

MINUTES OF THE DOWNTOWN IMPROVEMENT BOARD

Regular Monthly Meeting
Tuesday, February 26, 2019, 7:30 a.m.

Attendance:

Chair Deedee Davis, Members Teri Levin, Michael Carro, Charlie Switzer
Lissa Dees, Executive Director

Call to Order:

- a. Chair Davis called the meeting to order at 7:30 a.m.

Recurring Agenda:

- a. Exec. Dir. Dees confirmed that the meeting was properly noticed.
- b. Motion for approval of the proposed meeting agenda, with one change (safety update moved up), carried unanimously.
- c. Motion for approval of the minutes from the regular meeting of the DIB held January 22, 2019, carried unanimously.

Parking:

- a. Parking Consent Agenda - Approved with the following clarification: DIB approves up to \$5,000 to provide the committee professional assistance in preparing for the June City Council meeting, with final approval of the amount coming after being presented to the board.
- b. Passport Rollout – Update
 1. Mrs. Dees reported that the rollout is going very well.
 2. Ms. Levin conveyed her concern that many individuals and business still have questions and DIB does not need to slow down on the constant feed of information; and asked that maps be printed out and placed in every business as part of the rollout.
 3. Ms. Dubuisson asked that information be shared in the Belmont-Devilliers district as well as the downtown streets; and that privately-controlled lots be restricted in their use of “public parking” signage. Chair Davis advised that DIB cannot control private lots.
 4. Mrs. Dees clarified that merchants who sign up for validation are paying for their customer to park. It is not free parking.
 5. Mr. Switzer suggested going online to the West Florida Regional Planning Council for maps of public and private parking.
- c. LPR Rollout – Update
 1. Mrs. Dees reported the LPR rollout is also going well and should provide much-needed occupancy rates after an initial period of building up data and trends.

Finance:

- a. Finance Consent Agenda was approved unanimously.
- b. DIB – January Financials were approved unanimously.
- c. DPMD – January Financials were approved unanimously.
 - 1. Mrs. Dees informed the board that the Finance Committee and DPMD will work together to redistribute \$100,000 from the checking account into a short-term CD. This will come back before the board before any funds are committed.

Ongoing Business:

- a. Jefferson Street Alley
 - 1. Motion carried unanimously to redirect \$30,000 previously approved for new lights to the walkability aspect of the alley. DPMD has assumed responsibility for funding the lights.
 - 2. Mr. Carro suggested that the board schedule a walking tour of parking lots to determine problems with lighting. For now, Mrs. Dees will schedule a city representative to give a lighting update to the board at its March meeting.
- b. StreetPlus Contract and MOU were approved unanimously.
- c. Safety – Update
 - 1. Chief Lyter proposed that the CRA and DIB pay for the salaries of two police officers at a cost to the DIB of \$60,000 annually.
 - 2. Chair Davis clarified that the board is voting on approving the concept, with the details to be worked out later.
 - 3. Member Carro made a motion to allocate the \$60,000 as outlined by Chief Lyter. The motion was seconded by Member Levin and carried unanimously.

Marketing Report – Presented by Freddie Haydn-Slater.

- a. Welcome kits
 - 1. Mr. Freddie Haydn-Slater provided a sample of the welcome kits to be distributed to new merchants. At the suggestion of Ms. Levin, current businesses will be provided the welcome kits as well.
 - 2. Mrs. Dees explained that the next phase of the book will be to create a welcome packet to address what the DIB is doing for people who want to make their homes here.

New Business:

- a. Foo-Foo & Visit Pensacola Grant changes
 - 1. Motion carried unanimously to allow Mrs. Dees to spend additional time working with Artel Gallery in developing a 2019 Foo-Foo Arts grant.
- b. Pensalocal Award was presented to Sheri Hemminghaus Weeks for her successful spearheading of the renovations to the Saenger Theater.

Hold Items:

- a. Parking Interlocal Agreement Modification - on hold from November 2018
 1. An update was given by Mrs. Dees.
- b. Interlocal Agreement Plan for 2020 - on hold until after meeting with CRA
 1. Mrs. Dees will update the board after her meeting with the city.

Public Comment:

Public input was received from Dottie Dubuisson and Comm. Chair Mark Bednar.

Adjournment:

The meeting was adjourned at 9:00 a.m.