

DOWNTOWN IMPROVEMENT BOARD
Regular Monthly Meeting
Tuesday, November 15, 2016
4:00 p.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 November 15, 2016
 - c. Consideration of the Minutes from the Regular Meeting of the DIB held on November 1, 2016.

- III. Public Presentation

- IV. Marketing
 - a. Oct. Marketing Report

- V. On-going Business
 - a. First City Lights Festival
 - b. Foo-Foo - Jefferson Garage Mural
 - c. Trick or Treat survey results – Letter from Mrs. Ussery
 - d. April 2nd Farm to Table
 - e. Loitering & Panhandling

- VI. Parking
 - a. Parking committee recommendations to DIB Board:
 - i. Expenditure of \$1,000.00 to replace and repair lighting in Jefferson Street Garage
 - ii. Committee recommendation to spend \$600.00 for replacement of Event Parking Signs

- VII. Committee Activities
 - a. Special Events – Next meeting November 28th (Nov. 11th meeting rescheduled due to Veterans ' Day)
 - b. Parking - See minutes from November 3th - Next meeting December 13th
 - c. DAB – See minutes from Oct. 27th - Next Meeting November 17th

- VIII. New Business
 - a. Committee Structure
 - b. Newsletter schedule
 - c. Pelican Drop

- 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 November 1, 2016**

- I. Call to Order & Comments from The Chair – Chairman Peacock called the meeting to order at 7:32 a.m.
- II. Attendance
 - a. Board members present – John Peacock, Teri Levin, Charlie Switzer & Dee Dee Davis
- III. Recurring Agenda
 - a. Mr. Peacock confirmed that the meeting was noticed properly.
 - b. Mr. Peacock requested addition of Pelican Drop in Public Comments
 - c. There was a motion and a second to accept the agenda and requested additions.
 - d. There was a motion and a second to accept the Minutes from the Regular Meeting of the DIB held on October 18, 2016. The motion passed unanimously.
- IV. New Business
 - a. Mrs. Joyce Kinter with Holmes & Company presented the Aug. financials. Sept. financial are currently unavailable due to audit. The Board unanimously approved the August financials.
 - i. Mr. Peacock requested Mrs. Kinter work with Mr. Morse and Mrs. Dees to get the budget into a more user friendly format once the audit is complete.
 - b. Assistant Chief Lyter and Mr. Johnson discussed with the Board actions currently being taken by the City and Community outreach programs to address panhandling and loitering in Pensacola. Mr. Johnson provided statistics on Homelessness and requested participation and partnership from Board members. Mr. Johnson provided Board with a copy of Pottinger *vis* City of Miami lawsuit. Mr. Lyter discussed after hours' security options, new park hour enforcement, and encouraged the DIB to educate citizens on how and why they should donate to organizations that assist those living on the streets versus giving directly to the individuals. Ms. Levin volunteered to represent DIB and to work with Mr. Johnson.
- V. Marketing
 - a. Mrs. Sjoberg updated the Board on First City Lights Festival partnership with Winterfest and events scheduled for Nov. 25th.
- VI. Ongoing Business
 - a. Mrs. Dees gave update on First City Lights Festival
 - i. Provided Board with sample Ugly Sweater invitations for Mayor and City Council.
 - ii. Light bulb count last year was 196,000 – this year the light count is 390,000.
 - b. Mrs. Dees reminded Board that Foo -Foo Mural event was scheduled for the next two Saturdays, Nov. 5th and 12th and provided Foo- Foo T-shirts to Board.
 - c. Mrs. Dees provided update on Trick or Treat event. Due to the unexpected large crowd (est. 20-25 thousand) conversations were help by Board and Audience on how to improve future management of this event. Ms. Levin recommended moving the events off Palafox, so businesses are not impacted. Mr. Peacock requested Idealworks send out a survey by week end to gather merchant opinion and feedback.
 - d. Mrs. Dees presented Board with samples of banner material from Digital Now and Pensacola Sign and requested Board vote on RFP.
 - i. Board awarded banner RFP to Pensacola Sign
 - ii. Mr. Peacock requested confirmation on location of banners
 - e. Mr. Peacock updated Board on letter to the Mayor's office and City Council Addressing Loitering and Panhandling.
 - f. Mrs. Dees updated the Board on Mr. Morse's new start date of Nov. 7th

VII. Parking

- a. Mrs. Dees updated Board on confirmed new Parking Committee members
- b. Mrs. Dees notified Board of letter received from Truth for Youth letter agreeing to dispose of the Big Green Machine and Trailer and confirmation from Holmes & Company that letter is sufficient for accounting records.

VIII. New Business

None

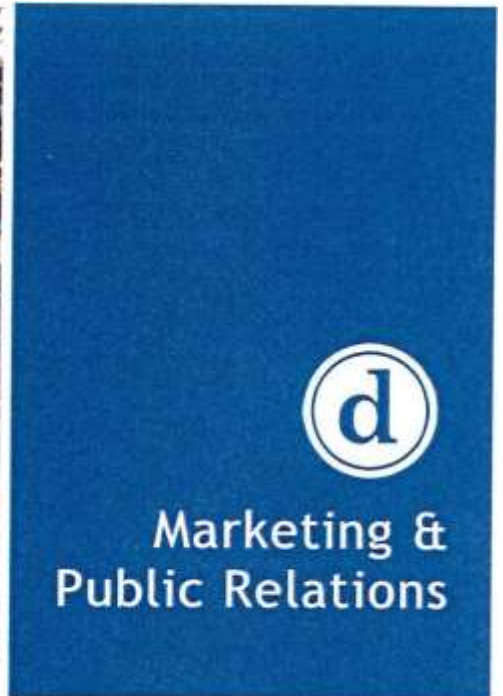
VIII Committee Activities

- a. Special Events – next meeting Nov. 11th & 28th, 9:00 a.m.
 - i. Mrs. Dees shared the Special Events committee proposed application for quarterly grants and requested Board approval - The Board reviewed proposal and unanimously approved.
 - 11. Mrs. Dees requested that 1st quarter funds (Oct. – Dec.) be used to build on-line application and promotional awareness of grants. Board unanimously approved.
- b. Parking – next meeting Nov. 8th, 4:30 p.m.
- c. DAB – Nov. 17th 9:00 a.m.
 - i. Mr. Sonnen updated Board on H.E.A.R.T. goals currently being updated and modified by DAB committee.

