



Downtown Improvement Board
Regular Monthly Meeting
Tuesday, August 25, 2020
7:30am
AGENDA

- I. Call to Order
 - a. Comments from the Chairman

- II. Recurring Agenda
 - a. Meeting was properly noticed
 - b. *Approval of the proposed meeting agenda for August 25, 2020
 - c. *Approval of the minutes from the regular meeting of the DIB held on July 24, 2020

- III. Parking
 - a. *August DPMD Consent Agenda
 - b. City Transition – Update
 - *Bollards
 - *Golf Cart
 - *Trash Co-Op and Compactor

- IV. Finance
 - a. *August Finance Consent Agenda
 - b. *DIB – July Financials
 - c. *DPMD – July Financials

- V. On-Going Business
 - a. StreetPlus July Report
 - b. *Romana street Puppy pit-stop LTU approval & update
 - c. *City Inspections Contractor Survey – City Administrator Mr. Wilkins

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(*) = approval item



- d. Drain Art Dixon School of Arts & Sciences – update
- e. CRA & Parking Interlocal Agreement Renewal – update
- f. *ED 3rd QTR Bonus – carryover from July

VI. New Business

- a. *ED Interview Questions
- b. Confirmation of interview times and locations

VII. Marketing Report

- a. July marketing report

VIII. On-Hold

- a. Street Cameras – final camera on-hold for Seville Tower repairs
- b. Palafox Market – postponed through September

IX. Upcoming Events

- a. EntreCon interactive online - \$99 and up registration required - Nov.18 & 19.

X. Public Comment

XI. Adjournment

Next meeting – September 22, 2020

MINUTES OF THE DOWNTOWN IMPROVEMENT BOARD

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

Attendance

Chair Michael Carro, Kevin Lehman, Adam Cobb, Jean Pierre N'Dione, Patti Sonnen
Councilwoman Ann Hill, *ex officio*, Commissioner Robert Bender, *ex officio*
Lissa Dees, Executive Director

Call to Order

- a. Chair Carro called the meeting to order at 7:30 a.m. and asked that Mrs. Dees share the ED announcement under New Business at this time.
- b. Mrs. Dees announced that she will resign the position of Executive Director effective October 1, 2020.

Recurring Agenda

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

Parking

- a. July DPMD Consent Agenda
 1. Motion to approve was made by Mr. Lehman and seconded by Ms. Sonnen.
 2. Chair Carro discussed the selection of Flowbird as a software provider and said that since parking is being turned over to the City, and an exhaustive research for an app provider has not taken place, he is not in favor of making a recommendation at this time. Mr. Cobb likewise does not want to make a decision that will bind the City and wants a parking plan that the public will be able to understand. Mr. N'Dione stated he does not feel this is an ultimate fix for parking and is concerned about the public's perception and understanding.
 3. Mr. Lehman stated that he is confident in the research done by the ED in the selection of Flowbird and suggested that the resources are available for anyone to be able to review and be sold on Flowbird as well.
 4. Committee Chair Bednar pointed out that representatives of the City weighed in at the parking & traffic meeting and were in favor of the selection of Flowbird.
 5. Addressing some of the board's concerns, Mrs. Dees explained that the inclusion of private parking is a significant consideration and that Flowbird's app will include parking in the private sector. Rather than being only a parking app, Flowbird will encompass many areas, such as public transportation, ferries, curb management and analysis of parking to ensure an even disbursement throughout the city.
 6. Mr. Zimmermann suggested holding the item for 30 days and getting more input from the City. Mrs. Dees advised that cancellation notices were sent out per the decision of

