

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.