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**Downtown Improvement Board
Regular Monthly Meeting**

Tuesday, December 22, 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 December 22, 2020

 - c. *Approval of the minutes from the regular meeting of the DIB held on November 24, 2020

 - d. * Approval of the minutes from the special meeting of the DIB held on November 30, 2020

- III. Finance
 - a. *DIB –November Financials

- IV. On-Going Business
 - a. StreetPlus November Report
 - b. Palafox Market

- V. New Business

- VI. Marketing Report
 - a. November marketing report

- VII. On–Hold

(*) = approval item



- VIII. Upcoming Events
 - a DIB 1st QTR Townhall- Jan20th or Jan 21st
- IX. Public Comment
- X. Adjournment

Next meeting – January 26, 2021

MINUTES OF THE DOWNTOWN IMPROVEMENT BOARD

Regular Monthly Meeting

Tuesday, November 24, 2020, 7:30 a.m.

Attendance

Michael Carro, Chairman

Kevin Lehman, Adam Cobb, Jean Pierre N'Dione

Commissioner Robert Bender, *ex officio*

Walker Wilson, Executive Director

Sydney Barrow, Palafox Market & Event Manager

Call to Order

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

Recurring Agenda

- a. Mr. Wilson confirmed that the meeting was properly noticed.
- b. The proposed meeting agenda was unanimously approved.
- c. Minutes of the regular meeting of the DIB held on October 27, 2020, were unanimously approved.

Finance

- a. October Finance Consent Agenda was unanimously approved.
- b. DIB October Financials were unanimously approved.
- c. DIB September Financials were unanimously approved.
- d. 2020 Audit Presentation – Kristen McAllister
 1. Mrs. McAllister reported that the 2020 Audit is complete. It was a clean audit with no serious findings to report.
 2. Voting will be postponed until early next week via Zoom so the board can review audit on their own

Ongoing Business

- a. StreetPlus October Report
 1. StreetPlus manager, Lori Hughes, reported three things that would improve the work they do, a new smaller pressure washer, a larger vehicle, and a part-time employee.
 2. Mr. Bender suggested to see how to be credited by StreetPlus for the hours they are providing but not getting compensated for.
 3. Ms. Hughes would like to see her team lead, Lillian, get a raise.
- b. Palafox Market
 1. Chairman Carro informed the board of issue with vendors creeping into the middle walkway causing a bottleneck with the crowd. Suggests official warnings be given out and if they still don't comply, they be suspended, and their spot be given to waitlisted vendors.

2. A discussion was held about the Palafox Market extension into South Palafox Street. Chairman Carro suggested a February start date for a Palafox Street shutdown to bring vendors and customers into downtown businesses.
- c. First City Lights Festival update was given by Mr. Wilson.
 1. Lighting is scheduled for 5 p.m. Friday November 27.
 2. No central location for lighting, people are encouraged to come downtown and watch a virtual lighting ceremony on Facebook as lights turn on around them.

New Business

- a. Public Water Bottle Refilling Station
 1. Summary of Homelessness Summit was given by Chairman Carro.
 2. A discussion was held about leasing sidewalks in front of businesses.
 3. Chairman Carro reported that any water station would require some cost and maintenance but could help downtown businesses with homeless and everyday traffic issue.
- b. NYE Fireworks
 1. Mr. Wilson reported that a pyro company had reached out to him wanting to host a New Year's Eve Firework show that Friends of Downtown would fund. Still waiting to hear from Mayor Grover Robinson on approval.

Marketing Report

- a. October Marketing Report was presented by Caron Sjoberg of Ideaworks
 1. Ms. Sjoberg reported that Cox Media was down due to Hurricane Sally which impacted social media interactions.
 2. A trademark is in the process for the Palafox Market name.
- b. All I Want for Christmas Campaign Update
 1. Ms. Sjoberg reported that the All I Want for Christmas campaign is going well. There are three different campaigns running right now with the possibility of adding a radio campaign.
- c. Ms. Sjoberg presented a Homelessness flyer with a QR code encouraging people to donate to organizations through the code.

