



**Downtown Improvement Board  
Regular Monthly Meeting  
Tuesday May 25, 2021 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 May 25, 2021
  
  - c. \*Approval of the minutes from the regular meeting of the DIB held on May 5, 2021
  
  - d. \*DIB –March Financials
  
- III. On-Going Business
  - a. StreetPlus April Report
  - b. Marketing Report
  - c. Palafox Market
  
- IV. New Business
  - a. Palafox Market Manager Search
  
- V. On–Hold
  - a. Fountain Lighting Project Plaza Ferdinand - Update
  - b. DIB Project Ideas
  - c. Pensacola Mardi Gras – May
  - d. RFP Legal Services
  
- VIII. Public Comment
- IX. Adjournment

**Next meeting – June 22, 2021  
(\* ) = approval item**

## MINUTES OF THE DOWNTOWN IMPROVEMENT BOARD

Regular Monthly Meeting

Wednesday, May 5, 2021

### Attendance

Michael Carro, Chairman

Kevin Lehman, Jean Pierre N'Dione

Robert Bender, *ex officio*

Casey Jones, *ex officio*

Walker Wilson, Executive Director

Sydney Barrow, Palafox Market & Event Manager

### Call to Order

- a. Chairman Carro called the meeting to order at 7:33 a.m.

### Recurring Agenda

- a. Mr. Wilson confirmed that the meeting was properly noticed.
- b. The proposed meeting agenda was unanimously approved.
- c. The minutes of the regular meeting of the DIB held on March 23, 2021 were unanimously approved.

### Finance

- a. DIB March Financials were unanimously approved.
  1. Chairman Carro suggested a separate Palafox Market PNL including expenses to see if the market is cost neutral.

## On-Going Business

### a. StreetPlus March Report

1. StreetPlus Manger, Lori Hughes, informed the board of incidents that occurred in March, highlighting the breakdown of the truck requiring use of a U-Haul for a few weeks, as well as the bad weather that made cleaning difficult.
2. The StreetPlus team lost an employee in March. Lori is in the process of interviewing for that position.
3. Mr. Lehman suggested that when the DIB does a check swap with the City this year, they include the price of a new vehicle for StreetPlus and cut that from the withholding amount.

### b. Marketing Report

1. Freddie Hadyn-Slater with Ideaworks gave Q1 marketing presentation.
2. Freddie suggested that the DIB website needs an update within the year.

### c. Palafox Market

1. Sydney Barrow informed the board of plans for a 14-year anniversary market May 15<sup>th</sup> and highlighted the difficulty of April due to severe weather.

### d. Fountain Lighting Project Plaza Ferdinand Update

1. Mr. Wilson informed the board that Brian Cooper with City of Pensacola did not approve lights in the ground due to vandalism concerns.
2. Idea is tabled until next meeting.

## New Business

### a. RFP Legal Services

1. A motion to reject the bid that was offered was approved.

2. Chairman Carro inquired about the use of City of Pensacola's legal team for the DIB requirements.
3. Mr. Lehman suggested contracting out the attorney that put in a bid instead of paying annually.

b. DIB Project Ideas

1. Mr. Wilson presented some ideas for events that the DIB can be a part of in the future, including a restaurant week, an IHeartPensacola art sculpture, a beach ball skyline installation, and a digital art mural scavenger hunt.
2. The board suggested that we narrow these ideas down to a couple and team up with Visit Pensacola or FooFoo Fest to help fund and market.

c. 2<sup>nd</sup> QTR Executive Director Bonus

1. Motion was approved.

d. Vehicle Noise on Palafox Street

1. Chairman Carro proposed a plan to allocate \$1,500 to put up signs and purchase a decibel meter and work with the City and Pensacola Police Department to better enforce the rules.
2. Motion to allocate \$1,500 after working with the City was approved.

e. Palafox Closures

1. Chairman Carro sent out a poll to Palafox merchants about a closure of the street Saturdays & Sundays.
2. This idea is tabled until next meeting.

f. Community Health Northwest Florida

1. Mr. Wilson is working with Community Health of Northwest Florida to bring a vaccination site to Downtown Pensacola on a coming Saturday and tying it in with events downtown such as Palafox Market.