- the committee and board, and those contracts will expire October 1. Delaying the decision may leave insufficient turnover time to integrate the new system.
7. Mr. Lehman asked the board members who are not confident in the push to Flowbird to state their specific objections to give guidance to Mrs. Dees.
 8. Mr. Cobb stated he is not comfortable voting for a contract that is going to extend well into the City's control and suggested that the City should make the decision. Mr. N'Dione agreed.
 9. Mrs. Dees advised that this would be an addendum to an already-existing contract with Flowbird who provide pay stations and will be reviewed by the City Attorney. It has already been approved by the City.
 10. After more discussion and hearing the thoughts of Councilwoman Hill and Commissioner Bender, Mr. N'Dione made a motion to wait 30 days and address the matter on the next agenda. Motion failed for lack of a second.
 11. Mr. Cobb then made a motion that DIB continue to work with the City to transition parking, and take steps to ensure the City is in the best position, once the transition occurs, to sign the most appropriate software provider for the City; but ultimately that it is the City entering into the contract, not the DIB. Seconded by Ms. Sonnen.
 12. Mr. Lehman asked if that plan would cause a lapse in having a parking app and expressed concern that the transition may occur during increased holiday parking.
 13. Mr. Bobby Switzer expressed his preference to have been contacted personally about the proposed changes and asked that the decision be postponed.
 14. Mr. Cobb restated his motion as follows: That DIB take steps to transition parking to the City and don't vote on the new parking app, but rather work with the City, work with the parking provider to ensure that upon that transition, the City is in the best position to enter into that new contract.
 15. Mr. N'Dione amended the motion to also ask Mrs. Dees to get with the private sector while what Mr. Cobb stated in the motion is being done with the City. Seconded by Mr. Cobb.
 16. Motion carried 3-1 with Mr. Lehman dissenting.
 17. Motion to approve DPMD Consent Agenda again made by Mr. Lehman and seconded by Mr. Cobb. Motion carried unanimously.
- b. City transition update – discussed above.

Finance

- a. July Finance Consent Agenda was approved unanimously.
- b. DIB - June financial report was approved unanimously.
- c. DPMD - June financial report was approved unanimously.
- d. DIB 2021 Budget
 1. Chair Carro questioned the decreased salary for the incoming Executive Director.
 2. Mrs. Dees explained that the position will have responsibility for DIB only, rather than for both DIB and parking. A ratification can be done if necessary, and there is flexibility within the budget from which to obtain other funds.

Ongoing Business

- a. StreetPlus June report – Update given by Mrs. Dees.
- b. Street cameras update – All cameras have been installed except the one to be installed on Seville Tower which is still being negotiated.
- c. Palafox Market update – Special event permits remain on hold through August.
- d. Romana Street Puppy Pitstop
 - 1. Tentative date for the grand opening is August 26. Staff will send an e-mail confirming the date and Mrs. Dees hopes everyone can attend.
- e. Anti-litter and Recycle campaign – Update given by Mrs. Dees.
- f. City Inspections Contractor Survey
 - 1. Mr. Lehman reintroduced the survey to the group and a discussion ensued.
 - 2. Councilwoman Hill asked that the findings be presented to the City Council.
 - 3. The item was approved unanimously.

New Business

- a. Drain Art, Dixon School of Arts & Sciences
 - 1. Pictures of various drain art were provided to the board. Mrs. Dees and Caron Sjoberg of Ideaworks have been working with Dixon and suggested that students paint the 6-7 drains in the alley behind Jefferson Street Garage to remind businesses or people working there not to throw trash in the drains. This also would provide community outreach and would give the students and their families an opportunity to have a stake in downtown and something of which to be proud.
 - 2. Motion to approve made by Mr. Cobb and seconded.
 - 3. After some discussion, Mr. Cobb updated the motion to approve up to seven paintings in locations to be determined through working with Mrs. Dees and staff. Seconded by Ms. Sonnen and carried unanimously.
- b. ED 3rd Quarter bonus- not discussed.
- c. ED announcement – previously discussed.

Marketing Report

- a. The June marketing report was presented by Freddie Haydn-Slater of Ideaworks.

On Hold

- a. CRA & Parking Interlocal Agreement renewals – October 2020

Upcoming Events

- a. August 4 – Virtual Civicon – Dr. Cedric Alexander, expert on police reform
- b. August 17 - Session 2 on Affordable Housing
- c. November 18 & 19 - EntreCon – Pensacola Little Theater, \$275 and up, registration required

Public Comment – None

Adjournment – The meeting was adjourned at 9:05 a.m.