On Hold

- a. Street Cameras – final camera on hold for Seville Tower repairs

Upcoming Events

- a. Winterfest Virtual Lighting Ceremony 5:00 p.m. 11/27

Public Comment – None

Adjournment- The meeting was adjourned at 9:21 a.m.



**Downtown Improvement Board
Special Meeting Minutes**

Monday, November 30, 2020

8:30am via Zoom

AGENDA

Attendance- Chair Michael Carro, Jean
Pierre Ndione, Patti Sonnen, and Walker
Wilson

- I. Call to Order
 - a. Called to Order at 8:30 a.m.
 - b. Mr. Wilson confirms meeting was properly noticed.

- II. Agenda- Motion to approve agenda by Mrs. Sonnen, Second by Mr. Ndione. Motion carried unanimously.
 - a. 2019/2020 Audit Approval
 - Chair Carro recaps that Warren Averett gave DIB Audit it's highest rating and saw no issues with audit.
 - Motion to approve audit by Mr. Ndione, Second by Mrs. Sonnen. Motion carried unanimously.

- III. Public Comment
 - a. None

- IV. Adjournment
 - a. Mr. Carro adjourned meeting at 8:33 a.m.

Next meeting – December 22, 2020

DOWNTOWN IMPROVEMENT BOARD
Balance Sheet - For Management Use Only
As of November 30, 2020

	Nov 30, 20
ASSETS	
Current Assets	
Checking/Savings	
101 · Cash - Coastal- 0237 Operating	68,146.07
101.1 · BP Funds for Beautification	5,000.00
101.2 · LEAP Funds for Sign Maintenance	
101 · Cash - Coastal- 0237 Operating - Other	112,931.52
	186,077.59
Total 101 · Cash - Coastal- 0237 Operating	186,077.59
Total Checking/Savings	186,077.59
Accounts Receivable	
140.4 · A/R-Property Assessments	590,629.00
	590,629.00
Total Accounts Receivable	590,629.00
Other Current Assets	
140.5 · Due from Friends of Downtown	888.25
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	8,341.66
	10,229.91
Total Other Current Assets	10,229.91
Total Current Assets	786,936.50
Fixed Assets	
Puppy Pit Stop Project	72,745.00
240 · Equipment	168,473.57
260 · Furniture & Fixtures	4,541.23
275 · Website Capitalized	10,850.00
300 · Less Accumulated Depreciation	-118,225.58
	138,384.22
Total Fixed Assets	138,384.22
TOTAL ASSETS	925,320.72
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
450 · Accounts Payable	830.31
	830.31
Total Accounts Payable	830.31
Other Current Liabilities	
481 · Sales Tax Payable	-0.46
453 · 403(b) Employer Contribution	843.10
458 · Due to 403(b) - Employee Contr	51.19

DOWNTOWN IMPROVEMENT BOARD
Balance Sheet - For Management Use Only
As of November 30, 2020

	<u>Nov 30, 20</u>
471 · Payroll Liabilities	1,318.98
4849 · Deferred Revenue Sign Maint	5,000.00
490 · Deferred Revenue-Prop Taxes	492,190.80
Total Other Current Liabilities	<u>499,403.61</u>
Total Current Liabilities	<u>500,233.92</u>
Total Liabilities	500,233.92
Equity	
32000 · Unrestricted Net Assets	410,241.59
587 · Fund Balance	
302-001 · Audit Reclass	39,018.00
587 · Fund Balance - Other	-115,563.00
Total 587 · Fund Balance	<u>-76,545.00</u>
589 · Add'l Paid in Capital	55,898.44
Net Income	35,491.77
Total Equity	<u>425,086.80</u>
TOTAL LIABILITIES & EQUITY	<u><u>925,320.72</u></u>