IX. Public Comment

- a. Mr. Mitchell announced to Board that he is working with private and public partnerships to raise funds for Pelican Drop in 2016.
 - i. Mr. Mitchell requested Trolley service be extended to include New Year's Eve event, Mr. Peacock stated that this would need to be addressed in the Interlocal agreement to extend past 12/31/2016.
 - 11. Mr. Mitchell requested access to Pelican Drop media of which the Board agreed.
 - iii. Mr. Peacock stated that DIB fully supports Mr. Mitchell's efforts and will assist as much as possible.
 - 1v. Mr. Peacock requested that Mr. Mitchell work to protect the assets of the district during the event to include the flower beds on Palafox.

X. Adjournment the meeting was adjourned at 8:47 a.m.



MONTHLY PROGRESS REPORT

OCTOBER 2016

Summary

October Promotions

- Downtown Trick or Treat
- Jefferson Street Parking Mural
- First City Lights Festival
- Downtown Trolleys
- Palafox Market

News Releases/Media Assists

- New Executive Director
- Downtown Trick or Treat
- First City Lights Festival
- Jefferson St. Parking Mural

E-Marketing

- Merchant E-News
- Paws on Palafox/Street Closure

Website Updates

- Downtown Trolley landing page
- General (remove banners, etc.)

Assets / Graphics

- Photo shoots on location (6)
- Banners / final artwork files
- Holiday Lights VIP invitation
- Winterfest decorating contest flyer
- Social Media Toolkit for merchants
- Trolley landing page design

Social Media

- Daily posts, response, engagement
- Twitter, Facebook, Instagram



Miscellaneous Projects

- Jefferson St. Mural photos/video
- Jefferson Street Parking mural
- DIS event grant application
- Downtown holiday events
- Holiday Movie in the Park/screen
- Farm to Table planning
- 2016-17 DIS marketing strategy
- Foo Foo Fest surveys coordination
- Trick or Treat radiotrades

Meetings Attended

Oct. 1-31

- Special Events/First City Lights (2)
- Winterfest (2)
- DIS (2)
- Foo Foo Fest (1)
- DIS Marketing Team (1)
- Visit Pensacola Marketing (1) NC

NEXT MONTH

- SMALL BUSINESS SATURDAY
- FARM TO TABLE EVENT
- WINTERFEST / FIRST CITY LIGHTS
- FOO FOO FESTIVAL
- JEFFERSON ST.MURAL SURVEYS
- VISIT FLORIDA MARKETING GRANTS
- TROLLEY PROMOTION
- DOWNTOWN BLOG (PROPOSED)
- HOLIDAY MOVIE IN THE PARK
- DOWNTOWN EVENT GRANTS
- DOWNTOWN WELCOME KIT

DIGITAL

Social Media

- Increase the engagement of the audience in each of the platforms: Twitter, Facebook and Instagram.
- Drive interaction with downtown merchants (shares and engagement).
- Support all of the marketing and public relations

Downtown Trolleys.

for Jefferson St. mural, Downtown Trick or Treat, early holiday promotion and the new

OCTOBER SOCIAL MEDIA HIGHLIGHTS

TWITTER AUDIENCE

166 new followers in October

FACEBOOK IMPRESSIONS

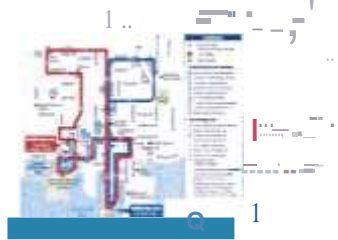
84% increase over last month

INSTAGRAM ENGAGEMENT

Likes received; up 25% over last month

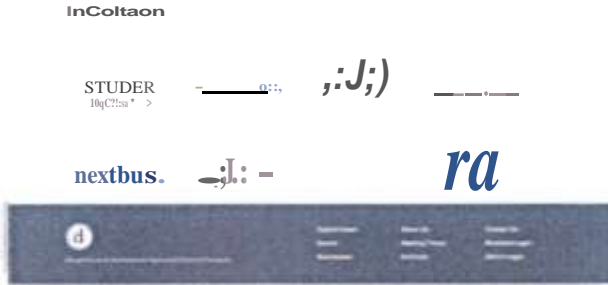


Website Marketing



downtownpensacola.com/trolley

A new landing page to promote the pilot Downtown Trolleys went live on Oct. 20. The site includes a downloadable, printable trolley stop map, routes and schedules, and links to each of the trolley partners.



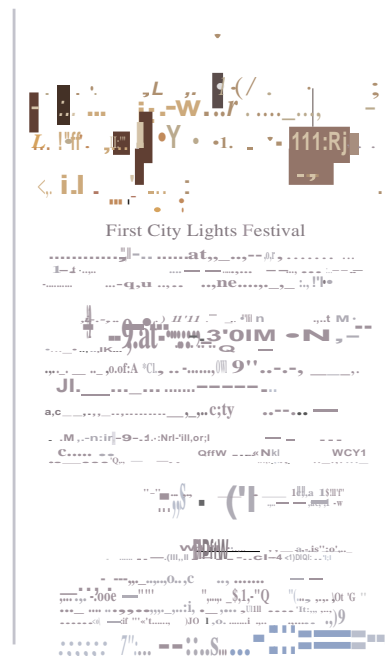
October Website Visitors: There were 5,097 unique visitors to downtownpensacola.com in October. They viewed an average of 2.5 pages and spent 1:25 minutes on the site. Fifty seven percent of website visitors were from out of market and 43% were local.

E- Marketing

Open rate

Click-through rate

Merchants on subscriber list



Holiday

Upcoming Events

- TUE FRI
25
NOV NOV

Downtown Holiday Decorating Contest

E Garden St and S Palafox St

[Details \(/events/5824e4e64738791400a0db3b\)](/events/5824e4e64738791400a0db3b)
- SAT SAT
12 19
NOV NOV

Palafox Market

9am-2pm 117 N Palafox St.

