



Downtown Improvement Board
Regular Monthly Meeting
Tuesday June 22, 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 June 22, 2021
 - c. *Approval of the minutes from the regular meeting of the DIB on May 25, 2021
 - d. *DIB –May Financials

- III. On-Going Business
 - a. StreetPlus May Report
 - b. Marketing Report
 - c. Palafox Market- New Employee

- IV. New Business
 - a. *Streets Plus Contract
 - b. *Spotless Logistics Contract
 - c. Palafox Street Closure Discussion
 - d. *Annual Report
 - e. *2022 Work Plan
 - f. 2021/2022 Annual Budget Discussion

- V. On-Hold
 - a. Fountain Lighting Project Plaza Ferdinand - Update
 - b. DIB Project Ideas

- VIII. Public Comment

- IX. Adjournment

Next meeting – July 27, 2021
(*) = approval item

MINUTES OF THE DOWNTOWN IMPROVEMENT BOARD

Regular Monthly Meeting

Tuesday, May 25, 2021

Attendance

Michael Carro, Chairman , Jean Pierre N'Dione, Adam Cobb, Patti Sonnen, Robert Bender, *ex officio*, Casey Jones, *ex officio*, and Walker Wilson, Executive Director

Call to Order

- a. Chairman Carro called the meeting to order at 7:31 a.m.
 - a. Comments for Chair- Chair Carro would like Mr. Wilson to share the Homelessness Task Force 7-point plan with the board when it is available.
 - b. Chair Carro and Mr. Wilson will be meeting with Mayor June 2 to discuss possible Palafox Street Closure and Noise issues on Palafox.

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 May 5, 2021 were unanimously approved.

Finance

- a. DIB April Financials were unanimously approved.
 - a. Board appreciated P&L for Market and would like to look at ways to use profit from Market to improve the Market.

On-Going Business

- b. StreetPlus April Report

1. The StreetPlus team lost an employee in March. Lori has yet to find a replacement and it is placing too much pressure on the current employees.
 2. Board would like to explore all options to help mitigate this pressure being placed on StreetPlus employees
- c. Marketing Report
- i. Friends of DT secured full funding for digital artwork project for FooFoo Fest.
 - ii. 14th anniversary Market received a ton of coverage through local media outlets.
- d. Palafox Market
1. Palafox Market 14th Anniversary was a success and the Covid Vaccine Site had 35 patients walk in.

New Business

- a) Palafox Market Manager Search
- a. Sydney Barrow informed Walker Wilson her last day would be 5/26 and Walker is currently searching for replacement.

On-Hold

- a. Fountain Lighting Project
- b. DIB Projects Idea
- c. Pensacola Mardi Gras- May 29th
 - a. No Palafox Market will be held.
- d. RFP Legal Services
 - a. A motion was made for Executive Director to sign engagement Letter with Quintairos, Prieto, Wood & Boyer, P.A.

Public Comment

None

Adjournment

- a. The meeting was adjourned at 9:35 a.m.

NEXT MEETING June 22, 2021

**Minutes of the
Finance Committee
Tuesday, June 15, 2021**

Attendance: Adam Cobb, Malcolm Ballinger, Mambwe Mutanuka, John Hodgdon, and Walker Wilson.

- I. Call to Order – Mr. Cobb called the meeting to order at 4:32 pm.
 - a) Mr. Wilson confirmed the meeting was properly noticed.
 - b) There was a motion and a second to approve the agenda and passes unanimously.
 - c) Meeting minutes from the May 11, 2021 were unanimously approved
- II. On-Going Business
 - a) The committee unanimously approved the May 2021 financials.
- III. New Business
 - a) Committee wanted to know if it was worth putting some funds into a 6 month C.D.
- IV. Public Comment
 - None
- V. Adjournment the meeting was adjourned at 4:43 p.m.

