



Board of Directors Meeting

February 13, 2018

7:30am – 9:00am

AGENDA

1. Call to Order
 - a. Meeting was properly noticed
 - b. Approval of meeting agenda for February 13, 2018
 - c. Approval of minutes from the January 9, 2018 meeting
2. On-Going Business
 - a. Committee Reports
 - i. Parking & Traffic
 1. SPS Master Planning Report; Greg Darden
 2. Premium Parking Transition Update
 - ii. Finance
 1. Monthly Financial Review
 - b. Executive Director Report
3. New Business
 - a. DIB Bylaw Amendment Review
 - i. Term Limits
 - ii. Finance Terms
4. Public Comment
5. Adjournment

Next meeting – March 13, 2018



Pensacola Downtown Improvement Board Transition Plan

Date	Category	Item
12/21/2017	Meeting	Introductory in-person meetings between Premium and DIB to discuss overall program strategy and goals to achieve
12/29/2017	Administrative/Legal	Draft contract provided to DIB
1/8/2017	Administrative/Legal	Contract executed
1/10/2018	Administrative/Legal	Finalizes all required paperwork, certificates and licensing with governing agencies (COI, permits, licenses, tax applications, etc.)
1/15/2018	Human Resources	Create a new hire/personnel plan and hiring procedures through its corporate HR and internal recruiting team
1/10/2018	DIB	DIB Provide finalized "State of Parking" report
1/18/2018	Operations	Draft sign plan provided to DIB
1/25/2018	Marketing	Draft marketing plan submitted to DIB
1/26/2018	Meeting	Planning Meeting
1/30/2018	Operations	Sign plan finalized between Premium and DIB
1/30/2018	Product	Completes system integrations analysis for all platform payments with citation management system
1/30/2018	Administrative/Legal	Sets up administrative accounts internally for new location (accounting, business license, insurance, etc.)
1/30/2018	Operations	Completes training with citation management company
2/2/2018	Operations	Sign order placed
2/5/2018	Marketing	Marketing plan finalized
2/10/2018	Marketing	Begin Implementing marketing plan
2/10/2018	Operations	Pay machines transitioned and programmed, as applicable
2/10/2018	Operations	Create Facility Service plan (janitorial)
2/10/2018	Operations	Order office & enforcement supplies
2/15/2018	Product	Premium completes rate surveys, evaluation, & platform configuration
2/20/2018	Product	Platform API set up
2/20/2018	Operations	Initiates communication and transition for monthly parkers
2/22/2018	Product	Integrates links and payment options with DIB online assets.
2/22/2018	Operations	Finalize staffing schedule for launch week
2/23/2018	Operations	Train all parking and enforcement personnel
2/23/2018	Human Resources	Finalize all new hires and orders uniforms
2/25/2018	Meeting	Final Meeting with City Manager and DIB
2/26/2018	Operations	Installs signs
2/27/2018	Operations	Test all mobile and online payment systems
2/27/2018	Operations	New/transitioned pay equipment tested to ensure operational/functional
2/27/2018	Operations	Test citation management system
2/27/2018	Operations	Tests all online citation payment platforms
3/1/2018	Meeting	End of Day One Meeting