[Details \(/events/5821f835b50b48130017d16d\)](/events/5821f835b50b48130017d16d)
- TUE FRI
15 23
NOV DEC

Victorian Holiday Traditions

214 E. Zaragoza Street

[Details \(/events/5824e794473S791400a0db4c1\)](/events/5824e794473S791400a0db4c1)
- TUE
15
NOV

Mannheim Steamroller Christmas Touring

7:30 pm 118 S Palafox Place. Pensacola. FL.

[Details \(/events/582092a817bd3a013000e5c121\)](/events/582092a817bd3a013000e5c121)
- FRI
18
NOV

StoryTyme with Grandma Jenkins: A Turkey for Thanksgiving

11am 115 East Zaragoza Street

[Details \(/events/SB226237b50b48130017d1c7\)](/events/SB226237b50b48130017d1c7)
- FRI
18
NOV

39th Annual Christmas Creations Arts & Crafts Show and Luncheon

9am-6pm 6 East Wright Street

[Details \(/events/5820baff00804e1300e176c0\)](/events/5820baff00804e1300e176c0)
- SAT
19
NOV

Wattle the Turkey and his Cousin Wobble the Turkey

11am and 2pm 115 East Zaragoza Street

[Details \(/events/58226187b50b48130017d1a71\)](/events/58226187b50b48130017d1a71)
- SAT
19
NOV

Palafox Market

9am-2pm 117 N Palafox St.

[Details \(/events/5821f835b50b48130017d16d\)](/events/5821f835b50b48130017d16d)
- SAT
19
NOV

39th Annual Christmas Creations Arts & Crafts Show and Luncheon

9am-3pm 6 East Wright Street

[Details \(/events/5820baff00804e1300e176c0\)](/events/5820baff00804e1300e176c0)
- SUN
20
NOV

Winterfest Performance Trolley Tours Preview Night

5pm, 5:20pm, 5:40pm, 6pm, 6:20pm, 6:40pm, 7pm, 7:20pm, 7:40pm, 8pm Downtown Pensacola

[Details \(/events/581cb64e006d0f13007be774\)](/events/581cb64e006d0f13007be774)
- SUN
20
NOV

Visit Santa at Winterfest

S Palafox St & E Government St

[Details \(/events/581cbdc4006d0f13007be81e\)](/events/581cbdc4006d0f13007be81e)
- THU
24
NOV

Thanksgiving Day Turkey Trot 5K

6:30am Seville Square

[Details \(/events/5820bc5d00804e1300e176d2\)](/events/5820bc5d00804e1300e176d2)
- FRI SAT
25 26
NOV NOV

Visit Santa at Winterfest

S Palafox St & E Government St

[Details \(/events/581cbdc4006d0f13007be81e\)](/events/581cbdc4006d0f13007be81e)
- FRI
25
NOV

Winterfest-Ugly Sweater Contest

4:15pm 223 Palafox Pl.

[Details \(/events/58226ac5b50b48130017d239\)](/events/58226ac5b50b48130017d239)
- FRI
25
NOV

Pensacola Elf Parade

4:30pm Palafox and Government Streets

[Details \(/events/581cb380006d0f13007be754\)](/events/581cb380006d0f13007be754)
- FRI SAT
25 26
NOV NOV

Winterfest Performance Trolley Tours

5pm, 5:15pm, 5:30pm, 5:45pm, 6pm, 6:15pm, 6:30pm, 6:45pm, 7pm, 7:15pm, 7:30pm, 7:45pm, 8pm, 8:15pm, 8:30pm, 8:45pm

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[Details \(/events/581cbSa1006d0f13007be7641\)](/events/581cbSa1006d0f13007be7641)

Holiday

Upcoming Events

69

- FRI 2 DEC** **SAT 3 DEC** **Winterfest Performance Trolley Tours**
5pm, 5:15pm, 5:30pm, 5:45pm, 6pm, 6:15pm, 6:30pm, 6:45pm, 7pm, 7:15pm, 7:30pm, 7:45pm, 8pm, 8:15pm, 8:30pm, 8:45pm
Downtown Pensacola
[Details \(/events/581cbdd006d0f13007be784\)](/events/581cbdd006d0f13007be784)
- FRI 2 DEC** **SAT 3 DEC** **Visit Santa at Winterfest**
5 Palafox St & E Government St
[Details \(/events/581cbdc4006d0f13007be81e\)](/events/581cbdc4006d0f13007be81e)
- SAT 3 DEC** **Generation Church Holiday Open House**
10:30am - 1pm 18 N. Palafox Street
[Details \(/events/5820bd6b00804e1300e176e2\)](/events/5820bd6b00804e1300e176e2)
- SAT 3 DEC** **Emerald Coast Holiday Bead Show**
9am - 5pm 80 East Wright Street
[Details \(/events/5820b8d000804e1300e1769d\)](/events/5820b8d000804e1300e1769d)
- SAT 3 DEC** **Palafox Market**
9am-2pm 117 N Palafox St.
[Details \(/events/5821f835b50b48130017d16d\)](/events/5821f835b50b48130017d16d)
- SAT 3 DEC** **Handel's Messiah, Presented by Choral Society of Pensacola**
7:30 p.m. 118 5 Palafox Place
[Details \(/events/581909e3b5390913009a5d20\)](/events/581909e3b5390913009a5d20)
- SAT 3 DEC** **Santa Pub Crawl 2016**
4pm to 11pm 321 5 Palafox Street
[Details \(/events/581ac3650bb8f8130075207d\)](/events/581ac3650bb8f8130075207d)
- SAT 3 DEC** **Deck the Halls: Pensacola Opera Carolers at Jackson's**
11am and 1pm 400 5. Palafox Street
[Details \(/events/5820b48400804e1300e17664\)](/events/5820b48400804e1300e17664)
- SAT 3 DEC** **Historic Holiday Gala**
5:00 p.m. to 9:00 p.m. Historic Pensacola. Zaragoza Street between Tarragona and Adams Streets
[Details \(/events/580779dba9bf74130082c20a\)](/events/580779dba9bf74130082c20a)
- SUN 4 DEC** **The Christmas Holidays with A Martin and Friends**
5pm-9pm 321 N DeViltier s Street
[Details \(/events/581cff35006d0f13007be85b\)](/events/581cff35006d0f13007be85b)
- SUN 4 DEC** **White Christmas Concert at First United Methodist Church**
6pm 6 E. Wright Street
[Details \(/events/5820ba2800804e1300e176ae\)](/events/5820ba2800804e1300e176ae)
- FRI 9 DEC** **Pensacola Little Theatre Presents: A Charlie Brown Christmas**
7:30pm 400 South Jefferson Street
[Details \(/events/5820b75900804e1300e17687\)](/events/5820b75900804e1300e17687)
- FRI 9 DEC** **Winterfest Performance Trolley Tours**
5:30pm, 5:45pm, 6pm, 6:15pm, 6:30pm, 6:45pm, 7pm, 7:15pm, 7:30pm, 7:45pm, 8pm, 8:15pm, 8:30pm, 8:45pm
Downtown Pensacola
[Details \(/events/581cb787006d0f13007be794\)](/events/581cb787006d0f13007be794)
- FRI 9 DEC** **Pensacola Children's Chorus Presents: "Christmas on the Coast"**
7:30 pm 118 S Palafox Place
[Details \(/events/580e26e6b2fc521300a25c89\)](/events/580e26e6b2fc521300a25c89)
- FRI 9 DEC** **SAT 10 DEC** **Visit Santa at Winterfest**
S Palafox St & E Government St
[Details \(/events/581cbdc4006d0f13007be81e\)](/events/581cbdc4006d0f13007be81e)