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

November 2020

Accrual Basis

	Nov 20	Budget	\$ Over Budget	Oct - Nov 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
1301 · Co-Op Participation	4,668.37	4,800.83	-132.46	9,993.55	9,601.66	391.89	57,610.00
1302 · Compactor Construction Re-Paymt	1,740.00	500.00	1,240.00	3,393.00	1,000.00	2,393.00	6,000.00
4085 · LTU - Sidewalk Pressure Washing	0.00	541.67	-541.67	0.00	1,083.34	-1,083.34	6,500.00
4000 · Misc Income	1,042.65	0.00	1,042.65	1,042.65	0.00	1,042.65	0.00
4010 · Ad Valorem Revenue	49,219.08	49,219.08	0.00	98,438.16	98,438.16	0.00	590,629.00
4015 · CRA Interlocal Income	0.00	0.00	0.00	0.00	0.00	0.00	326,479.00
4020 · Website Membership and Map Program Revenue	0.00	50.00	-50.00	0.00	100.00	-100.00	600.00
	5,130.00	6,725.00	-1,595.00	9,310.00	13,450.00	-4,140.00	80,700.00
4040 · DPMD Cleaning Reimbursement	0.00	6,641.33	-6,641.33	0.00	13,282.66	-13,282.66	79,696.00
4900 · Sales Tax Collected	-335.61	0.00	-335.61	-609.07	0.00	-609.07	0.00
Total Income	61,464.49	68,477.91	-7,013.42	121,568.29	136,955.82	-15,387.53	1,148,214.00
Gross Profit	61,464.49	68,477.91	-7,013.42	121,568.29	136,955.82	-15,387.53	1,148,214.00
Expense							
3001 · Compactor - Waste Services	267.91	4,441.58	-4,173.67	3,982.08	8,883.16	-4,901.08	53,299.00
3002 · City Compactor Build Repayment	1,500.00	500.00	1,000.00	1,500.00	1,000.00	500.00	6,000.00
3004 · Compactor - Security Fees	110.35	291.67	-181.32	1,540.71	583.34	957.37	3,500.00
3007 · Compactor - Electric	52.55	67.58	-15.03	102.34	135.16	-32.82	811.00
5227 · PPD Security	0.00	5,000.00	-5,000.00	0.00	10,000.00	-10,000.00	60,000.00
6012 · Market Security	24.45	500.00	-475.55	24.45	1,000.00	-975.55	6,000.00
6011 · Market App Program Fee	0.00	166.67	-166.67	0.00	333.34	-333.34	2,000.00
5005 · Workers Comp Insurance	0.00	166.67	-166.67	0.00	333.34	-333.34	2,000.00
5000 · CRA Interlocal Payment	0.00	0.00	0.00	0.00	0.00	0.00	426,479.00
5001 · Salaries, Benefits & Taxes	7,775.77	8,519.75	-743.98	13,569.04	17,039.50	-3,470.46	102,237.00
5006 · Board Meetings	521.00	541.67	-20.67	521.00	1,083.34	-562.34	6,500.00
5007 · Annual Meeting	0.00	83.33	-83.33	0.00	166.66	-166.66	1,000.00
5009 · Bank Charges	30.00	41.67	-11.67	60.00	83.34	-23.34	500.00
5004 · Insurance Expense-Other	834.17	1,404.17	-570.00	1,668.34	2,808.34	-1,140.00	16,850.00
5011 · Interest Expense	0.00	29.17	-29.17	0.00	58.34	-58.34	350.00
5012 · Office Rent	1,237.72	1,238.42	-0.70	2,475.44	2,476.84	-1.40	14,861.00
5013 · Office Supplies	46.44	125.00	-78.56	151.90	250.00	-98.10	1,500.00
5014 · Office Equipment/Software	353.60	449.50	-95.90	679.38	899.00	-219.62	5,394.00
5015 · Postage	11.00	16.67	-5.67	11.00	33.34	-22.34	200.00
5016 · Telecommunications	732.81	871.00	-138.19	1,605.67	1,742.00	-136.33	10,452.00
5017 · Website Support	31.25	416.67	-385.42	562.50	833.34	-270.84	5,000.00
5018 · Website Hosting	36.05	333.33	-297.28	36.05	666.66	-630.61	4,000.00
5019 · Computer Support/Email Leasing	317.84	208.33	109.51	664.79	416.66	248.13	2,500.00
5020 · Dues, Subscriptions, Publicatio	199.98	208.33	-8.35	317.10	416.66	-99.56	2,500.00
5021 · Travel Entertainment & Educ.	292.00	99.17	192.83	292.00	198.34	93.66	1,190.00
5023 · Marketing Consultants	5,272.50	3,500.00	1,772.50	11,228.75	7,000.00	4,228.75	42,000.00
5024 · Bookkeeping	2,075.00	1,041.67	1,033.33	2,990.00	2,083.34	906.66	12,500.00
5025 · Audit	8,850.00	10,800.00	-1,950.00	8,850.00	18,000.00	-9,150.00	18,000.00
5026 · Legal Counsel	1,015.00	708.33	306.67	1,913.00	1,416.66	496.34	8,500.00
5027 · Economic Development	648.61	2,083.33	-1,434.72	1,837.18	4,166.66	-2,329.48	25,000.00
5029 · Donation to Friends of Downtown	0.00	0.00	0.00	0.00	0.00	0.00	75,000.00
6000 · Palafox Market	7,951.88	6,058.33	1,893.55	12,852.42	12,116.66	735.76	72,700.00