2. Mr. Lehman suggested the use of the Rex Theater.

On-Hold

None

Public Comment

None

Adjournment

- a. The meeting was adjourned at 9:16 a.m.

**NEXT MEETING MAY 25, 2021**

**Minutes of the  
Finance Committee  
Tuesday, May 11, 2021**

**Attendance:** Adam Cobb, Malcolm Ballinger, Mambwe Mutanuka, Charlie Switzer, and Walker Wilson.

- I. Call to Order – Mr. Cobb called the meeting to order at 4:34 pm.
  - a) Mr. Cobb confirmed the meeting was properly noticed.
  - b) There was a motion and a second to approve the agenda.
  - c) Meeting minutes from the April 13, 2021 were unanimously approved
- II. On-Going Business
  - a) The committee unanimously approved the April 2021 financials.
- III. New Business  
None
- IV. Public Comment  
None
- V. Adjournment the meeting was adjourned at 4:52 p.m.

# DOWNTOWN IMPROVEMENT BOARD

## Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

April 2021

	Apr 21	Budget	\$ Over Budget	Oct '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
1301 · Co-Op Participation	6,445.91	4,800.83	1,645.08	31,660.55	33,605.81	-1,945.26	57,610.00
1302 · Compactor Construction Re-Paymt	1,740.00	500.00	1,240.00	10,179.00	3,500.00	6,679.00	6,000.00
4085 · LTU - Sidewalk Pressure Washing	0.00	541.67	-541.67	0.00	3,791.69	-3,791.69	6,500.00
4000 · Misc Income	0.00	0.00	0.00	1,060.82	0.00	1,060.82	0.00
4010 · Ad Valorem Revenue	49,219.09	49,219.08	0.01	344,533.60	344,533.56	0.04	590,629.00
4015 · CRA Interlocal Income	0.00	0.00	0.00	326,478.72	326,479.00	-0.28	326,479.00
4020 · Website Membership and Map	0.00	50.00	-50.00	720.00	350.00	370.00	600.00
<b>Program Revenue</b>							
4030 · Palafox Market Vendor Payments	6,675.00	6,725.00	-50.00	42,239.54	47,075.00	-4,835.46	80,700.00
<b>Total Program Revenue</b>	6,675.00	6,725.00	-50.00	42,239.54	47,075.00	-4,835.46	80,700.00
4040 · DPMD Cleaning Reimbursement	6,190.14	6,641.33	-451.19	31,744.10	46,489.31	-14,745.21	79,696.00
4900 · Sales Tax Collected	-436.68	0.00	-436.68	-2,763.34	0.00	-2,763.34	0.00
<b>Total Income</b>	69,833.46	68,477.91	1,355.55	785,852.99	805,824.37	-19,971.38	1,148,214.00
<b>Gross Profit</b>	69,833.46	68,477.91	1,355.55	785,852.99	805,824.37	-19,971.38	1,148,214.00
<b>Expense</b>							
3001 · Compactor - Waste Services	4,152.33	4,441.58	-289.25	23,275.28	31,091.06	-7,815.78	53,299.00
3002 · City Compactor Build Repayment	0.00	500.00	-500.00	3,000.00	3,500.00	-500.00	6,000.00
3004 · Compactor - Security Fees	80.35	291.67	-211.32	1,942.46	2,041.69	-99.23	3,500.00
3007 · Compactor - Electric	52.49	67.58	-15.09	365.23	473.06	-107.83	811.00
5227 · PPD Security	30,000.00	5,000.00	25,000.00	30,000.00	35,000.00	-5,000.00	60,000.00
6012 · Market Security	533.50	500.00	33.50	2,273.95	3,500.00	-1,226.05	6,000.00
6011 · Market App Program Fee	1,033.43	166.67	866.76	1,033.43	1,166.69	-133.26	2,000.00