Holiday

Upcoming Events

69

THU 15 DEC	FRI 16 DEC	Pensacola Little Theatre Presents: A Charlie Brown Christmas <i>7:30pm 400 South Jefferson Street</i>	Details (/events/5820b75900804e1300e17687)
FR I 16 DEC		Downtown Gallery Night <i>5pm-8pm Palafox Place</i>	Details /events/581d0189006d0f13007be87b)
FRI 16 DEC		Ballet Pensacola Presents: "The Nutcracker" <i>7:00 pm 118 S Palafox Place</i>	Details /events/580e28b3b2f c521300 a25c9b)
FRI 16 DEC	SAT 24 DEC	Visit Santa at Winterfest <i>S Palafox St & E Government St</i>	Details (/events/581cbdc4006d0f13007be81e)
FRI 16 DEC	SUN 18 DEC	Winterfest Reindeer Games <i>Starts at 5pm S Palafox St. and E Government St.</i>	Details /events/581cbbf8006d0f13007be8081
FRI 16 DEC		Winterfest Performance Trolley Tours <i>5:30pm, 5:42pm, 5:54pm, 6:06pm, 6:18pm, 6:30pm, 6:42pm, 6:54pm, 7:06pm, 7:18pm, 7:30pm, 7:42pm, 7:54pm, 8:06pm, 8:18pm, 8:30pm, 8:42pm</i> <i>Downtown Pensacola</i>	Details /events/581cb81d006d0f13007be7a4)
		Winterfest Performance Trolley Tours	
SAT 17 DEC	SUN 18 DEC	<i>5pm, 5:12pm, 5:24pm, 5:36pm, 5:48pm, 6pm, 6:12pm, 6:24pm, 6:36pm, 6:48pm, 7pm, 7:12pm, 7:24pm, 7:36pm, 7:48pm, 8pm, 8:12pm, 8:24pm, 8:36pm, 8:48pm</i> <i>Downtown Pensacola</i>	Details (/events/581cb89d006d0f13007be7b4)
SAT 17 DEC		Deck the Halls: Pensacola Opera Carolers at Jackson's <i>11am and 1pm 400 S Palafox Street</i>	Details /events/5820b48400804e1300e17664)
SAT 17 DEC		Pensacola Children's Museum Half Price Sunday <i>12pm-4pm 115 E. Zaragoza Street</i>	Details /events/581d090ea9bc7f130075c4bc)
SAT 17 DEC		Pensacola Little Theatre Presents: A Charlie Brown Christmas <i>10:30am and 3pm 400 South Jefferson Street</i>	Details (/events/5820b75900804e1300e17687)
SAT 17 DEC		Palafox Market <i>9am-2pm 117 N Palafox St.</i>	Details /events/5821f835b50b48130017d16d)
SAT 17 DEC		Ballet Pensacola Presents: "The Nutcracker" <i>7:00 pm 118 S Palafox Place</i>	Details /events/580e28b3b2f c521300a25c9b)
SUN 18 DEC		First United Methodist Church Christmas Concert <i>7:30-9pm 6 E Wright St</i>	Details /events/582258e3b50b48130017d197)
SUN 18 DEC		Ballet Pensacola Presents: "The Nutcracker" <i>1:30 pm 118 S Palafox Place</i>	Details /events/580e28b3b2f c521300a25c9b)
SUN 18 DEC		Pensacola Little Theatre Presents: A Charlie Brown Christmas <i>3pm 400 South Jefferson Street</i>	Details (/events/5820b75900804e1300e17687)