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

May 2021

	May 21	Budget	\$ Over Budget	Oct '20 - May 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
1301 · Co-Op Participation	3,613.05	4,800.83	-1,187.78	35,273.60	38,406.64	-3,133.04	57,610.00
1302 · Compactor Construction Re-Paymt	1,392.00	500.00	892.00	11,571.00	4,000.00	7,571.00	6,000.00
4085 · LTU - Sidewalk Pressure Washing	0.00	541.67	-541.67	0.00	4,333.36	-4,333.36	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	393,752.69	393,752.64	0.05	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 Program Revenue	0.00	50.00	-50.00	720.00	400.00	320.00	600.00
	6,152.50	6,725.00	-572.50	48,392.04	53,800.00	-5,407.96	80,700.00
4040 · DPMD Cleaning Reimbursement	12,019.59	6,641.33	5,378.26	43,763.69	53,130.64	-9,366.95	79,696.00
4900 · Sales Tax Collected	-402.50	0.00	-402.50	-3,165.84	0.00	-3,165.84	0.00
Total Income	71,993.73	68,477.91	3,515.82	857,846.72	874,302.28	-16,455.56	1,148,214.00
Gross Profit	71,993.73	68,477.91	3,515.82	857,846.72	874,302.28	-16,455.56	1,148,214.00
Expense							
3001 · Compactor - Waste Services	5,041.21	4,441.58	599.63	28,316.49	35,532.64	-7,216.15	53,299.00
3002 · City Compactor Build Repayment	0.00	500.00	-500.00	3,000.00	4,000.00	-1,000.00	6,000.00
3004 · Compactor - Security Fees	101.85	291.67	-189.82	2,044.31	2,333.36	-289.05	3,500.00
3007 · Compactor - Electric	53.24	67.58	-14.34	418.47	540.64	-122.17	811.00
5227 · PPD Security	0.00	5,000.00	-5,000.00	30,000.00	40,000.00	-10,000.00	60,000.00
5005 · Workers Comp Insurance	0.00	166.67	-166.67	0.00	1,333.36	-1,333.36	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	9,263.30	8,519.75	743.55	70,665.48	68,158.00	2,507.48	102,237.00
5006 · Board Meetings	0.00	541.67	-541.67	521.00	4,333.36	-3,812.36	6,500.00
5007 · Annual Meeting	0.00	83.33	-83.33	0.00	666.64	-666.64	1,000.00
5009 · Bank Charges	48.00	41.67	6.33	377.90	333.36	44.54	500.00
5004 · Insurance Expense-Other	834.17	1,404.17	-570.00	6,553.36	11,233.36	-4,680.00	16,850.00
5011 · Interest Expense	0.00	29.17	-29.17	0.00	233.36	-233.36	350.00
5012 · Office Rent	1,237.72	1,238.42	-0.70	11,139.48	9,907.36	1,232.12	14,861.00
5013 · Office Supplies	30.39	125.00	-94.61	519.61	1,000.00	-480.39	1,500.00
5014 · Office Equipment/Software	72.25	449.50	-377.25	2,654.61	3,596.00	-941.39	5,394.00
5015 · Postage	0.00	16.67	-16.67	17.80	133.36	-115.56	200.00
5016 · Telecommunications	505.71	871.00	-365.29	5,155.46	6,968.00	-1,812.54	10,452.00
5017 · Website Support	125.00	416.67	-291.67	2,428.75	3,333.36	-904.61	5,000.00
5018 · Website Hosting	0.00	333.33	-333.33	363.56	2,666.64	-2,303.08	4,000.00
5019 · Computer Support/Email Leasing	231.59	208.33	23.26	2,096.96	1,666.64	430.32	2,500.00
5020 · Dues, Subscriptions, Publicatio	393.99	208.33	185.66	1,248.97	1,666.64	-417.67	2,500.00
5021 · Travel Entertainment & Educ.	0.00	99.17	-99.17	292.00	793.36	-501.36	1,190.00
5023 · Marketing Consultants	4,360.00	3,500.00	860.00	32,522.25	28,000.00	4,522.25	42,000.00
5024 · Bookkeeping	550.00	1,041.67	-491.67	7,135.00	8,333.36	-1,198.36	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	122.50	708.33	-585.83	3,171.60	5,666.64	-2,495.04	8,500.00
5027 · Economic Development	0.00	2,083.33	-2,083.33	4,920.08	16,666.64	-11,746.56	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			3,551.93			
6000 · Palafox Market	5,589.75	6,725.00	-1,135.25	47,502.26	53,800.00	-6,297.74	80,700.00
7000 · Ambassador Program	10,784.68	13,282.58	-2,497.90	87,527.12	106,260.64	-18,733.52	159,391.00
Total Expense	39,747.35	52,394.59	-12,647.24	789,473.17	938,635.72	-149,162.55	1,148,214.00
Net Ordinary Income	32,246.38	16,083.32	16,163.06	68,373.55	-64,333.44	132,706.99	0.00
Other Income/Expense							
Other Income							
4980 · Sales Tax Collection Allowance	10.92	0.00	10.92	69.55	0.00	69.55	0.00
Total Other Income	10.92	0.00	10.92	69.55	0.00	69.55	0.00
Net Other Income	10.92	0.00	10.92	69.55	0.00	69.55	0.00
Net Income	32,257.30	16,083.32	16,173.98	68,443.10	-64,333.44	132,776.54	0.00