5:21 PM

02/09/18

Accrual Basis

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

January 2018

	Jan 18	Budget	\$ Over Budget	Oct '17 - Jan 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4010 · Ad Valorem Revenue	31,186.58	31,186.59	-0.01	124,746.32	124,746.34	-0.02	374,239.00
4015 · CRA Interlocal Income	0.00	0.00	0.00	216,580.30	216,580.30	0.00	216,580.30
4020 · Website Membership and Map	0.00	41.66	-41.66	0.00	166.66	-166.66	500.00
Program Revenue	4,226.00	6,083.33	-1,857.33	22,005.57	24,333.33	-2,327.76	73,000.00
4060 · DMPD OverHd Reimbursement	13,748.86	13,443.39	305.47	63,630.96	53,773.55	9,857.41	161,320.63
4080 · Bollard Rentals	0.00	166.67	-166.67	900.00	666.67	233.33	2,000.00
4900 · Sales Tax Collected	-294.84			-1,153.90			
Total Income	48,866.60	50,921.64	-2,055.04	426,709.25	420,266.85	6,442.40	827,639.93
Gross Profit	48,866.60	50,921.64	-2,055.04	426,709.25	420,266.85	6,442.40	827,639.93
Expense							
5000 · CRA Interlocal Payment	0.00	0.00	0.00	216,580.30	216,580.30	0.00	216,580.30
5001 · Salaries, Benefits & Taxes	22,577.62	17,295.84	5,281.78	99,634.70	69,183.34	30,451.36	207,550.00
5006 · Board Meetings	0.00	79.17	-79.17	0.00	316.67	-316.67	950.00
5007 · Annual Meeting	0.00	166.66	-166.66	500.00	666.66	-166.66	2,000.00
5009 · Bank Charges	507.71	289.59	218.12	1,839.69	1,158.34	681.35	3,475.00
5010 · Bank Direct Deposit Fee	80.70	0.00	80.70	80.70	0.00	80.70	0.00
5011 · Interest Expense	23.75	16.67	7.08	23.75	66.67	-42.92	200.00
5012 · Office Rent	858.33	1,000.00	-141.67	3,433.32	4,000.00	-566.68	12,000.00
5013 · Office Supplies	292.94	266.66	26.28	918.00	1,066.66	-148.66	3,200.00
5014 · Office Equipment/Software	322.50	541.66	-219.16	1,134.78	2,166.66	-1,031.88	6,500.00
5015 · Postage	0.00	83.34	-83.34	156.21	333.34	-177.13	1,000.00
5016 · Telecommunications	540.58	1,083.34	-542.76	3,890.85	4,333.34	-442.49	13,000.00
5017 · Website Support	156.25	250.00	-93.75	156.25	1,000.00	-843.75	3,000.00
5018 · Website Hosting	337.47	83.34	254.13	750.73	333.34	417.39	1,000.00
5019 · Computer Support/Email Leasing	150.75	375.00	-224.25	647.97	1,500.00	-852.03	4,500.00
5020 · Dues, Subscriptions, Publicatio	244.10	266.66	-22.56	1,505.16	1,066.66	438.50	3,200.00
5021 · Travel Entertainment & Educ.	68.91	416.67	-347.76	2,351.95	1,666.67	685.28	5,000.00
5022 · Repair & Maintenance	26.86	83.34	-56.48	26.86	333.34	-306.48	1,000.00
5023 · Marketing Consultants	5,018.50	6,250.00	-1,231.50	18,576.00	25,000.00	-6,424.00	75,000.00
5024 · Bookkeeping	1,470.00	1,200.00	270.00	7,535.00	4,800.00	2,735.00	14,400.00
5025 · Audit	65.00	1,500.00	-1,435.00	9,165.00	6,000.00	3,165.00	18,000.00
5026 · Legal Counsel	1,172.50	1,375.00	-202.50	3,798.00	5,500.00	-1,702.00	16,500.00
5027 · Economic Development	0.00	4,166.66	-4,166.66	0.00	16,666.66	-16,666.66	50,000.00
5028 · Arts and Culture	0.00	2,000.00	-2,000.00	1,844.00	8,000.00	-6,156.00	24,000.00
5029 · Donation to Friends of Downtown	11,968.00			11,968.00			
5201 · Friends of Downtown	0.00			1,149.61	0.00	1,149.61	0.00
6000 · Palafox Market	4,200.63	5,824.99	-1,624.36	21,253.94	23,299.99	-2,046.05	69,900.00
7000 · Ambassador Program	11,262.50	9,630.00	1,632.50	45,513.39	38,520.00	6,993.39	115,560.00
Total Expense	61,345.60	54,244.59	7,101.01	454,434.16	433,558.64	20,875.52	867,515.30
Net Ordinary Income	-12,479.00	-3,322.95	-9,156.05	-27,724.91	-13,291.79	-14,433.12	-39,875.37
Other Income/Expense							
Other Income							
Voided Checks	0.00			5,265.54			
4980 · Sales Tax Collection Allowance	15.78			54.54			
4065 · DPMD Loan Repayment	0.00	3,333.34	-3,333.34	30,000.00	13,333.34	16,666.66	40,000.00