Holiday

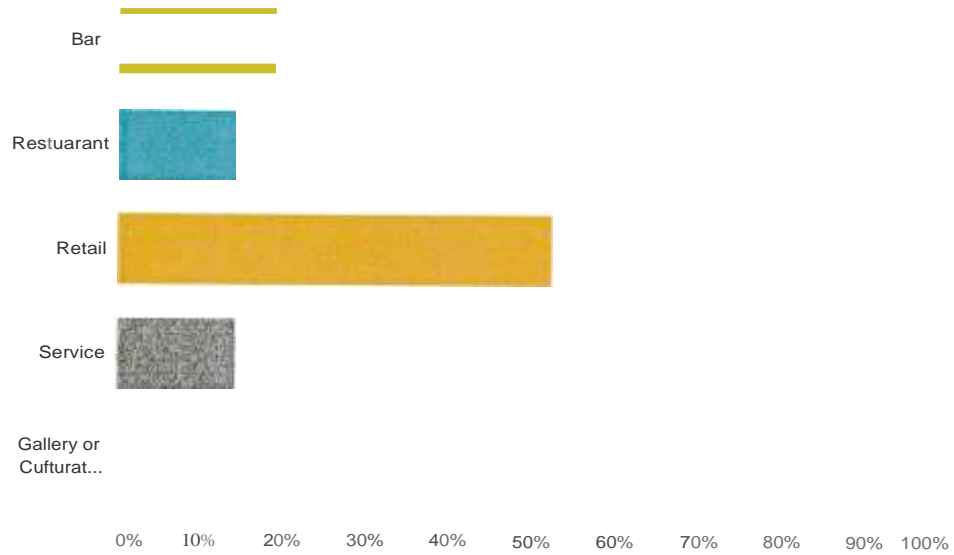
Upcoming Events

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|----------------------------------|--|--|--|
| <p>SAT
17
DEC</p> | <p>SUN
18
DEC</p> | <p><i>5pm, 5: 12pm, 5:24pm. 5:36pm, 5:48pm. 6pm, 6: 12pm, 6:24pm. 6:36pm, 6:48pm, 7pm, 7:12pm,</i>
<i>7:24pm, 7:36pm 7:48pm, 8pm. 8:12pm, 8:24pm, 8:36pm, 8:48pm</i>
<i>Downtown Pensacola</i></p> | <p>Details (/events/581cb89d006d0f13007be7b4)</p> |
| <p>SAT
17
DEC</p> | <p>Deck the Halls: Pensacola Opera Carolers at Jackson's
<i>11am and 1pm 400 S. Palafox Street</i></p> | | <p>Details (/events/5820b48400804e1300e17664)</p> |
| <p>SAT
17
DEC</p> | <p>Pensacola Children's Museum Half Price Sunday
<i>12pm-4pm 175 E. Zaragoza Street</i></p> | | <p>Details (/events/581d090ea9bc7f13007Sc4bc)</p> |
| <p>SAT
17
DEC</p> | <p>Pensacola Little Theatre Presents: A Charlie Brown Christmas
<i>10:30am and 3pm 400 South Jefferson Street</i></p> | | <p>Details (/events/5820b75900804e1300e17687)</p> |
| <p>SAT
17
DEC</p> | <p>Palafox Market
<i>9am-2pm 117 N Palafox St.</i></p> | | <p>Details (/events/5821f835b50b48130017d16d)</p> |
| <p>SAT
17
DEC</p> | <p>Ballet Pensacola Presents: " The Nutcracker"
<i>7:00pm 118 S Palafox Place</i></p> | | <p>Details (/events/580e28b3b2f c521300a25c9b)</p> |
| <p>SUN
18
DEC</p> | <p>First United Methodist Church Christmas Concert
<i>7:30-9pm 6 E Wright St</i></p> | | <p>Details (/events/582258e3b50b48130017d197)</p> |
| <p>SUN
18
DEC</p> | <p>Ballet Pensacola Presents: " The Nutcracker"
<i>1:30 pm 118 S Palafox Place</i></p> | | <p>Details (/events/580e28b3b2f c521300a25c9b)</p> |
| <p>SUN
18
DEC</p> | <p>Pensacola Little Theatre Presents: A Charlie Brown Christmas
<i>3pm 400 South Jefferson Street</i></p> | | <p>Details (/events/5820b75900804e1300e17687)</p> |
| <p>MON
19
DEC</p> | <p>Rudolph the Red-Nosed Reindeer, The Broadway Musical
<i>7:30 pm 118 S Palafox Place</i></p> | | <p>Details (/events/580e2c55b2f c521300a25cb3)</p> |
| <p>MON
19
DEC</p> | <p>Rudolph the Red-Nosed Reindeer: The Musical
<i>7:30pm 118 South Palafox Place</i></p> | | <p>Details (/events/5820be3c00804e1300e176f2)</p> |
| <p>MON
19
DEC</p> | <p>SAT
24
DEC</p> | <p>Winterfest: Santa's Holiday Express Tour
<i>5pm-8pm Downtown Pensacola</i></p> | <p>Details (/events/581cb991006d0f13007be7c5)</p> |
| <p>SAT
24
DEC</p> | <p>Christmas Eve Service at The REX
<i>5pm and 6:30pm 18 N Palafox St</i></p> | | <p>Details (/events/581cfa17006d0f13007be84b)</p> |
| <p>SUN
25
DEC</p> | <p>Christmas Midnight Mass at St. Michael's Church
<i>12am 19 N. Palafox Street</i></p> | | <p>Details (/events/5820eb7800804e1300e17703)</p> |
| <p>SAT
31
DEC</p> | <p>Pensacola Symphony Orchestra Presents: Celebrate the New Year!
<i>118 S Palafox Place</i></p> | | <p>Details (/events/580e2d7eb2f c521300a25c c31)</p> |
| <p>SAT
31
DEC</p> | <p>Pensacola Pelican Drop - New Year's Eve Celebration
<i>3pm - 12:30am Downtown Pensacola</i></p> | | <p>Details (/events/5821e38db50b48130017d1Sd)</p> |

Q1 Please select the best description of your business. (select all that apply)

1.1A* - 21 - 5 - 10/1/2021

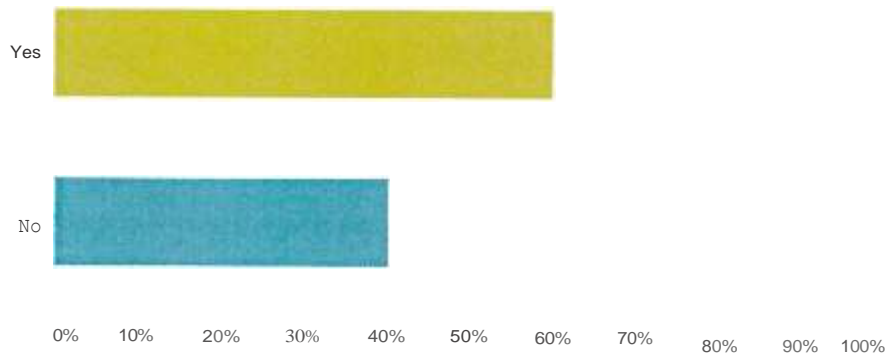


Answer Choices	Responses	Count
Bar	19.05%	1
Restuarant	14.29%	1
Retail	52.38%	11
Service	14.29%	3
Gallery or Cultural Attraction	9.52%	2

Total Respondents: 21

02 Did you participate in this year's Downtown Trick or Treat, on Saturday, October 29?

02: "S.a., -2, s-d 2": S, COO "



Answer Choices	Responses	
Yes	60.00%	12
No	40.00%	8
Total		20

QJ On a scale from 1 to 10, how would you rate the choice to host the event on a Saturday?