5005 · Workers Comp Insurance	0.00	166.67	-166.67	0.00	1,166.69	-1,166.69	2,000.00
5000 · CRA Interlocal Payment	0.00	0.00	0.00	426,478.72	426,479.00	-0.28	426,479.00
5001 · Salaries, Benefits & Taxes							
5003.5 · 403(b) Employer Contribution	724.04	0.00	724.04	4,197.36	0.00	4,197.36	0.00
5001 · Salaries, Benefits & Taxes - Other	7,177.89	8,519.75	-1,341.86	57,204.82	59,638.25	-2,433.43	102,237.00
<b>Total 5001 · Salaries, Benefits &amp; Taxes</b>	7,901.93	8,519.75	-617.82	61,402.18	59,638.25	1,763.93	102,237.00
5006 · Board Meetings	0.00	541.67	-541.67	521.00	3,791.69	-3,270.69	6,500.00
5007 · Annual Meeting	0.00	83.33	-83.33	0.00	583.31	-583.31	1,000.00
5009 · Bank Charges	59.40	41.67	17.73	329.90	291.69	38.21	500.00
5004 · Insurance Expense-Other	834.17	1,404.17	-570.00	5,839.19	9,829.19	-3,990.00	16,850.00
5011 · Interest Expense	0.00	29.17	-29.17	0.00	204.19	-204.19	350.00
5012 · Office Rent	1,237.72	1,238.42	-0.70	9,901.76	8,668.94	1,232.82	14,861.00
5013 · Office Supplies	71.46	125.00	-53.54	489.22	875.00	-385.78	1,500.00
5014 · Office Equipment/Software	50.60	449.50	-398.90	2,302.58	3,146.50	-843.92	5,394.00
5015 · Postage	0.00	16.67	-16.67	17.80	116.69	-98.89	200.00
5016 · Telecommunications	473.88	871.00	-397.12	4,649.75	6,097.00	-1,447.25	10,452.00
5017 · Website Support	75.00	416.67	-341.67	2,303.75	2,916.69	-612.94	5,000.00
5018 · Website Hosting							
5018 · Website Hosting - Other	0.00	333.33	-333.33	363.56	2,333.31	-1,969.75	4,000.00
<b>Total 5018 · Website Hosting</b>	0.00	333.33	-333.33	363.56	2,333.31	-1,969.75	4,000.00
5019 · Computer Support/Email Leasing	231.59	208.33	23.26	1,865.37	1,458.31	407.06	2,500.00
5020 · Dues, Subscriptions, Publicatio	35.97	208.33	-172.36	854.98	1,458.31	-603.33	2,500.00
5021 · Travel Entertainment & Educ.	0.00	99.17	-99.17	292.00	694.19	-402.19	1,190.00
5023 · Marketing Consultants							
5023 · Marketing Consultants - Other	2,545.00	3,500.00	-955.00	28,162.25	24,500.00	3,662.25	42,000.00
<b>Total 5023 · Marketing Consultants</b>	2,545.00	3,500.00	-955.00	28,162.25	24,500.00	3,662.25	42,000.00
5024 · Bookkeeping	615.00	1,041.67	-426.67	6,585.00	7,291.69	-706.69	12,500.00
5025 · Audit	0.00	0.00	0.00	8,850.00	18,000.00	-9,150.00	18,000.00
5026 · Legal Counsel							
5026 · Legal Counsel - Other	334.50	708.33	-373.83	3,049.10	4,958.31	-1,909.21	8,500.00
<b>Total 5026 · Legal Counsel</b>	334.50	708.33	-373.83	3,049.10	4,958.31	-1,909.21	8,500.00
5027 · Economic Development	347.13	2,083.33	-1,736.20	4,920.08	14,583.31	-9,663.23	25,000.00
5029 · Donation to Friends of Downtown	0.00	0.00	0.00	0.00	75,000.00	-75,000.00	75,000.00
5080 · Florida Unemployment	402.00			3,149.93			
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	2,392.51	3,333.33	-940.82	20,090.66	23,333.31	-3,242.65	40,000.00