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

May 2021

	May 21	Budget	\$ Over Budget	Oct '20 - May 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Program Revenue							
4030 · Palafox Market Vendor Payments	6,152.50	6,725.00	-572.50	48,392.04	53,800.00	-5,407.96	80,700.00
Total Program Revenue	6,152.50	6,725.00	-572.50	48,392.04	53,800.00	-5,407.96	80,700.00
Total Income	6,152.50	6,725.00	-572.50	48,392.04	53,800.00	-5,407.96	80,700.00
Gross Profit	6,152.50	6,725.00	-572.50	48,392.04	53,800.00	-5,407.96	80,700.00
Expense							
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	2,422.50	3,333.33	-910.83	22,513.16	26,666.64	-4,153.48	40,000.00
6003 · Permits / Street Closure	0.00	100.00	-100.00	0.00	800.00	-800.00	1,200.00
6004 · Portable Toilet Rental	1,580.00	1,645.83	-65.83	11,060.00	13,166.64	-2,106.64	19,750.00
6006 · Farm Visit- Mileage Reimburseme	0.00	20.83	-20.83	0.00	166.64	-166.64	250.00
6007 · Marketing	1,081.25	500.00	581.25	8,927.72	4,000.00	4,927.72	6,000.00
6008 · PMkt Credit Card Fees	0.00	41.67	-41.67	0.00	333.36	-333.36	500.00
6010 · Sales Tax Interest	0.00	416.67	-416.67	0.00	3,333.36	-3,333.36	5,000.00
6011 · Market App Program Fee	0.00	166.67	-166.67	1,033.43	1,333.36	-299.93	2,000.00
6012 · Market Security	506.00	500.00	6.00	2,779.95	4,000.00	-1,220.05	6,000.00
Total 6000 · Palafox Market	5,589.75	6,725.00	-1,135.25	46,314.26	53,800.00	-7,485.74	80,700.00
Total Expense	5,589.75	6,725.00	-1,135.25	46,314.26	53,800.00	-7,485.74	80,700.00
Net Ordinary Income	562.75	0.00	562.75	2,077.78	0.00	2,077.78	0.00
Net Income	562.75	0.00	562.75	2,077.78	0.00	2,077.78	0.00

DOWNTOWN IMPROVEMENT BOARD Transaction Detail By Account

May 2021

Program Revenue

4030 - Palafox Market Vendor Payments

Type	Date	Memo	Credit				As of Mar 2021
						Monthly	Cummulative
Deposit	05/04/2021	Application Fees	70.00	App Fees	722.50	\$	2,817.50
Deposit	05/04/2021	Application Fees	62.50	Late Fees	30.00	\$	35.00
Deposit	05/04/2021	Application Fees	25.00	Dec-20	0.00	\$	286.00
Deposit	05/11/2021	Application Fees	240.00	Jan-21	52.80	\$	843.00
Deposit	05/11/2021	Application Fees	50.00	Feb-21	85.20	\$	1,516.40
Deposit	05/11/2021	Application Fees	25.00	Mar-21	200.00	\$	4,460.00
Deposit	05/18/2021	Application Fees	25.00	Apr-21	446.40	\$	3,989.40
Deposit	05/18/2021	Application Fees	175.00	May-21	2,993.20	\$	5,368.20
Deposit	05/18/2021	Application Fees	50.00	Jun-21	903.60	\$	1,667.60
Deposit	05/04/2021	April 2021	67.20	Jul-21	416.40	\$	1,024.40
Deposit	05/04/2021	April 2021	85.20	Aug-21	134.40	\$	440.40
Deposit	05/04/2021	April 2021	20.00	Sep-21	100.80	\$	236.40
Deposit	05/11/2021	April 2021	74.00	Oct-21	67.20	\$	95.20
Deposit	05/11/2021	April 2021	80.00	Nov-21	0.00	\$	28.00
Deposit	05/11/2021	April 2021	80.00		6,152.50	\$	22,807.50
Deposit	05/18/2021	April 2021	40.00				
Deposit	05/04/2021	August 2021	134.40				
Deposit	05/04/2021	February 2021	85.20				
Deposit	05/04/2021	January 2021	52.80				
Deposit	05/04/2021	July 2021	168.00				
Deposit	05/04/2021	July 2021	140.40				
Deposit	05/11/2021	July 2021	72.00				
Deposit	05/11/2021	July 2021	36.00				
Deposit	05/04/2021	June 2021	174.40				
Deposit	05/04/2021	June 2021	309.20				
Deposit	05/11/2021	June 2021	108.00				
Deposit	05/11/2021	June 2021	92.00				
Deposit	05/11/2021	June 2021	20.00				
Deposit	05/18/2021	June 2021	60.00				
Deposit	05/21/2021	June 2021	140.00				
Deposit	05/04/2021	Late Fees	10.00				

DOWNTOWN IMPROVEMENT BOARD

Transaction Detail By Account

May 2021

Type	Date	Memo	Credit
Deposit	05/04/2021	Late Fees	5.00
Deposit	05/11/2021	Late Fees	10.00
Deposit	05/21/2021	Late Fees	5.00
Deposit	05/04/2021	March 2021	16.80
Deposit	05/04/2021	March 2021	103.20
Deposit	05/11/2021	March 2021	80.00
Deposit	05/04/2021	May 2021	551.20
Deposit	05/04/2021	May 2021	544.00
Deposit	05/04/2021	May 2021	80.00
Deposit	05/11/2021	May 2021	486.00
Deposit	05/11/2021	May 2021	312.00
Deposit	05/11/2021	May 2021	180.00
Deposit	05/18/2021	May 2021	40.00
Deposit	05/18/2021	May 2021	320.00
Deposit	05/18/2021	May 2021	60.00
Deposit	05/21/2021	May 2021	140.00
Deposit	05/31/2021	May 2021	280.00
Deposit	05/04/2021	October 2021	67.20
Deposit	05/04/2021	September 2021	100.80
Total 4030 · Palafox Market Vendor Payments			6,152.50
Total Program Revenue			6,152.50
TOTAL			6,152.50

DOWNTOWN IMPROVEMENT BOARD
Balance Sheet - For Management Use Only
As of May 31, 2021

	May 31, 21
ASSETS	
Current Assets	
Checking/Savings	
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	310,950.85
Total 101 · Cash - Coastal- 0237 Operating	384,096.92
Total Checking/Savings	384,096.92
Accounts Receivable	
140.4 · A/R-Property Assessments	133,456.63
Total Accounts Receivable	133,456.63
Other Current Assets	
140.9 · Due from Downtown Pens Alliance	1,261.25
140.5 · Due from Friends of Downtown	1,091.30
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	3,336.64
Total Other Current Assets	6,689.19
Total Current Assets	524,242.74
Fixed Assets	
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
Total Fixed Assets	138,384.22
TOTAL ASSETS	662,626.96
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
481 · Sales Tax Payable	402.50
453 · 403(b) Employer Contribution	723.18
458 · Due to 403(b) - Employee Contr	56.00
471 · Payroll Liabilities	1,530.88
4849 · Deferred Revenue Sign Maint	5,000.00
490 · Deferred Revenue-Prop Taxes	196,876.27
Total Other Current Liabilities	204,588.83
Total Current Liabilities	204,588.83
Total Liabilities	204,588.83
Equity	
32000 · Unrestricted Net Assets	410,241.59
587 · Fund Balance	
302-001 · Audit Reclass	39,018.00
587 · Fund Balance - Other	-115,563.00
Total 587 · Fund Balance	-76,545.00
589 · Add'l Paid in Capital	55,898.44
Net Income	68,443.10
Total Equity	458,038.13
TOTAL LIABILITIES & EQUITY	662,626.96

Treasurer's Report - DIB

MEMORANDUM

To: DIB Board

From: Walker Wilson, Executive Director

Subject: Treasurer's Report

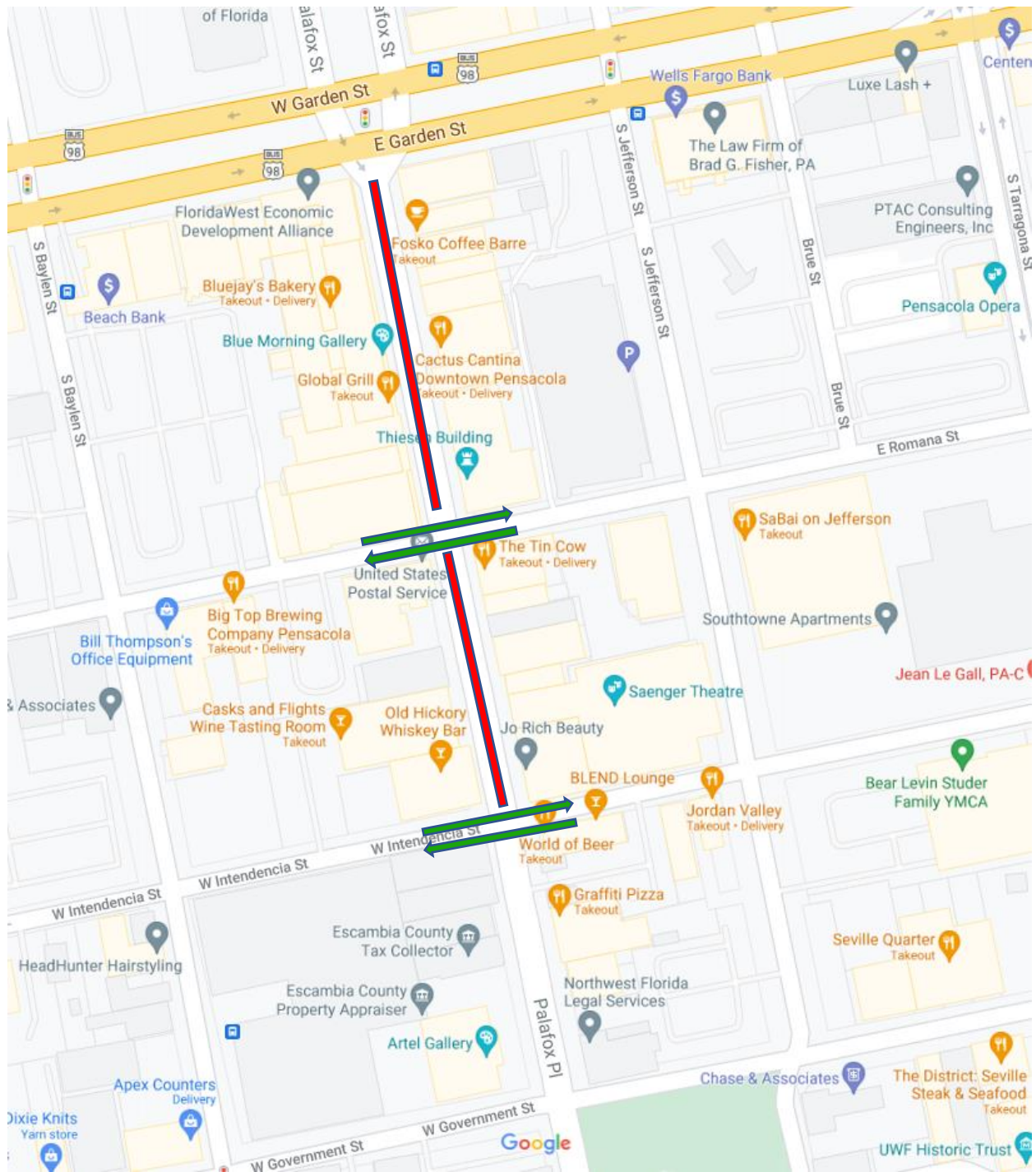
Date: June 8

Total Income DIB April: \$71,993.73

Total Expense DIB April: \$39,747.35

Notes:

DIB - May		
<u>Code</u>	<u>Description</u>	<u>DIB Notes</u>
Income	<i>Overview</i>	<i>\$3,500 over targeted budget</i>
1301	Co-Op Participation	\$1,200 Under Budget
4030	Palafox Market	\$500 Under Budget
4040	DPMD Reimbursement	\$5,300 Over Budget (Timing of Payment)
Expense		
Expense	<i>Overview</i>	<i>\$12k Under Budget</i>
5001	Salaries, Benefits & Taxes	\$740 Over Budget (E.D. Bonus in May)
5023	Marketing	\$860 Over Budget (Foo Foo Fest App)
5027	Economic Development	\$2,000 Under Budget
6000	Palafox Market	\$1,100 Under Budget
7000	Ambassador Program	\$2,500 Under budget





DIB CRA FY2022-23 PLAN

CLEANLINESS

DIB Ambassadors work hard to improve the appearance and maintain the cleanliness of downtown streets and sidewalks, ensuring blight is removed and safety issues are addressed. They are visible seven days a week and, during their rotation, also act as hospitality ambassadors, providing directions, answering questions and assisting visitors and merchants wherever possible. The DIB will continue to keep the downtown district clean by:

- Removing litter from downtown street, gutters and sidewalks.
- Sanitizing communal surfaces such as trash cans, handrails, benches and pay stations
- Removal of all pet and human waste.
- Weed abatement, leaf removal and light landscaping of public property.
- Deploying temporary garbage receptacles as needed.
- Removal of identified graffiti within 48-hours.
- Pressure-washing all streets within the district on a reoccurring basis.
- Keeping all City parking facilities maintained through regular sanitizing, pressure-washing and litter removal.

Litter isn't unique to Downtown Pensacola but it's a problem that continues to grow as our district expands and becomes more successful and vibrant. To encourage responsible litter disposal, the DIB will continue its downtown sustainability campaign efforts by using positive reinforcement and educational materials to address the litter problem. The DIB will also continue to work with the City and CRA to ensure the district has adequate trash receptacles on the streets.



SAFETY AND SECURITY

With a continued vision for the downtown district, **DIB is focusing on safety and security as its top priorities**, implementing projects to help augment existing infrastructure and working on public awareness campaigns to educate the community. Security needs will continue to be addressed through the maintenance of security cameras and upgraded lighting in dark areas within the downtown district while also communicating these updates to stakeholders, residents and visitors. With public safety at the forefront of the collective community due COVID-19, the DIB will build on existing safety campaign efforts by continue to encourage safe social practices following the latest City, State and CDC guidelines through the strategic use of public education collateral.

The DIB's mission to enhance the district's quality-of-life and economic success by creating a cleaner, safer and more enjoyable environment will continue to guide the efforts and focus areas for improving the downtown district.



MARKETING THE DOWNTOWN DISTRICT

With its eclectic range of shops, galleries and restaurants, consistent line-up of events, and historic sites and monuments, there's no shortage of reasons why people come back to Downtown Pensacola year after year. One of the DIB's primary goals is to continue marketing the downtown district. Here are some statistics from the DIB's FY2020 marketing efforts that DIB will continue to manage and grow:

- **130K Social Media Fans:** During the first half of FY2020, the average engagements per Facebook, Instagram and Twitter post increased 23 percent compared to the same period in the previous year.
- **536K Social Media Engagements:** The Downtown Pensacola social media channels received 536K likes, comments and shares since the beginning of FY2020.
- **8,026 Visitor E-Newsletter Opt-Ins:** With an opt-in database of more than 8,000, the Downtown Pensacola visitor e-newsletter beats the average national open rate for the industry by 3.2%.

- **57K Unique Website:** Roughly half of the website traffic to downtownpensacola.com comes from nearby drive markets, while the other half consists of local residents. Two thirds of web traffic comes from a mobile device while the remaining third comes from desktop users.



FY2022-23 PROJECTS

Managing such an active urban place can be both rewarding and challenging, and we are constantly looking for new ways to build value downtown, from supporting downtown investment to developing new marketing initiatives, activating public spaces, aggressively addressing parking challenges and improving the environment. We try to meet every challenge with purpose and planning, and to keep the district consistently moving forward for the City of Pensacola, our downtown businesses, residents, property owners and visitors. Here are some of the planned projects for FY2022:

- **Palafox Market:** Palafox Market draws record crowds of locals and visitors each Saturday to Martin Luther King, Jr., Plaza in Downtown Pensacola to shop the bustling farmers market and patronize downtown shops, restaurants, events and galleries. Once safely reopened, the DIB will continue to execute and promote weekly Palafox Market events to attract visitors and locals to Pensacola's urban core, supporting small, local businesses and securing downtown as a popular tourist destination. DIB will also continue to streamline back-office processes to improve the efficiency of the market.
- **Pedestrian Crossing Safety Enhancements:** In FY2021, the DIB will focus on implementing improvements to the safety of pedestrian crossing areas on Palafox Street between Garden and Main Streets. These measures will improve the safety of visitors and residents of downtown.
- **Creating Spaces and Enhancing Places:** The DIB will continue to seek opportunities to collaborate with the City, CRA and community to improve the use, appearance and safety of areas throughout the district while ensuring maximum and judicious use of CRA funding.

Thank you for your partnership, support and for entrusting the DIB to help make our downtown the best, brightest, safest and most Inviting place to live, work, play and visit. We hold this as our highest honor and responsibility!