100% (n=10)

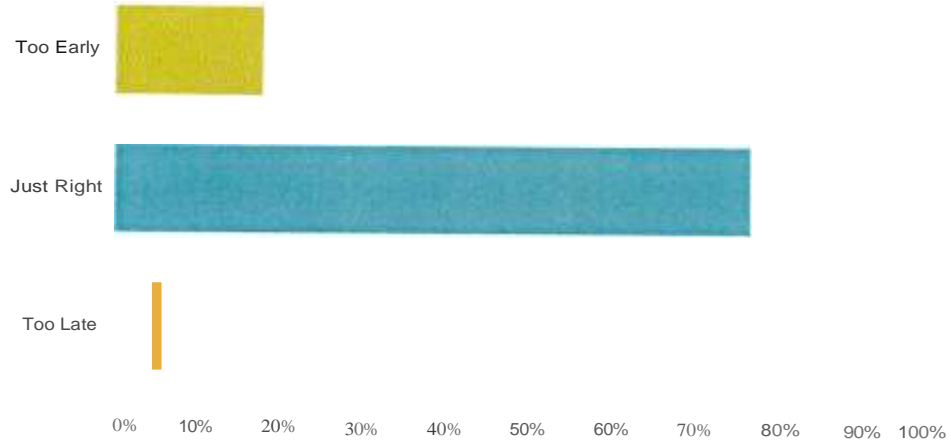


	1Horrible	2	3	4	5	5	7	a	9	10Great	Total	Weighted Average
(no label)	28.57%	0.00%	9.52%	0.00%	19.05%	4.76%	14.29%	0.00%	0.00%	23.81%	10	5.19
	0	0	2	0	1	0	3	0	0	5		

#	Suggestions for next year.	Date
	As for a retailer it should be held on a Thursday, Sunday or Monday depending on when halloween day is. Never held on a Friday or Saturday	11/10/2016 7:40 AM
2	A Thursday would be better, lost a lot of business on Saturday.	11/19/2016 3:21 PM
3	We have mixed feelings on this as it did conflict with our Football season but I also feel that the turn out was greater then the past few years since we have taken part in this.	11/13/2016 9:24 AM
4	Move it off of Palafox. Too many street closures. This one caused me to close my business early	11/21/2016 9:06 PM
5	Tuesdays or Wednesday evenings from 4-6.	11/2/2016 7:01 PM
6	Never have the event on a Friday or Saturday.	11/12/2016 5:49 PM
7	Really wonderful. We needed more candy. Next year we will do some kind of music component.	11/12/2016 5:20 PM
8	Please move it to a Trunk or Treat in the Park.	11/12/2016 4:43 PM

Q4 Do you think 4PM to 6PM is a good time frame for this event?

A=,hJfV! 17 3, 0, p: ,1

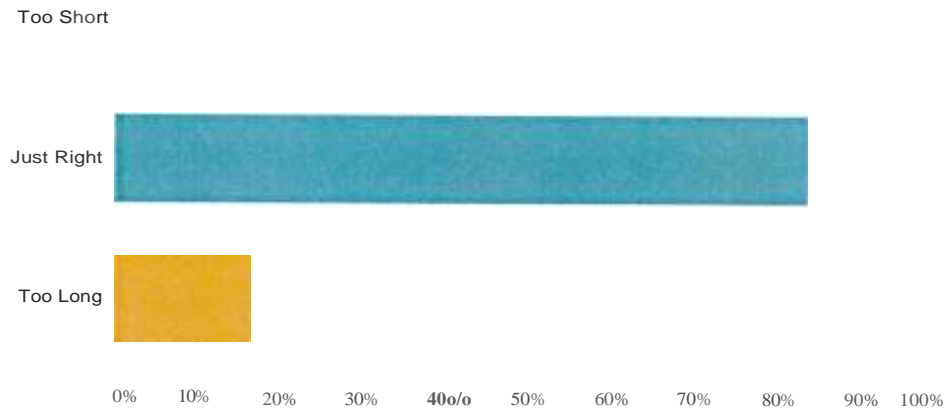


Answer Choices	Responses	
Too Early	17.65%	3
Just Right	76.47%	13
Too Late	5.88%	
Total		17

#	Suggestions for next year.	Date
	5 to 7:30 pm	11/10/2016 7:40 AM
2	Move this event to a Friday night before Halloween.	11/3/2016 7:48 PM
3	Move the event	11/2/2016 9:06 PM
4	4-6 if during the week.	11/2/2016 7:01 PM
5	5:30-7:30 on Sunday- Thursday.	11/2/2016 5:49 PM

QS Do you think two hours is a good amount of time allotted for this event?

11/10/2016 5:11 PM CST

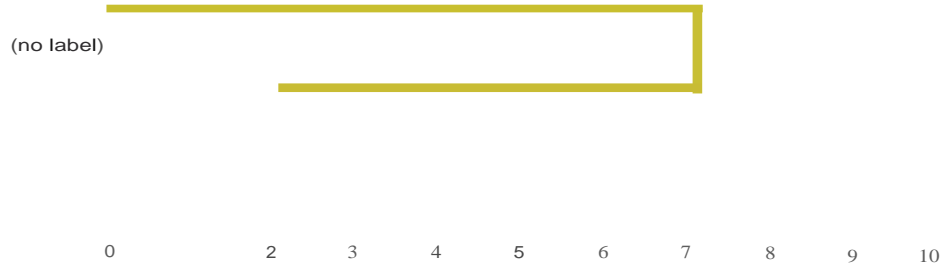


Answer Choices	Responses	
Too Short	0.00%	0
Just Right	83.33%	15
Too Long	16.67%	3
Total		18

#	Suggestions for next year.	Date
	1.5 hours	11/10/2016 7:40 AM
2	We run out of candy within 30 minutes	11/4/2016 1:35 PM
3	Move the event	11/12/2016 9:06 PM
4	Verging on too long, just because of the amount of people. Too many people! I seriously began to worry about folks with bad intentions and all those kids.	11/2/2016 7:01 PM
5	We ran out of candy in 30 minutes. Should be shortened.	11/2/2016 5:49 PM

Q6 On a scale of 1 to 10, how would you rate the location of the event, Palafox Street between Garden and Main?