5:21 PM

02/09/18

Accrual Basis

DOWNTOWN IMPROVEMENT BOARD
Profit & Loss Budget Performance- For Mgmt Use Only
January 2018

	<u>Jan 18</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>Oct '17 - Jan 18</u>	<u>YTD Budget</u>	<u>\$ Over Budget</u>	<u>Annual Budget</u>
Total Other Income	15.78	3,333.34	-3,317.56	35,320.08	13,333.34	21,986.74	40,000.00
Net Other Income	15.78	3,333.34	-3,317.56	35,320.08	13,333.34	21,986.74	40,000.00
Net Income	<u>-12,463.22</u>	<u>10.39</u>	<u>-12,473.61</u>	<u>7,595.17</u>	<u>41.55</u>	<u>7,553.62</u>	<u>124.63</u>

DOWNTOWN IMPROVEMENT BOARD
Balance Sheet - For Management Use Only
As of January 31, 2018

	Jan 31, 18
ASSETS	
Current Assets	
Checking/Savings	
101 · Cash - Coastal- 0237	
101.1 · BP Funds for Beautification	68,146.07
101.2 · LEAP Funds for Sign Maintena...	5,000.00
101 · Cash - Coastal- 0237 - Other	1,231.99
Total 101 · Cash - Coastal- 0237	74,378.06
Total Checking/Savings	74,378.06
Accounts Receivable	
140.4 · A/R-Property Assessments	124,746.32
Total Accounts Receivable	124,746.32
Other Current Assets	
140.11 · Due from Parking Fund	46,743.74
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	11,192.68
Total Other Current Assets	58,936.42
Total Current Assets	258,060.80
Fixed Assets	
240 · Equipment	133,171.37
260 · Furniture & Fixtures	4,541.23
275 · Website Capitalized	10,850.00
300 · Less Accumulated Depreciation	-91,329.00
Total Fixed Assets	57,233.60
TOTAL ASSETS	315,294.40
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
450 · Accounts Payable	-1,008.33
452 · Compensated Absences	4,212.27
Total Accounts Payable	3,203.94
Other Current Liabilities	
481 · Sales Tax Payable	294.84
458 · Due to 403(b)	64.74
4849 · Deferred Revenue Sign Maint	5,000.00
Total Other Current Liabilities	5,359.58
Total Current Liabilities	8,563.52
Long Term Liabilities	
N/P - DLL Financial Solutions	
Deferred Interest	-831.15
N/P - DLL Financial Solutions - Other	10,206.12
Total N/P - DLL Financial Solutions	9,374.97
Total Long Term Liabilities	9,374.97
Total Liabilities	17,938.49
Equity	
32000 · Unrestricted Net Assets	330,399.74
587 · Fund Balance	-40,639.00
Net Income	7,595.17
Total Equity	297,355.91
TOTAL LIABILITIES & EQUITY	315,294.40

