



Minutes of the Downtown Improvement Board Regular Monthly Meeting

Tuesday December 13th, 2022 7:30 a.m.

Attendance

Michael Carro, Chairman, Jean Pierre N'Dione, Patti Sonnen, Greg Harding, Michael Kohler, Ex Officio, Walker Wilson, Executive Director, and Emily Kopas, Chief Operating Officer.

I. Call to Order

- a. Comments from the Chairman

II. Recurring Agenda

- a. Mr. Wilson confirmed the meeting was properly noticed.
- b. The proposed meeting agenda was motioned by Patti Sonnen, seconded by Jean Pierre N'Dione and unanimously approved.
- c. The minutes of the regular meeting held on November 8th, 2022 were motioned by Patti Sonnen, seconded by Jean Pierre N'Dione, and unanimously approved.
- d. DIB November Financials were motioned by Patti Sonnen, seconded by Jean Pierre N'Dione, and unanimously approved.
 - Marketing overbudgeted year to date.
 - The waste co-op is back on track.
 - Additional expenses related to the All I Want Campaign were included with last month's financials.

III. On-Going Business

a. PPD Report

- DIB will work on funding and implementing a camera facing O'Riley's. Walker Wilson will find out details to have cameras set up in areas that need surveillance.
- TIF has reduced the amount of ad valorem revenue that is brought into DIB each year. CRA has not used these funds from the DIB in the last three years. Walker Wilson suggests that we utilize the extra funds to add additional officers and an additional spotless ambassador since the CRA has not used those funds in three years.

b. Spotless Report

- The Christmas Parade cleanup was inadequate. Spotless picked up 550 pounds of trash on Sunday after the parade. Keep Pensacola Beautiful oversaw cleanup and were told to blow everything into the street so the street sweeper could take care of the cleanup. Walker Wilson indicates that communication is lacking between the organizer and the cleanup crew. Michael Carro suggests that a cleaning fee needs to be assessed for each event. Michael Carro asks Labarian Turner with Spotless to put a proposal together for a guideline regarding an assessment fee for each event that occurs downtown. Labarian Turner also suggests that the permit needs to have better guidelines for cleanup.
- Portables were delivered downtown and there were no guidelines for placement.

c. Marketing Report



- Bubble Alley, FCLF, Holiday Haul, All I Want Campaign, and Palafox Market Holiday Edition occurred in November and December.
- 3 PR media campaigns, 2 social media campaigns, digital and print ad for All I Want, and homepage banners were included in the marketing report.
- All I Want Campaign added a new checkbox to add customers to the DIB email list (about 50% of customers selected it). Sidewalk decals, posters, receipt book stuffers, etc were included in promotional material. Total receipts submitted are \$133,000 with 1,001 submissions and a couple weeks left. DIB will look to add a prize for the merchant who had the most submissions next year.
- Downtown social media has been very successful overall.
- Pensacola was recognized as a World War II heritage city (only one per state) based on a community's contributions during that time. The oldest survivor of Pearl Harbor lives in Pensacola.

d. Palafox Market

- Palafox Market Holiday Edition has been very successful.
- Palafox Market will be open on Christmas Eve after a vendor survey confirmed that vendors would like to have the market on that day.

e. Executive Director Report-Bathroom update & Palafox Market expansion

- Walker Wilson and Emily Kopas met with Adrian Stills regarding a Palafox Market expansion. A total of 86 vendors can fit into the park. Requirements for these vendors include uniform tent color and outdoor rugs. Another \$110,000 in revenue for the Palafox Market will be raised to put back into the market. A new cleaning person and another PPD officer will be on-site for the market.
- The city has chosen architects for the permanent restrooms and will be moving forward with preliminary plans in around 3 weeks.
- Four new businesses opened in the DIB zone.
- ARB approved of the demolition of buildings for the East Garden Street project.
- Fountain in front of the post office will need some DIB funds for the relocation or cleanup. Walker asked Caron if there is a grant that we can use to fund. Save America's Treasures grant available until December 20th. Request to see if the state legislature, UWF Historic Trust, etc. can assist with funds. Michael suggests looking to relocate it to Government and Jefferson with a small roundabout.

IV. New Business

a. 2021-2022 Audit- Kristen McAllister

- The audit process was completed smoothly. Minimal liabilities overall. Had to move several payables back to the deadline. Motioned by Patti, seconded by Jean Pierre, unanimously approved.

b. Team Pickle- Pickle Ball facility at the Port (tentative presentation)

- Revisit next month.

V. Old Business

a. Executive Director Annual Review revisit next month.

VIII. Public Comment



IX. Adjournment

Next meeting – January 24th, 2022
(*) = approval item