Horrible 1 2 3 4 5 6 7 8 9 10 Great



	1Horrible	2	3	4	5	6	7	8	9	10Great	Total	Weighted Average
(no label)	14.29%	4.76%	4.76%	0.00%	9.52%	0.00%	4.76%	4.76%	9.52%	47.62%	21	7.19
	3	1		0	2	0	1		2	10		

#	Suggestions for alternative location.	Date
1	i say great if you do not have it on a Big retail day such as Friday and Saturday	11/10/2016 7:40 AM
2	How about the other businesses north of garden? There are a lot more businesses up there.	11/4/2016 1:35 PM
3	Maritime Park or Seville Square	11/3/2016 11:22 AM
4	The median on Palafox on the other side of Garden where it does not disrupt businesses	11/2/2016 9:06 PM
5	Why do we have to do THIS? We basically close our business for this event. Kids were lined up and waiting at 3:00. We lost close to an entire days business on a Saturday at the start of a crucial holiday season in a sluggish year. That day and time is critical for retail sales. Compounded with the what seems like regular Saturday Palafox street closings for walks, runs or paws on Palafox. the (published) open hours on Palafox that day were from 11:00-4:00. This is damaging to "quality" visits to downtown and sales.	11/2/2016 7:01 PM
6	Venue is great. Day of the week was horrible!	11/2/2016 5:49 PM

Q7 This is one of the largest family-friendly events in Downtown Pensacola. We want your help making Downtown Trick or Treat even better next year. Please leave any suggestions, comments, or improvements you may have.

Q... ; S...; d

#	Responses	Date
	I would have it on a Sunday afternoon and ,nv,te any businesses all over the city and county who would like to come down and set up a tent ,n the middle of the road.	11/10/2016 7:40 AM
2	There should be a start and finish or have half start on one side and half on the other ,n the beginning. People were coming from every direction and running children over.	11/31/2016 11:53 AM
3	I lost around 500.00 in sales due to the Trick or Treat Event based on my sales reports from all of the previous Saturdays during that time period. Most of the individual coming to the event are not interested ,n shopping before or afterward. Most of the individuals do not return downtown to shop. I know this because over u e past years I have given out special coupons coded Halloween and no one has ever redeemed one. It isn't just the Halloween event. Most events that close the streets other than Gallery Night usually hurts the retail businesses. The people participating in the event don't shop before or after the event and the people who would normally come down to shop don't do so because of the event.	11/13/2016 11:22 AM
4	Noticed that you tried to create a special theme for each block. I'm not sure if anyone did this. We was not contacted by a team leader and there is also a lot going on during this time of year. Maybe that was too much for some of the businesses.	11/3/2016 9:24 AM
5	TICKET-TOW-BOOT ANY VEHICLE LEFT IN THE CLOSED DESIGNATED AREA!!! Every year it happens. this year twice the crowd. twice the vehicles (2 in front of my business) the jam-up of people trying to get to us takes away the FUN of doing this!!	11/13/2016 7:40 AM
6	We'd like it CAT Country radio station could NOT park their HUGE truck right in front of our business blocking the view for many of the families. We felt more people were trying to get around their truck ,n that tight situation than were able to enjoy the walkway while trick or treating with families and strollers. Other than that. we really enjoyed the evening and our proud to be a part of downtown and have the DIS. Thank you!	11/12/2016 8:59 PM
7	Quit with the candy-centric approach. Make it about costumes. I have spent over \$300 in years past on candy. This candy is handed out to folks that have no idea where they are. what store they are in and have little intention to come back and shop. I have NEVER had someone come back after Trick or Treat. To have hosted correctly I would have to spend upwards of \$500 on candy, staff with employees. prob. 2 and close the store. For what? This seems ab t like an un-funded mandate. No one says we must do this. It's only a few years old and ,s a bigger problem than gallery night growing into a party. A FREE PARTY never helps anyone and we are left holding the funding and clean up. We tried to go as a family and left within minutes. It's cute. Kids are cute. If you cut the free candy aspect and made it about community. it would greatly reduce the burden on the merchants. Be creative! A free party is easy! A quality party ,s a balancing act.	11/2/2016 7:01 PM
8	Participating businesses (can be a business on Palafox or someone like Cox Communications who is not located on Palafox) should have a table set up on the street that has their logo and is decorated. Then kids would walk down the center of the street to trick or treat. This allows the side walks to stay clear for normal business traffic. Allowing businesses in the Pensacola area to participate will generate more candy. Our business ran out of candy ,n 30 minutes because of the amount of kids that came out.	11/2/2016 5:49 PM
9	It's very overwhelming. There were thousands of kids and adults. People started coming around 3:45 and we ran out of candy about 5:15pm and closed. It doesn't benefit our business at all but I think it is great for the kids. Maybe next year could include a costume contest or some events off on the side streets vs everyone standing ,n line ON Palafox like you do at Disney World. Also there were people smoking while waiting in line and we were worried kids might get burned because it was wall to wall. It should be a non-smoking event.	11/2/2016 5:23 PM
10	The event ,s great because of the scale of downtown. Maybe add an Easter Egg Hunt in Plaza Ferdinand? You did a good job of organizing and giving us an opportunity to take part well in advance. Thanks.	11/2/2016 5:20 PM

DIB Trick or Treat Survey

SurveyMonkey

- | | | |
|----|--|-------------------|
| 11 | The event,sa nice chantable event and should be seen as such. It does not help businesses promote and it does not bring business. In some cases it impedes business. | 11/2/2016 5:07 PM |
| 12 | Perhaps encourage the local businesses to be more involved in the event by decorating or setting up outside retail booths. Another option is to set up sponsored candy station in the middle of Palafox down the entire street dispensing candy instead of the store fronts to alleviate the congestion at store fronts. | 11/2/2016 4:53 PM |
| 13 | It is expensive to stay open after hours with covering overhead plus buying about \$300 in candy without any expenses covered by the DIB. Try getting Walmart, Apple Market, or Publix to sponsor the event and provide the candy. | 11/2/2016 4:29 PM |

Info for the DIB

From: Teri Levin <levinteri@aol.com>
Sent: Tuesday, November 01, 2016 9:16 AM
To: Curt Morse; Info for the DIS
Subject: Fwd: Street closures

Curt, Lisa

Please share w the board & share in the pkg next Dib meeting for further discussion .
Thank you Teri