3rd QTR 2020

Executive Director Accomplishments:

- City permit and LTU approvals for Puppy Park
- Converted all invoices to electronic payments
- Awarded landscape architecture RFQ to Jerry Pate Design and executed contract
- Completed seam and spalling repairs to JSG
- Removed remaining lollypops
- Installed pay stations on Garden
- Installed pay stations on 2nd level of garage
- Awarded audit RFP to Warren Averett and executed contract
- COVID-19 planning, marketing & recovery action plan
- Striped Palafox parking spaces
- Attended Statewide collaboration DIB meetings
- Attended COVID-19 response and recovery meetings
- Completed and co-presented DIB Mid-Year City/CRA reports
- Completed JSG Corbel repairs
- City 2019/2020 DPMD Budget re-forecast
- City 2020/2021 DPMD budget
- Reduced staffing and all non-essential services in response to pandemic
- Secured bank rates for garage repairs
- Began transition of parking to City
- Anti – Litter campaign signs ordered and installed
- Worked with City on Sunday Street Strolls
- i[heart] downtown campaign
- Downtown gift card promotion
- Installed pay-stations on Tarragona
- JSG Elevator and electrical upgrades completed
- Landscaping improvements to north east corner of garage
- Attended City homeless meetings
- Follow-up meetings with Peter Bazeli on Weitzman survey
- Held COVID Business recovery meeting at the Wahoo Stadium
- Held 5 break-out session meetings on business recovery
- Converted all vendors to on-line or ACH payments
- Worked with accountant on updating AP/AR processes
- Attended Tourism Impact Study meeting
- Partnership with City and Visit Pensacola for cobranding and marketing of Pensacola City App
- Prepared 2020/2021 DIB Budget
- Began working on 2020 FCLF contracts, plans and sponsorships
- Worked with Trash Can manufacture to replace 'New' Broken trash receptacles
- Found elevator flooring product & installation company

- Worked with Mr. Stebbins and City on area description for LTU language for Puppy Pit Stop
- Worked with Mr. Stebbins on cancellation notices for parking enforcement services and App services contracts.
- Worked with Flowbird on City branded parking app and products for transition
- Worked with Health Department to get face mask for DIB businesses
- Deployed CDC Pelican sidewalk decals & posters
- Worked with Dixon School of Arts on possible drain project
- Submitted and awarded \$10,00.00 grant from Gulf Power for 2020 FCLF
- Executed Lighting contract with The Lighting Company
- Legal review of city parking ordinance
- Completed annual parking review of UWFHT – Tarragona lot
- Worked with City legal and Finance on IA with Pensacola Airport Citations
- Met with County on Intendencia garage management
- Worked with City Complete Streets and PPD on dedicated emergency vehicle parking in district
- Met with Pensacola Human Society for Puppy Park grand opening set for Aug. 26th
- Worked with Marketing team on City branded parking sign project
- Worked with Vice-Chair Lehman on City Permit Survey and list of Contractors
- Completed installation of on-street cameras
- Ordered materials needed for Puppy Park
- Working with auditor to review and update asset list for DIB and DPMD
- Held 403(b) meeting with team and account manager
- Met with Winterfest and UWFHT on plans for Holiday activities
- Met with City IT on transitioning parking website to City and all other IT needs
- Met with Pensacola Sports on Women's ½ Marathon scheduled for November
- Worked with UWF on 2021 – 200 Year City Celebration
- Attended Urban Core Redevelopment Board Meeting to answer questions on TIFF agreement
- Met with Gulf Power on construction status
- Worked with SCI on Palafox Drive-through Market
- Met with CRA on 2021 Garden Street Project
- Worked with City on 2020 renewal of CRA IA for TIFF
- Attended City Transportation Working group meetings

Lissa Dees

From: John Yale <jryale@gmail.com>
Sent: Saturday, August 15, 2020 2:00 PM
To: Lissa Dees
Subject: Recent Visit

My wife and I visited Pensacola on Aug. 7 - Aug. 10. We made the trip from Atlanta to visit our daughter who has been living in Pensacola for about two years. We visited her last year, but did not make it to the downtown area. However, on this recent trip we stayed at the Holliday Inn Express in downtown. We were absolutely blown away at the beauty of your downtown area. Building facades were clean and freshly painted, there was no litter, and the streets and sidewalks were in great condition. Also, I didn't see any boarded-up storefronts as is common in many cities these days. There weren't a lot of people on the streets, which I'm sure is a challenge for the city with the Wuhan Virus lockdowns. It looks like you are doing things right and have created perhaps the best downtown I've ever seen for a city of its size. I wish you success in recovering from the current economic downturn.

Sincerely,
John Yale