

Minutes of the  
**Downtown Advisory Board**  
July 28, 2016 – 9:00a.m.

- 1) The meeting was called to order at 9:10.
- 2) Mr. Sonnen opened the discussion of how to better form the DIB Mission Statement to reflect the current purpose and goals drawing from various other cities Mission Statements. A quick discussion ensued to the concept of having a brief Mission Statement with a broader Vision Statement to go more into detail of the goals of the Mission Statement. Discussion continued around the room with everyone suggesting their key words taken from the other mission statements and forming them cohesively into the suggested statement put together as a first draft by Mr. Butlin.

The revised proposed Mission Statement and Vision Statement are as follows:

**Mission Statement:**

The Mission of the Downtown Improvement Board is to advocate and promote that diversity and vibrancy to ensure that Downtown Pensacola is an attractive, safe, memorable and lively place to invest, dine, live, shop, work and play.

**Vision Statement:**

Downtown Pensacola is diverse and vibrant; it is the political, cultural, business and financial capital of Escambia County. Downtown Pensacola is an active pedestrian-friendly place, the location of choice for businesses, a social and visual focal point for the community where streets bustle with visitors as well as providing areas for community events. Downtown Pensacola attracts people from around the world due to the dynamic mixture of the arts, culture, history and entertainment that is both enjoyable and memorable.

To summarize;

The DAB priority is on reviewing the existing DIB mission and revision of such to better reflect current needs as well as forming the Goals and Strategies for the next 1-3 years. A focus will be placed on the 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 are supporting the Goals and Strategies as developed by the DAB and approved by the DIB.

The meeting was adjourned at 9:56 am.