

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

- I. Call to Order & Comments from The Chair - Chairman Peacock called the meeting to order at 4:00 pm.
  
- II. Attendance:
  - a. Board members present – John Peacock, Teri Levin, Charlie Switzer, Jim Homyak, Councilman Spencer, & Dee Dee Davis
  
- 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 July 5, 2016.
  - c. Mr. Peacock announced addition to agenda of WUF Historic Trust
  - d. Mr. Peacock announced that Mr. Butlin was on vacation and Mrs. Dees was filling in for Executive Director for the meeting.
  
- IV. Public Presentation
  - a. Mr. Rob Overton with UWF Historic Trust gave a Power Point presentation and update for 2016 UWF Historic Trust projects such as T.T. Wentworth Lighting, amphitheater, Trader Johns exhibit, extended museum hours, and plans to reduce parking on Zarragossa Street
  
- V. Marketing
  - a. Mr. Peterson with Impact Campaigns gave marketing update
    - i. Mr. Peterson stated that a marketing plan to roll out to merchants will be done after all the currently identified issues have been resolved.
    - ii. Mr. Peterson confirmed that the parking mobile app was corrected
    - iii. Mr. Peacock requested that the PR plan for rolling out the website to the merchants be delivered to Mr. Butlin for him to deliver to the Board after he has verified that all issues have been resolved.
    - iv. Mrs. Sjoberg gave hand-outs of some of the places Pensacola Downtown is currently being advertised around the World.
    - v. Mr. Peacock asked Mrs. Sjoberg for an update on the Farm to Table Event, Mrs. Sjoberg stated that it is currently pending funding to put together a budget.
    - vi. Mrs. Levin volunteered to work with Mrs. Sjoberg in putting the farm to Table event together and she would ask Mr. David Peterman to help with budget.
  
- VI. Ongoing Business
  - a. First City Lights
    - i. Plan was submitted
    - ii. Mrs. Dees to send a copy of the 5-year plan to Mrs. Davis and Mr. Switzer
    - iii. Mr. Peacock informed the Board that a decision should be made next Thursday and requested that Board Members reach out to the Visit Pensacola Board of Directors.
    - iv. Mr. Peacock requested Mrs. Dees send the DIB Board Members a list of the Visit Pensacola Board of Directors list.
    - v. Mr. Homyak stated he will send Mr. Peacock the list of Holiday scheduled events from the Holiday Committee.
  
- VII. Report from the Executive Director
  - a. Light Pole Downtown Banners – Mr. Peacock recommended RFP for Art work and requested that Mr. Peterson and Mrs. Sjoberg represent their original recommendation to the board at the next meeting.

- b. Napa business signage – Mrs. Dees informed the Board that we have requested a cost estimate form Vital Signs.
  - i. Councilman Spencer reminded the Board about presentation given to the City regarding street sign standardization and clean-up before we move forward
  - ii. Mr. Peacock requested that Mrs. Dees find this presentation and send to the Board
- c. Impact 100 Grant Request – Board stated strongly that we should begin preparation for site visit immediately and work diligently to really wow Impact 100 with our presentation.
  - i. Retail and restaurants should be staged, sharp and clean.
  - ii. Impact 100 Logo needs to be clearly displayed.
  - iii. Should expect presentation to last approximately 1 hour and 10-12 attendees.
  - iv. Mrs. Davis asked about upgrades to the Jefferson Garage landscaping since this will be a pick-up and drop off point. Mr. Peacock requested Mrs. Davis to take the lead on getting the landscaping upgraded and to work with Mr. Butlin to get the project completed.
  - v. Mrs. Levin suggested requesting sponsorship of the landscaping.
- d. Parking on the County Garage roof – agreement has been reached with the County and we are pending the Inter-local agreement.
- e. So-Go Trash Cans – two cans have been ordered, expected delivery is end of July and placement still being considered
- f. Trick or Treat – Board voted unanimously to hold the event on Saturday 10.29. confirmation of sponsorship is still pending.

#### VIII. New Business

- a. Mrs. Levin requested Beck Properties to bring extra trash cans out for Bubba’s Sweet Spot grand opening on Gallery Night.
- b. Mrs. Levin requested that the noise ordinance be added back to agenda due to the excessive motorcycle and engine revving noise at Main and Palafox.
- c. Mrs. Levin requested that we look into ‘No skateboarding signs’ for district, it was suggested that we look into painting ‘No Skateboarding’ on the streets instead of posting signs.

#### IX. Committee Activities

- a. Festival of Lights - next meeting August 3<sup>rd</sup> 9:30 a.m.
- b. Special Events – next meeting August 12<sup>th</sup> 9:00 a.m.
- c. Parking – next meeting August 9<sup>th</sup> 4:30 p.m. – Mr. Patterson informed the Board of the upcoming expiration of the current Republic contract.
- d. DAB – next meeting August 25<sup>th</sup> 9:00 a.m.
- e. All previous meeting minutes were attached to agenda package for Board review

#### X. Public Comment

- a. None

#### XI. Adjournment the meeting was adjourned at 5:17 p.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.