) Mr. Sonnen solicited feedback on the proposed calendar of events for 2017 to which the responses were:
    - i. Would like to see more activities highlighting Art
    - ii. Sunday Brunch
    - iii. Progressive Dinner/tastings/shopping passport...
    - iv. Need to explore more than just a Thursday event – possibility of alternating Thursday and Sunday
    - v. DIB to plan/set the stage for a weekly event that changes in theme, 4 Seasonal (Quarterly) times.
  
  - d) There was a motion and a second for the Special Events Committee to recommend to the DIB a weekly event in 2017 that would change in broad theme every quarter.
  
  - e) Based on the motion, Mr. Sonnen requested that attendees submit event theme ideas to the DIB within the next week to allow for staff to review and compile for submittal to DIB Board. He reminded the group to think about what customer and demographic they are targeting with each theme ideas.
  
- IV. Adjournment the meeting was adjourned at 10:27 a.m.

NOTE: The Special Events holds its regular meetings on the second Friday of each month at 9:00a.m. The meetings are held in the Public Meeting Room #1 of the Bowden Building, 120 Church Street, Pensacola, Florida 32502.

**Minutes from the  
Parking and Traffic Committee  
Tuesday, July 12, 2016  
4:30 p.m.**

1. Call To Order Chairman Bednar called the meeting to order at 4:35pm
2. Recurring Agenda:  
There was a motion and a second to accept the Agenda for the July 12, 2016 meeting. The motion passed unanimously.
3. Public Presentations
  - a. None
4. New Business
  - a. Strategic Plan to help finance future parking needs. The committee spent considerable time discussing the bullet points of a 2017-2018 strategic plan. The document is attached.
  - b. Republic Parking's contract expiration – Due to Republic's offer of coordinating free M3 smart meters and proposal to provide new License Plate Reader equipment, there was a motion and a second to extend the Republic Contract for 1-year. During that year, determine per the strategic plan how to best move forward.
  - c. Recruiting additional committee members – Mr. Kahn was invited to be a permanent committee member however he respectfully declined.
5. Continuing Business
  - a. Mr. Butlin let the committee know that he has reached agreement with the County regarding the Baylen/Intendencia Garage to allow the DIB to manage monthly parking on the roof. The County is drafting an Interlocal with the basic provisions.
6. Public Comment
  - a. none
7. Adjournment

NOTE: The DIB Parking & Traffic Committee normally meets the second Tuesday of each month at 4:30 p.m. in the Public Meeting Room #1 on the first floor of the Bowden Building at 120 Church Street, Pensacola, Florida



MEMORANDUM

June 17, 2016

To: Ron Butlin  
From: Wally Bice  
CC: Maurice Patterson

RE: Discussion and Recommendations-Pensacola Operation

Dear Ron,

Please find below some discussion points and recommendations for you and the DIB board to consider. I look forward to discussing these items with you.

1. **New LPR Unit:** As we are all aware, the current system is dated and beginning to really give the staff some issues. The Genetec system is more sophisticated and will provide the needed efficiency to patrol the streets.

Benefits of the new system:

- **Better Read Rate**
- **New system less sensitive to vehicle speed and positioning to parked vehicles**
- **Pictures are in High Definition**
- **New system can be integrated with on street pay stations**
- **Data is transferred to in-office server for easier use for appeals and for data analysis by management**
- **Current system is at end of useful life and having technical problems that may not be able to be corrected**

Republic Parking, with a new contract term, will purchase the system and bill the operation back on a monthly basis. The cost for the new system is \$55,000.00. This price does not include tax and interest. Once the order is placed, we can have the new system installed and fully operational in 30 days.

I have provided you some literature on the system for your review.

2. **Refurbished M3 IPS Smart Meters:** To recap the discussion that I had with Ron a few weeks ago, IPS is giving away refurbished M3 meters. This is a very good opportunity to upgrade existing meters in the city and also put in the cupboard, meters for Palafox St.

If you were to purchase these meters, the cost would be \$500.00 per meter. By accepting these meters, the cost savings to the city is significant. Ex. 500 meters would be a cost savings of \$250,000.00.

Note: For each meter to function, there is an operational meter charge per meter (\$5 to \$8) plus credit card transaction fees that would apply each month. The operational meter charge is for reporting and connectivity.