3:59 PM

02/09/18

Accrual Basis

**Downtown Parking Management District
Profit & Loss Budget Performance - For Mgmt Use Only
January 2018**

	Jan 18	Budget	\$ Over Budget	Oct '17 - Jan 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
10-00 · Judicial Center Lot	0.00	83.33	-83.33	0.00	333.33	-333.33	1,000.00
11-00 · North Palafox Lot	1,029.25	655.00	374.25	12,956.50	2,620.00	10,336.50	7,900.00
12-00 · Tarragona Street Lot	1,633.75	266.68	1,367.07	4,153.75	941.67	3,212.08	3,507.00
13-00 · Trash							
13-02 · Compactor Loan Re-payment	0.00	1,666.67	-1,666.67	0.00	6,666.66	-6,666.66	20,000.00
13-01 · Co-Op Participation	4,985.64	5,248.83	-263.19	15,719.64	17,236.83	-1,517.19	59,228.00
Total 13-00 · Trash	4,985.64	6,915.50	-1,929.86	15,719.64	23,903.49	-8,183.85	79,228.00
20-00 · Intendencia Garage	2,769.91	916.67	1,853.24	8,939.91	3,666.68	5,273.23	11,000.00
21-00 · Jefferson Street Garage							
21-01 · JSG-Monthly Pass	21,941.00	15,333.33	6,607.67	57,735.50	61,333.34	-3,597.84	184,000.00
21-04 · JSG-Validation/Token Program	1,941.04	1,500.00	441.04	7,043.54	6,000.00	1,043.54	18,000.00
21-03 · JSG-Special Event Income	10,075.00	5,416.67	4,658.33	36,389.40	21,666.66	14,722.74	65,000.00
21-02 · JSG-Daily Managemnt-Paystation	14,070.61	4,833.33	9,237.28	42,304.31	19,333.34	22,970.97	58,000.00
21-00 · Jefferson Street Garage - Other	0.00	0.00	0.00	8,426.08	0.00	8,426.08	0.00
Total 21-00 · Jefferson Street Garage	48,027.65	27,083.33	20,944.32	151,898.83	108,333.34	43,565.49	325,000.00
22-00 · Judicial Center Garage	1,400.00	83.00	1,317.00	1,400.00	284.00	1,116.00	1,100.00
23-01 · Paystations	10,835.73	8,000.00	2,835.73	37,208.10	32,000.00	5,208.10	96,000.00
23-02 · Single Space Meters	2,707.19	5,333.33	-2,626.14	13,220.28	21,333.34	-8,113.06	64,000.00
24-00 · Parking Fines	5,997.50	10,000.00	-4,002.50	56,702.10	40,000.00	16,702.10	120,000.00
25-00 · OnStreet Dumpster Placement Fee	210.00	8.33	201.67	908.50	33.34	875.16	100.00
26-00 · Residential Parking Permits	43.00	500.00	-457.00	139.75	2,000.00	-1,860.25	6,000.00
29-01 · Sales Tax Collected	-4,872.72			-15,519.91			
4502 · Baylen St Pkg Lot- SOLD 100117	0.00	0.00	0.00	17.50	0.00	17.50	0.00
4515 · Govt St Pkg Lot -DEC CLOSING	0.00			7,514.25			
Total Income	74,766.90	59,845.17	14,921.73	295,259.20	235,449.19	59,810.01	714,835.00
Gross Profit	74,766.90	59,845.17	14,921.73	295,259.20	235,449.19	59,810.01	714,835.00
Expense							
30-00 · DPMD Trash Expense	15,266.77	19,142.17	-3,875.40	31,959.57	56,568.68	-24,609.11	129,706.00
40-00 · DPMD Shared Expenses	4,706.24	800.00	3,906.24	6,347.29	3,200.00	3,147.29	9,600.00
50-00 · DPMD Operating Expenses	39,058.67	57,283.92	-18,225.25	234,915.23	229,635.67	5,279.56	677,307.00
Total Expense	59,031.68	77,226.09	-18,194.41	273,222.09	289,404.35	-16,182.26	816,613.00
Net Ordinary Income	15,735.22	-17,380.92	33,116.14	22,037.11	-53,955.16	75,992.27	-101,778.00
Other Income/Expense							
Other Income							
Voided Checks	0.00			2,071.64			
60-00 · Other Income	68.07			261.76			
Total Other Income	68.07			2,333.40			
Net Other Income	68.07			2,333.40			
Net Income	15,803.29	-17,380.92	33,184.21	24,370.51	-53,955.16	78,325.67	-101,778.00

Downtown Parking Management District
Balance Sheet- For Management Use Only
As of January 31, 2018

	<u>Jan 31, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
100 · Petty Cash-Jefferson Garage	1,717.20
101 · Cash-Coastal -514-8	406,767.52
102 · Cash-Wells Fargo -9358	24,354.97
Total Checking/Savings	<u>432,839.69</u>
Accounts Receivable	
140.4 · Parking Fees & Fines	72,275.00
145.4 · Allowance for Doubtful Accounts	-55,444.80
Total Accounts Receivable	<u>16,830.20</u>
Total Current Assets	449,669.89
Fixed Assets	
241 · Equipment	317,829.48
290 · Improvements	177,362.10
300 · Accumulated Depreciation	-278,659.14
Total Fixed Assets	<u>216,532.44</u>
TOTAL ASSETS	<u>666,202.33</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
452 · Due to D.I.B.	46,743.74
460 · Restricted Fund	1,000.00
Total Other Current Liabilities	<u>47,743.74</u>
Total Current Liabilities	47,743.74
Long Term Liabilities	
503 · N/P-CB & T-Pay Stations	34,174.01
Total Long Term Liabilities	<u>34,174.01</u>
Total Liabilities	81,917.75
Equity	
32000 · Unrestricted Net Assets	372,683.35
32100 · Investment in Capital Assets	182,358.00
Net Income	29,243.23
Total Equity	<u>584,284.58</u>
TOTAL LIABILITIES & EQUITY	<u>666,202.33</u>

**Downtown Improvement Board
Executive Director's Report
February 2018**

City of Pensacola LTU Review: Met recently with Ms. Sherry Morris, Planning and Mr. Olson, City Administrator separately to discuss amending the License to Use to charge by square footage and to add loitering controls. Planning Services can assist with analysis of existing LTU holders and fees. All current fees go into the City's General Fund. To provide access to those funds for ongoing sidewalk cleaning, the Finance Dept. will need council approval to create the budget item for FY2019-2020 to redirect those resources. Mr. Olson has reservations about changing the LTU to include loitering language. Collaboration with the local ACLU representative could help identify LTU language that meet everyone's approval.

Ciclovía: I met with Parks and Rec. Manager Brian Cooper, Kim Carmody and Mr. Olson to discuss ongoing Palafox Street closures and the challenges that they create. Mr. Cooper is open to working with us to find alternative locations for new events. Mr. Olson also offered support of limiting the number of new events based on data that supports that some events, based on time and day, present a financial hardship to merchants. A survey will be completed and compiled for presentation on the merchant's perception of the Palafox events.

Jefferson St. Garage Waste Compactor: The buildout of the new compactor enclosure is in process with an expected completion date of March 17.

Palafox Market: The market was closed last Saturday for the Mardi Gras parade. The market is doing well going into Q2. Q1 numbers are attached. Revenue generated at the market is roughly 50/50 split between food and art vendors. The number of vendors in December trends up due to the holiday season. In 2017 the market realized a 22% increase in the number of December vendor over October and November averages.

Ambassador Program: The two ambassadors are becoming more efficient with the daily work planner we've implemented. Ongoing projects being worked on include pressure washing stairwells in the garage, addressing clogged drain in garage, weed abatement, fertilizing and adding pine straw around garage, and cleaning trash coral on Romana Street.

Jefferson Street CRA Streetscape: The CRA has budgeted 240k for improvements to Jefferson Streetscape. CRA is following city guidelines to secure engineering and design services. More information will be available later this month.

Downtown Pensacola Alliance: The DPA brochure is being printed this week. The attorney group that originally renovated the flower beds will be first additions to the alliance as the ambassador program takes over the ongoing maintenance of the beds. Meetings with prospects and presentations to civic groups will be scheduled for the following weeks.

National Park Service Ferry: Construction of the Commendencia Dock is underway. Ferry service is expected to launch May 19. I met with the City and there are plans for new ferry wayfinding signs in Downtown. The permanent concession building will not be completed by opening and a temporary facility will be utilized on the surface parking lot. This will reduce usable parking spaces in the lot. The proposed parking lot layout is attached.

Grant Applications: We are working on Impact 100 and Foo Foo Festival. I welcome your insight or ideas for projects.

Palafox Market 2017 1st Quarter 2017-2018

Oct 2017	
7-Oct	49 Art
	58 Food
	107
14-Oct	46 Art
	60 Food
	106
21-Oct	56 Art
	63 Food
	119
28-Oct	53 Art
	58 Food
	111
	443
	x15
	\$6,645.00

Nov 2017	
4-Nov	54 Art
	47 Food
	101
11-Nov	52 Art
	58 Food
	110
18-Nov	57 Art
	66 Food
	123
25-Nov	59 Art
	60 Food
	119
	453
	x15
	\$6,795.00

Dec 2017	
2-Dec	60 Art
	61 Food
	121
9-Dec	55 Art
	63 Food
	118
16-Dec	58 Art
	58 Food
	116
23-Dec	53 Art
	52 Food
	105
30-Dec	40 Art
	50 Food
	90
	550
	x15
	\$8,250.00

Palafox Market hosted the Cubed Art Exhibit for Foo Foo Fest in November.
 This was a huge success for Foo Foo and the market.