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

November 2020

Accrual Basis

	Nov 20	Budget	\$ Over Budget	Oct - Nov 20	YTD Budget	\$ Over Budget	Annual Budget
7000 · Ambassador Program	8,923.70	13,282.58	-4,358.88	18,639.49	26,565.16	-7,925.67	159,391.00
Total Expense	49,111.58	63,194.59	-14,083.01	88,074.63	122,789.18	-34,714.55	1,148,214.00
Net Ordinary Income	12,352.91	5,283.32	7,069.59	33,493.66	14,166.64	19,327.02	0.00
Other Income/Expense							
Other Income							
4980 · Sales Tax Collection Allowance	6.84	0.00	6.84	7.30	0.00	7.30	0.00
Total Other Income	6.84	0.00	6.84	7.30	0.00	7.30	0.00
Net Other Income	6.84	0.00	6.84	7.30	0.00	7.30	0.00
Net Income	12,359.75	5,283.32	7,076.43	33,500.96	14,166.64	19,334.32	0.00

DIB - Nov

<u>Code</u>	<u>Description</u>	<u>DIB Notes</u>
Income	<i>Overview</i>	<i>\$6,600 under targeted budget</i>
1301	Co-Op Participation	\$100 Under Budget
4030	Palafox Market	\$1,500 under budget - Phased Market opening
4040	DPMD Reimbursement	\$6,600 - under budget (invoice timing)
Expense		
Expense	<i>Overview</i>	<i>\$15k Under Budget</i>
5001	Salaries, Benefits & Taxes	\$700 Under Budget (Staff Reduction)
5023	Marketing	\$1,700 Over Budget
5027	Economic Development	\$1,400 Under Budget
6000	Palafox Market	\$1,900 Under Budget
7000	Ambassador Program	\$4,300 Under budget (Credit on Invoice for previous overpayment)

Treasurer's Report - DIB

MEMORANDUM

To: DIB Board

From: Walker Wilson, Executive Director

Subject: Treasurer's Report

Date: December

Following this Memo is the September Income Statement and Balance Sheet.

Total Income DIB November: \$61,800.10

Total Expense DIB November: \$47,456.38

Notes: