

## MINUTES OF THE DOWNTOWN IMPROVEMENT BOARD

Regular Monthly Meeting – Via Teleconference  
Tuesday, April 28, 2020, 7:30 a.m.

### Attendance

Chair Michael Carro, Kevin Lehman, Jean Pierre N'Dione, Adam Cobb, Patti Sonnen  
Commissioner Robert Bender, *Ex Officio*  
Lissa Dees, Executive Director

### Call to Order

- a. Mr. Carro called the meeting to order at 7:30 a.m.

### Recurring Agenda

- a. Mrs. Dees confirmed that the meeting was properly noticed.
- b. The board unanimously approved the proposed meeting agenda for April 28, 2020.
- c. The board unanimously approved the minutes of the regular meeting of DIB held on March 24, 2020.

### Parking

- a. Mrs. Dees discussed item (d) on the consent agenda and noted that a quote of \$23,600 was received from Washburn Construction for corbel and seam repairs to Jefferson Street Garage. The parking committee requested that the board approve this amount, with the contingency that the money first be secured through a three-year, \$250,000 bank loan at four percent interest, to cover all planned repairs and to allow operating funds to remain accessible during the pandemic.
- b. Commissioner Bender suggested that the City loan DIB \$250,000 and that DIB repay the City. The City made a similar interfund loan to the SRIA for re-nourishing the beaches. Mr. Carro inquired what interest rate the City would charge and was advised to contact Amy Lavoy at the City.
- c. Mr. Lehman made a motion to continue with the structural repairs using the existing line of credit and seek up to the full \$250,000 from the City to pay down the line of credit if those terms are favorable. Seconded by Ms. Sonnen and carried unanimously.
- d. The April DPMD Consent Agenda was approved unanimously.

### Finance

- a. April Finance Consent Agenda was approved unanimously.
- b. DIB - March financials were presented by Mrs. Dees and unanimously approved by the board. Mrs. Dees thanked Mr. Darden and others for donating their time during the ongoing pandemic.
- c. DPMD - March financials were presented by Mrs. Dees and approved unanimously.
- d. DPMD - Financial status and sustainability plan were discussed and approved unanimously by the board.

## Ongoing Business

- a. StreetPlus March report
  - 1. Mrs. Dees provided to the board photo samples that were provided by StreetPlus.
- b. Additional street cameras
  - 1. Mrs. Dees reported that of the five additional cameras, two have been installed; one is pending the City providing a bucket truck; and one is dependent upon whether Seville Tower would like to partner with DIB.

## New Business

- a. "All I Want" campaign
  - 1. Mrs. Dees advised the board that she has received requests from merchants to run a campaign that would incentivize people to do online shopping with small businesses downtown. The ED asked that her \$1,200 bonus be donated toward such a campaign to highlight downtown and the DIB. The board thanked Mrs. Dees for her generosity and discussed ways in which to use the donation.
  - 2. Mr. Lehman moved that the board allow the ED to spend the \$1,200 that would have been allocated to her bonus as a marketing campaign at her and Ideaworks' discretion. Seconded by Ms. Sonnen and carried unanimously.
  - 3. The quarterly bonus to the ED was approved unanimously.
- b. Business Recovery Plan – Meeting in the Park
  - 1. Mrs. Dees suggested that a meeting be held outdoors, with proper social distancing, to give business and property owners the opportunity to discuss a recovery plan.
  - 2. Motion made by Mr. Cobb that a meeting announcement be sent requesting merchants to submit ideas in advance, so that ideas can be vetted as discussion points during the meeting and the meeting be properly moderated. Seconded by Mr. Lehman and carried unanimously.
- c. Joining the Florida Downtown Association
  - 1. Mrs. Dees asked that the board approve DIB joining the Florida Downtown Association with annual dues of \$482.
  - 2. Motion to approve passed 3-1 with Mr. Lehman dissenting.
- d. ED Second Quarter Bonus – Deferred to sponsorship of community art and/or promotion campaign. Motion to approve carried unanimously.

## Marketing Report

- a. The March marketing report was presented by Freddie Haydn-Slater of Ideaworks.
- b. DIB Perception Survey (net promoter score)
  - 1. Mr. Haydn-Slater updated the board as to the content of the survey which will be provided to board members for tweaking before sending out.
  - 2. Mrs. Dees suggested that the survey be put on hold until post pandemic.

## On Hold

- a. Romana Street Puppy Pitstop – on hold for corbel repair

- b. Anti-Litter and Recycle campaign – on hold for post COVID-19 recovery
- c. JSG Alley Art – on hold for post COVID-19 recovery
- d. Parking Interlocal Agreement Renewals – October 2020
- e. City Inspection survey on hold for post COVID-19 recovery

Upcoming Events

- a. Charles Marohn and Quint Studer, "What the future looks like and what leaders can do to help their communities," April 28, 3:00 p.m., free Webinar
- b. EntreCon – Pensacola Little Theater, \$275 and up, registration required, November 18 & 19

Public Comment – None

Adjournment – The meeting was adjourned at 9:30 a.m.