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

April 2021

Accrual Basis

	Apr 21	Budget	\$ Over Budget	Oct '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
6003 · Permits / Street Closure	0.00	100.00	-100.00	0.00	700.00	-700.00	1,200.00
6004 · Portable Toilet Rental							
6004 · Portable Toilet Rental - Other	1,580.00	1,645.83	-65.83	9,480.00	11,520.81	-2,040.81	19,750.00
<b>Total 6004 · Portable Toilet Rental</b>	<b>1,580.00</b>	<b>1,645.83</b>	<b>-65.83</b>	<b>9,480.00</b>	<b>11,520.81</b>	<b>-2,040.81</b>	<b>19,750.00</b>
6006 · Farm Visit- Mileage Reimburseme	0.00	20.83	-20.83	0.00	145.81	-145.81	250.00
6007 · Marketing	468.75	500.00	-31.25	7,698.47	3,500.00	4,198.47	6,000.00
6008 · PMkt Credit Card Fees	0.00	41.67	-41.67	0.00	291.69	-291.69	500.00
6010 · Sales Tax Interest	0.00	416.67	-416.67	0.00	2,916.69	-2,916.69	5,000.00
6000 · Palafox Market - Other	0.00	0.00	0.00	1,188.00	0.00	1,188.00	0.00
<b>Total 6000 · Palafox Market</b>	<b>4,441.26</b>	<b>6,058.33</b>	<b>-1,617.07</b>	<b>38,457.13</b>	<b>42,408.31</b>	<b>-3,951.18</b>	<b>72,700.00</b>
7000 · Ambassador Program							
7001 · Ambassador Program Labor	13,254.25	13,282.58	-28.33	76,742.44	92,978.06	-16,235.62	159,391.00
<b>Total 7000 · Ambassador Program</b>	<b>13,254.25</b>	<b>13,282.58</b>	<b>-28.33</b>	<b>76,742.44</b>	<b>92,978.06</b>	<b>-16,235.62</b>	<b>159,391.00</b>
<b>Total Expense</b>	<b>68,762.96</b>	<b>52,394.59</b>	<b>16,368.37</b>	<b>749,418.04</b>	<b>886,241.13</b>	<b>-136,823.09</b>	<b>1,148,214.00</b>
<b>Net Ordinary Income</b>	<b>1,070.50</b>	<b>16,083.32</b>	<b>-15,012.82</b>	<b>36,434.95</b>	<b>-80,416.76</b>	<b>116,851.71</b>	<b>0.00</b>
<b>Other Income/Expense</b>							
<b>Other Income</b>							
4980 · Sales Tax Collection Allowance	16.32	0.00	16.32	58.63	0.00	58.63	0.00
<b>Total Other Income</b>	<b>16.32</b>	<b>0.00</b>	<b>16.32</b>	<b>58.63</b>	<b>0.00</b>	<b>58.63</b>	<b>0.00</b>
<b>Net Other Income</b>	<b>16.32</b>	<b>0.00</b>	<b>16.32</b>	<b>58.63</b>	<b>0.00</b>	<b>58.63</b>	<b>0.00</b>
<b>Net Income</b>	<b>1,086.82</b>	<b>16,083.32</b>	<b>-14,996.50</b>	<b>36,493.58</b>	<b>-80,416.76</b>	<b>116,910.34</b>	<b>0.00</b>



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

Accrual Basis

April 2021

	Apr 21	Budget	\$ Over Budget	Oct '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Program Revenue							
4030 · Palafox Market Vendor Payments	6,675.00	6,725.00	-50.00	42,239.54	47,075.00	-4,835.46	80,700.00
Total Program Revenue	6,675.00	6,725.00	-50.00	42,239.54	47,075.00	-4,835.46	80,700.00
Total Income	6,675.00	6,725.00	-50.00	42,239.54	47,075.00	-4,835.46	80,700.00
Gross Profit	6,675.00	6,725.00	-50.00	42,239.54	47,075.00	-4,835.46	80,700.00
Expense							
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	2,392.51	3,333.33	-940.82	20,090.66	23,333.31	-3,242.65	40,000.00
6003 · Permits / Street Closure	0.00	100.00	-100.00	0.00	700.00	-700.00	1,200.00
6004 · Portable Toilet Rental	1,580.00	1,645.83	-65.83	9,480.00	11,520.81	-2,040.81	19,750.00
6006 · Farm Visit- Mileage Reimburseme	0.00	20.83	-20.83	0.00	145.81	-145.81	250.00
6007 · Marketing	468.75	500.00	-31.25	7,698.47	3,500.00	4,198.47	6,000.00
6008 · PMkt Credit Card Fees	0.00	41.67	-41.67	0.00	291.69	-291.69	500.00
6010 · Sales Tax Interest	0.00	416.67	-416.67	0.00	2,916.69	-2,916.69	5,000.00
6011 · Market App Program Fee	1,033.43	166.67	866.76	1,033.43	1,166.69	-133.26	2,000.00
6012 · Market Security	533.50	500.00	33.50	2,273.95	3,500.00	-1,226.05	6,000.00
Total 6000 · Palafox Market	6,008.19	6,725.00	-716.81	40,576.51	47,075.00	-6,498.49	80,700.00
Total Expense	6,008.19	6,725.00	-716.81	40,576.51	47,075.00	-6,498.49	80,700.00
Net Ordinary Income	666.81	0.00	666.81	1,663.03	0.00	1,663.03	0.00
Net Income	<b>666.81</b>	<b>0.00</b>	<b>666.81</b>	<b>1,663.03</b>	<b>0.00</b>	<b>1,663.03</b>	<b>0.00</b>

