

Downtown Advisory Board
of the
DOWNTOWN IMPROVEMENT BOARD
April 28, 2016 – 9:00a.m.
AGENDA

- 1) The first order of businesses is to identify the key areas that need to be addressed, determine what committee is best suited to the task and invite members to join the committee that interests them. The list below is just a starting point; some of the committees might be better suited as a sub-committee of a larger entity etc.
- 2) Identify potential committees and tasks:
 - a) DAB
 - i) The DIB mission and Strategic Plan need to be reviewed/updated
 - ii) Project tracking and communication flow
 - b) Marketing
 - i) DIB's goal as a brand – tied to mission
 - ii) Coordinated message – website, Visit Pensacola, businesses
 - iii) Structure to allow businesses outside the DIB to participate
 - c) Festival of Lights
 - i) Need multi-year plan
 - (1) Engaging business and property owners
 - (2) Activity programming
 - d) Boundary Expansion
 - i) Allow for more inclusivity
 - e) Beautification & Safety
 - i) Projects.....
 - f) Advocacy & Communication
 - i) News letter
 - ii) Opinion pieces
 - iii) Quarterly update to City/County
 - g) Special Events
 - i) Oct, Nov & Dec 2016 new events
 - h) Budget and Finance
 - i) 2017 budget reflection priorities from the strategic plan review

3) Bylaw states purpose:

“Section 2 Purpose And Objective. The Downtown Improvement Board was established in April, 1972 by the Florida Legislature (Chapter 72-655, as amended 76-466 and 80-582) to correct downtown Pensacola commercial blight, preserve property values; encourage economic development; attract commercial and residential re-investment into urban core, and beautify downtown Pensacola through proper maintenance, aesthetic and technical design and redevelopment measures. The overall objectives of the Board are specifically itemized in the state charter and include the following:”

DIB mission statement

The Pensacola Downtown Improvement Board exists to continue the removal of commercial blight, enhance property values, encourage economic development, attract commercial and residential development into the urban core, and beautify Downtown Pensacola.

Goals and Objectives

As set out in 2013 – 2017

- Attract more quality retail establishments
- Increase residential offerings and occupancy
- Increase visits to Downtown
- Improve community awareness of the economic impact of the DIB
- Strengthen collaborative relationships with outside agencies

Expanded in 2014 - HEART

- Housing
- Economic Development
- Aesthetics
- Arts and Culture
- Retail
- Transportation

4) Global ideas:

- a) Consider additional bike racks for Palafox North of Garden Street. Specifically to assist with the Palafox Market.
- b) Develop a plan to enforce some level of accountability for business owners to maintain the sidewalk and exterior of their building. Every business owner that takes advantage of the sidewalk to sell their product outside must pay the city a RTU. There should be consequences if that area is not maintained.
- c) Conduct a lighting study in the DIB area to determine key locations that are in need of additional lighting. This could simply be a safety concern, or connectivity between a parking lot and adjacent street.
- d) Compose an informative letter or guide on the legal rights and potential actions pedestrians and business owners have regarding solicitation from the homeless, disruptive music from non-sponsored performers or disruptive behavior.
- e) Institute a Downtown specific Gift Card program.

5) Special Events:

- a) Farm to table event allowing local farmers and local chefs to prepare and present meals to a select group as a fund raising and general local appreciation event.
- b) Trunk show with full retailer support and possibly a wine tasting to tie in other local businesses.
- c) Fashion show possibly around the bridal expo or a completely different period. Local restaurant and bars could setup tables offering horderves/appetizers and champagne during the event.
- d) Pensacon is a great option and promote a general cosplay event downtown
- e) JazzFest in April could be a springboard event for a full jazz and possibly blues theme all down Palafox. Roaming jazz group might be interesting as well.
- f) Holiday Lights is a must and should be a key focus for Nov/Dec.
- g) Foo Foo Fest is another opportunity to piggyback a great event.
- h) Red, White and Blue Memorial Weekend downtown. All businesses and nightlife can tailor their offerings to follow the theme. Even colored drinks and retail specials for that weekend could easily have a Red, White and Blue spin.
- i) New Year's Eve is a tough one, but I believe we should still try to secure fireworks at the very least. Local businesses can handle individual marketing, but to add some excitement downtown, fireworks would be an easy solution.