

MINUTES OF THE DOWNTOWN IMPROVEMENT BOARD

Regular Monthly Meeting

Tuesday, January 26, 2021, 7:30 a.m.

Attendance

Michael Carro, Chairman
Kevin Lehman, Jean Pierre N'Dione
Commissioner Robert Bender, *ex officio*
Casey Jones, City Council, *ex officio*
Walker Wilson, Executive Director
Sydney Barrow, Palafox Market & Event Manager

Call to Order

- a. Chairman Carro called the meeting to order at 7:32 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 December 22, 2021 were unanimously approved.

Finance

- a. DIB December Financials were unanimously approved.

On-Going Business

- a. Palafox Market Farmers Update
 - i. Nick Simmons, Country Extension Director of UF/IFAS gave information on how to make the Palafox Market more appealing to local farmers.
- b. StreetPlus December Report
 - i. StreetPlus Manager, Lori Hughes, gave December Report, stating there were a few specific incidents that required their attention throughout the month. New hire, Tina, has been a great addition.
- c. Marketing Report
 - i. December Marketing Report was presented by Caron Sjoberg of Ideaworks
 - a. A discussion was held about what the DIB could do to improve the marketing dollars they are spending.
- d. Palafox Market

- i. Chairman Carro asked Sydney to create a spreadsheet for how many pay for and attend the market each week.

New Business

- a. Review of Merchant Townhall
 - i. Mr. Wilson informed the board that the Townhall meeting Thursday, January 21, 2021 was informative. Downtown merchants unanimously did not want to shut the street down.
 - ii. David, Owner of Cigar Factory, expressed that Cigar Factory is in support of shutting the street down.
- b. 1st QTR ED Bonus
 - i. 1st QTR ED Bonus was unanimously approved.
 - ii. Chairman Carro asked about bringing on a Marketing Intern from UWF, as Mr. Wilson brought up originally in his interview.
- c. Homelessness
 - i. Connie Bookman of Pathways for Change informed the Board about the meeting held between Pathways for Change, Waterfront Rescue Mission, Opening Doors, and the EPS Center, and the ideas that sprung from that meeting.
 - ii. Pathways for Change wants to create donation cards for people to give to Panhandlers instead of dollars.

Upcoming Events

- a. SunBelt Conference Basketball Tournament March 5th-7th

Adjournment

- a. Meeting was adjourned at 9:37 a.m.