**DOWNTOWN IMPROVEMENT BOARD**  
**Balance Sheet - For Management Use Only**  
As of April 30, 2021

	Apr 30, 21
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
101 · Cash - Coastal- 0237 Operating	
101.1 · BP Funds for Beautification	68,146.07
101.2 · LEAP Funds for Sign Maintenance	5,000.00
101 · Cash - Coastal- 0237 Operating - Other	325,106.24
<b>Total 101 · Cash - Coastal- 0237 Operating</b>	<b>398,252.31</b>
<b>Total Checking/Savings</b>	<b>398,252.31</b>
<b>Accounts Receivable</b>	
140.4 · A/R-Property Assessments	135,859.59
<b>Total Accounts Receivable</b>	<b>135,859.59</b>
<b>Other Current Assets</b>	
140.9 · Due from Downtown Pens Alliance	1,261.25
140.5 · Due from Friends of Downtown	958.25
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	4,050.81
<b>Total Other Current Assets</b>	<b>7,270.31</b>
<b>Total Current Assets</b>	<b>541,382.21</b>
<b>Fixed Assets</b>	
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
<b>Total Fixed Assets</b>	<b>138,384.22</b>
<b>TOTAL ASSETS</b>	<b>679,766.43</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
481 · Sales Tax Payable	436.68
453 · 403(b) Employer Contribution	724.04
458 · Due to 403(b) - Employee Contr	56.00
471 · Payroll Liabilities	1,365.74
4849 · Deferred Revenue Sign Maint	5,000.00
490 · Deferred Revenue-Prop Taxes	246,095.36
<b>Total Other Current Liabilities</b>	<b>253,677.82</b>
<b>Total Current Liabilities</b>	<b>253,677.82</b>
<b>Total Liabilities</b>	<b>253,677.82</b>
<b>Equity</b>	
32000 · Unrestricted Net Assets	410,241.59
587 · Fund Balance	
302-001 · Audit Reclass	39,018.00
587 · Fund Balance - Other	-115,563.00
<b>Total 587 · Fund Balance</b>	<b>-76,545.00</b>
589 · Add'l Paid in Capital	55,898.44
Net Income	36,493.58
<b>Total Equity</b>	<b>426,088.61</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>679,766.43</b>

**DIB - April**

<u>Code</u>	<u>Description</u>	<u>DIB Notes</u>
Income	<i>Overview</i>	<i>\$1,300 over targeted budget</i>
1301	Co-Op Participation	\$1,600 Under Budget
4030	Palafox Market	\$50 Under Budget
4040	DPMD Reimbursement	\$400 Under Budget
Expense		
Expense	<i>Overview</i>	<i>\$15k Under Budget</i>
5001	Salaries, Benefits & Taxes	\$600 Over Budget
5023	Marketing	\$900 Under Budget
5027	Economic Development	\$1,700 Under Budget
6000	Palafox Market	\$900 Under Budget
7000	Ambassador Program	\$28 Under budget

# Treasurer's Report - DIB

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## MEMORANDUM

**To:** DIB Board

**From:** Walker Wilson, Executive Director

**Subject:** Treasurer's Report

**Date:** May 11

Total Income DIB April: \$69,833.46

Total Expense DIB April: \$68,762.96

Notes: