

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 15th 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. 2nd 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