

**Minutes of the  
DOWNTOWN IMPROVEMENT BOARD  
Regular Monthly Meeting**

**Tuesday July 11, 2017**

- I. Call to Order & Comments from The Chair – Chairman Peacock called the meeting to order at 7:30 a.m.
- II. Attendance
  - a. Board members present – John Peacock, Charlie Switzer, DeeDee Davis, Teri Levin, Jim Homyak and Councilman Spencer.
- III. Recurring Agenda
  - a. Mr. Peacock confirmed that the meeting was noticed properly.
  - b. There was a motion and a second to approve the July 11, 2017 agenda with the addition in On-Going Business sect.2 c iii – Downtown Business Alliance Program.
  - c. There was a motion and a second to accept the minutes from the regular meeting held on June 13, 2017. The motion was passed unanimously.
- IV. On Going Business
  - a. Committee Reports
    - i. Mr. Morse introduced members of SP Plus that were present for the meeting.
    - ii. Mr. Morse provided update on status of Master mobility plan and reminded Board that more details and discussion would occur at the Parking meeting scheduled for 4:30pm.
    - iii. Mr. Peacock requested that detailed updates be sent out to the Board for review.
    - iv. Councilman Spencer asked that synchronization of signal lights be considered by the mobility planners.
    - v. Mr. Morse reported that the Finance committee has been formed and will meet next Tuesday 7/18/17.
    - vi. Mr. Morse informed Board that he is on the TPO committee and the LEAP class has offered to transfer excess funding of \$8k for DIB to continue the crosswalk project within the district.
  - b. Jefferson Garage Landscaping
    - i. Mr. Morse informed Board that demo of trees and shrubs has been delayed due to the large amount of rain. The rescheduled start date has yet to be decided and will be communicated to Board once known.
  - c. Jefferson Street Corridor Plan
    - i. Mr. Peacock provided update of directive given to Jerry Pate design to maximize budget.
    - ii. Jerry Pate design was requested to focus solely on identifying key areas of the district and provide high level overviews with minimal drawings and expense.
    - iii. The Board will review and choose areas of concentration. At that time, Jerry Pate design will provide more detailed landscaping designs for selected area(s).
  - d. Downtown Pensacola Alliance
    - i. Mr. Morse reminded Board of goals and objectives for creating a Downtown Pensacola Alliance(DPA) and updated Board on status of creating legal paper work necessary to implement DPA with Mr. Litvak.
    - ii. Mr. Peacock requested that Mr. Morse bring DPA plan and sponsorship levels to the August DIB meeting.

- e. Special Events
  - i. Mr. Morse informed Board that organizers of Gallery Night have requested DIB join their committee in order for the event to forgo their current insurance expense. The Board discussed in detail and most Board members stated strongly against the idea of reengaging affiliation with the event, even if organizers submit a plan to change the event.
  - ii. Mrs. Levin stated that a merchant survey should be conducted if consideration is given for DIB to participate in the event.
  - iii. Mr. Sonnen informed Board that July Gallery Night is scheduled to occur with no significant changes to the event format.
  - iv. Councilman Spenser asserted that his position was not to reengage the DIB with Gallery Night and stated ‘this is not the environment we need to be perceived as a sponsor of’ ‘The DIBs’ mission is to sustain and enhance businesses in the district’
  - v. Mr. Morse stated that staff will come up with events and let Board decide.
- f. First City Lights Festival
  - i. Mr. Morse has been working with The Lighting Company to reduce cost associated with owning the holiday lights and could potentially reduce DIB cost by \$105 by leasing the lights instead of purchasing the asset. The Lighting Company is requesting a three-year contract for leasing the lights.
- g. Finance
  - i. Mr. Morse provided Board with P&L for DIB and DPMD and reported that both accounts are safe and sound. Continued efforts from staff in scrubbing and correcting coding.
  - ii. Mr. Morse informed board that he plans to modify the budget to improve the transparency and understanding of financial statements and programming cost.
  - iii. Motion to approve June P&L was seconded and approved unanimously.
- h. Multi-Year Strategic Plan
  - i. Mr. Morse updated Board on plans to host an annual meeting for all stakeholders in Sept. or Oct. to discuss projects, timeframes and multi-year plans for use of county ad valorem.
  - ii. Staff will send out Board e-mails with possible dates and locations.
  - iii. Aug. DIB Board meeting rescheduled for Aug. 8<sup>th</sup>.
- i. Downtown Trash Compactor & Co-op Update
  - i. Mr. Peacock directed Mr. Morse to work with Mr. Barker on loan for replacing dumpsters with a compactor and a pro-forma invoice to present to business owners currently utilizing dumpsters.
  - ii. Mrs. Davis requested that Mr. Morse present cost and plan at Aug. meeting.

V. New Business

- a. Annual Budget
  - i. Discussed in On-Going Business.
- b. May Performance Review
  - i. The Board unanimously approved Mr. Morse’s performance bonus for June.

VI. Public Comment

None

VII. Adjournment

meeting was adjourned at 8:52 a.m.