DAILY TASK LIST

TIME	Daily	SAT
6:00 AM	Mobilize	
6:15 AM	Check Jefferson Garage trash. Pickup around bins	
6:30 AM	Daily - Clean sweep stairwells, landings and ramps on all levels of the parking garage	
6:45 AM		
7:00 AM	Daily - Cleanup intersection @ Garden and Palafox	Weekly - Set-up Farmers Market
7:15 AM	Daily - Clean Palafox from Garden to Main ST. including side streets to Jefferson and Baylen	
7:30 AM		
7:45 AM		
8:00 AM		
8:15 AM		
8:30 AM		
8:45 AM		
9:00 AM	Daily - Baylen and Spring from Garden to Main, includng side streets.	
9:15 AM		
9:30 AM		
9:45 AM		
10:00 AM		
10:15 AM		
10:30 AM	Daily - Palafox north of Garden, N. Palafox surface lot	
10:45 AM		
11:00 AM		
11:15 AM		
11:30 AM		
11:45 AM		
12:00 PM	Daily - Projects as assigned, I.E. weed and graphitti removal, pressure washing, etc.	
12:15 PM		
12:30 PM		
12:45 PM		
1:00 PM		
1:15 PM		
1:30 PM		
1:45 PM		
2:00 PM		Cleanup Farmers Market

PENSACOLA – TEMPORARY FACILITIES CONCEPT LAYOUT
 DRAFT UPDATE - JAN 15, 2018



**AMENDMENT TO THE BY-LAWS AND INTERNAL GOVERNANCE OF THE
PENSACOLA DOWNTOWN IMPROVEMENT**

WHEREAS, the Pensacola Downtown Improvement Board (“DIB”) was established by Chapter 72-655, Laws of Florida as amended by Chapters 76-466 and 80-582, Laws of Florida (the “Act”); and,

WHEREAS, the DIB adopted those certain By-Laws and Internal Governance of the Pensacola Downtown Improvement Board as amended per the Act (“By-Laws”); and,

WHEREAS, the DIB desires to further amend the By-Laws (“Amendment”); and,

WHEREAS, this Amendment is subject to the approval of the Pensacola City Council.

NOW, THEREFORE, in consideration of the aforementioned, the Board of Directors of the DIB, subject to the approval of the Pensacola City Council, agree as follows:

1. Article III, Section 1, Subsection 7 of the By-Laws is amended to read as follows:

Length of Term: There is no limit to the number of terms a Board officer may serve in the same office.

2. This Amendment is effective upon its adoption by a majority vote of the Board of Directors of the DIB after the text of the proposed amendment has been read at least once at a previous regular meeting of the Board of Directors of the DIB and after the approval of the Pensacola City Council. The Chairman of the Board of Directors of the DIB is hereby authorized to sign the Amendment.

THE REMAINDER OF THIS PAGE IS INTENTIONALLY LEFT BLANK

CERTIFICATION

I, THE UNDERSIGNED, hereby certify that I am the duly elected Chairman of the DIB and this Amendment is hereby adopted per the Act and the By-Laws.

Date of the Previous Regular Meeting when the proposed amendment was read February __, 2016

Date of Adoption of the Amendment was _____, 2018.

PENSACOLA DOWNTOWN IMPROVEMENT BOARD

By: _____
John L. Peacock
Chairman

Attest:

Name:
Secretary

**OFFICIAL
SEAL**

APPROVAL BY THE PENSACOLA CITY COUNCIL

I, THE UNDERSIGNED, hereby certify that I am the duly elected President of the Pensacola City Council and this Amendment is hereby adopted by the Pensacola City Council on this _____, 2016.

PENSACOLA CITY COUNCIL

By: _____
Name:
President

Attest:

Name:
City Clerk