

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.