3. **Installation of Meters on Palafox St.:** After review, we recommend metering Palafox Street from Plaza de Luna to Wright Street. The reason for the recommendation is very simple. Given our occupancy data for a 9 day period in June, the city is losing money.

Our counts showed that Palafox between Garden and Main is 73.58% occupied between 8a and 5p. This type of data is why most major cities have metered, or are in the process of metering their major downtown business streets and avenues in their cities.

In the 11 cities in my area of responsibility, the City of Durham does not have meters. However, they will be moving away from time zones and installing meters this fall. The city council made it very clear to the citizens that there is no more free parking.

The cities of Charlotte, Virginia Beach, Alexandria, Baltimore, Lauderdale by the Sea, Jacksonville, and Tallahassee all have meters on their main streets and avenues in their core business district. In fact, in Charlotte, we added meters to new areas.

There are currently 318 spaces between the Plaza de Luna and Wright St. on Palafox. If the city were to install 318 smart meters there (M5s and not the aforementioned M3s), the cost would be approximately \$318,000.00, or \$1,000 per meter. If the DIB were to accept the M3s for free, the city would realize a 50% savings or approximately \$159,000.00.

4. **New Meters in Other Areas:** We recommend the following areas be metered:
- i. Zarragossa- Palafox to Taragonna North Side next to Plaza Ferdinand (1 Pay Station)
  - ii. Zarragossa- Palafox to Jefferson South Side (7 single head/smart meters/4 poles)
  - iii. Zarragossa- Jefferson to Taragonna South Side(1 Pay Station)
  - iv. Jefferson- Government to Church West Side next to Plaza Ferdinand (4 single head/2 poles)
  - v. Jefferson- Zarragossa to Main West Side ( 3 single head/ 2 poles)
  - vi. Main- Baylen to Commendencia North Side (24 single head/ 14 poles)
  - vii. Main- Baylen to Commendencia South Side(20 single head/11 poles)
  - viii. Cedar- Baylen to Commendencia (2 Pay Stations/ 5 single head/ 3 poles)



Note: A combination of Single head and Pay Stations were configured because of space limitations due to driveways breaking up space distances. A break in continuity tends to create confusion where paid parking is involved.

This gives us a total of: 4 Pay Stations, 63 Single Head Smart Meters, and 36 Poles. The cost for the pay stations would be approximately \$40,000.00.

Minutes of the  
**Downtown Advisory Board**

June 23, 2016 – 9:00a.m.

- 1) The meeting was called to order at 9:05.
- 2) Mr. Sonnen began with an overview of the Bylaws Section 2, Purpose and Objective. This brought a discussion of how to better form the DIB Mission Statement to reflect the current purpose and goals. A review of the Goals and Objectives as set out in 2013-2017 was reviewed with the key points being noted to focus as a part of the DIB mission. Those key points are as follows:
  - \*Increase visits to Downtown
  - \*Improve community awareness of the economic impact of the DIB
  - \*Beautify Downtown Pensacola
  - \*Support Historical Activities
  - \*Support Performance & Visual Arts venues
  - \*Public Art
  - \*Transportation concerns (Safety driven)

The meeting was then opened to public discussion. With many ideas being expressed. A key point of discussion was whether or not the DIB should be doing events, or concentrating on beautification which would then encourage other organizations to bring events to the district. The potential of working with other event organizers to expand on their events, essentially enhancing their already planned event and to diversify the events we sponsor or assist with. The question brought up several times was what is the goal of any particular event? Would it be to drive numbers/heads downtown or sales/retail driven as something to consider when approaching a project? Essentially the discussion turned to a simple comment that we should strive to be a marketing head for Downtown in general. After reviewing examples from other cities, the DAB/DIB would like to focus on the areas of a friendly and safe, clean and green, vibrant and fun place to work and shop/visit with well built and maintained public spaces. A secondary focus would be retail events that encourage visits to Downtown and encouraging downtown living. There should also be some focus on being a member driven organization with community outreach.

To summarize;

The DAB priority is on reviewing the DIB mission, Goals and Strategies for the next 1-3 years. They will focus on topics of Beautification and Marketing. The DAB will also serve as the location for new ideas and topics to be heard and directed to the appropriate existing or new committee. They would work closely with the other committees to ensure their activities were supporting the Goals and Strategies

The meeting was adjourned at 10:00am.