Teri Levin

- Sent from my iPhone

Begin forwarded message:

From: Julia Ussery's <[julia @shopscoutonline.com](mailto:julia@shopscoutonline.com)>
Date: November 1, 2016 at 7:51:04 AM CDT
To: levinteri@aol.com
Subject: Street closures

Dear Teri,

I hope you are doing well. I am just writing you this email with my concerns about all the closings of Palafox St and the events that are being held during these closings. I have had my store, Scout on Palafox St. for almost 5 years and have been witness to the amazing growth during this time. Prior to being on Palafox St., I had Scout for 5 years near downtown. As you know, Scout is a higher end women's clothing and accessories business which caters to women of all ages who are interested in this type of product. I believe that Palafox St. is the perfect location for my store. I have real concerns that there are way too many closings of the street which do inhibit my customer from coming to my store, and I believe coming to other businesses which attract a similar customer as mine. As funfilled as the Halloween trick or treating event is to so many people , it is not an event that is attractive to my customer base. All this event does is to basically shut down my business. I am very concerned that we have too many events that do the same thing as this one. The constant street closing for these types of festivals does not seem to attract a customer base that is enthusiastic about supporting many of businesses such as mine. The rent on Palafox St. has to be some of the most expensive in Pensacola, and I believe Palafox St should attract more retail businesses, and therefore the focus should be on making it the easiest way possible for potential customers to visit and shop in our stores. Right now, so many of my customers who come from areas nearby and are excited to spend money in my store, the restaurants right there and other retail businesses see something like the Halloween event and drive away. From everything that I have read lately in multiple business magazines, so many of us are turning to shopping online and the convenience they believe this offers them. In my store, we work very hard at being attractive and giving a customer reason to support our business. Ifthere is a need to have events/ street closures , I believe the events should be targeted to a higher end customer that will spend money in our businesses.

Please share my concerns with whoever you believe should read this.
Thank you , Julia

**Minutes for the
Parking and Traffic Committee
Tuesday, November 8, 2016
4:30 p.m.**

Call To Order: The meeting was called to order by Chairman Bednar at 4:30

Consideration of Minutes: There are no minutes from the October 11, 2016 meeting as there was not a quorum.

Public Presentations: Mr. Peacock welcomed new committee members

New Business

- a. Mr. Bednar requested new member introductions
- b. Committee members were given copies of the City and County Inter-local parking agreements, 2017 Parking budget and Sunshine rules.
- c. Committee began discussion on Jefferson Street Parking Garage
 - i. Mr. Patterson to provide estimate to repaint and repair parking shack
 11. Mr. Patterson to provide estimate to replace information sign at entrance to Palafox
 111. Mr. Patterson to repair blown bulbs in the garage and also provide estimate to repair damaged ballasts and estimate to upgrade lighting to LED.
 - 1v. Committee approved recommendation for DIB Board to repair up to \$1000.00 in broken lighting, to ensure customer safety.
 - v. Mrs. Young requested estimate for Blue Lights
 - vi. Committee requested information on average cost of JSG power bill monthly.
- d. Parking Summit scheduled for Nov. 29th from 11 to 1
 - i. DIB staff to book room and provide lunch
 - ii. DIB staff will compile summit information packets
 - iii. Mr. Bednar will facilitate summit
- e. Special Event equipment signage
 - i. Republic to provide sign and price options
 - ii. Committee approved recommendation for DIB Board to approve replacement of 4 damaged events signs at \$150.00 each.
- f. It was agreed that the Parking Committee does not have jurisdiction over private driveways and business / home owners would need to go through ARB approval for desired driveway art
- g. Resident Parking Policy was discussed and agreed by committee that decisions would be tabled until after summit and a better understating of overall parking plan was achieved.
 - i. Mrs. Buswell recommended DPMD notify the current residential pass holders advance notice of any changes.

11. Republic will provide examples of agreements used in other cities.
- iii. Mr. Kercher requested that the commit consider a non-profit rate

2. Continuing Business

- a. Broken meter plan of action
 - i. Tabled until after parking summit
- b. Strategic Parking plan 2017-2018
 - i. Tabled until after parking summit
- c. Jefferson Parking Garage rate increase was approved by DIB Board and will be implemented in Jan. 2017.

3. Public Comment

- a. None

4. The meeting was adjourned at 6:30p.m.

NOTE: The DIB Parking & Traffic Committee nonnally meets the second Tuesday of each month at 4 :30 p.m. inthe DIB Public Meeting Room (Suite 104) on the first floor of the Rhodes Building at 41 N. Jefferson Street, Pensacola, Florida

Minutes of the
Downtown Advisory Board
October 27, 2016 -9:00a.m.

- 1) The meeting was called to order at 9:20.
- 2) Opening discussion was in regards to the HEAART acronym. It was discussed and consensus was that the acronym was still relevant but the need to align bullet points for HEAART goals and priorities.
- 3) Mr. Sonnen suggested a "weight" be applied to each category for the focus of each. The suggested weights would be Housing 5%, Aesthetics 30%, Retail 5%, Economic 20%, Arts 15% and Transportation 25%
- 4) A strong focus on education/marketing was suggested and discussed so that people will know that there are so many things to do and see downtown including dining, shopping and various events.
- 5) Mrs. Turner asked that the DAB be given a summary of information that the other committees are working on as this used to be something that happened in the past but seems to have been stopped. This was helpful for the DAB to align their focus to what the other committees are working on.
- 6) Mrs. Dees encouraged each member of the DAB to reach out and invite someone else to get involved with the DAB and join us at future meetings. She also suggested that at each meeting that members and attendees could bring a list of things to be reported via the 311 system to the city to aid in the Beautification efforts by the Downtown Improvement Board and the City. This also means to encourage business to provide feedback or to educate them on the use of 311 service for reporting.
- 7) In closing Mr. Sonnen asked that the redlined items of the HEARRT Pamphlet be removed and that a reorganization of the priorities be made to align properly with the acronym and it was agreed unanimously. Mr. Sonnen agreed to work on having that done to present at the November DAB meeting.

To summarize;

The DAB priority is now focused on the Goals and Strategies for the next 1-3 years to present to the DIB by the end of 2016.

The meeting was adjourned at 10:08 am.