



**Downtown Improvement Board**

**Regular Monthly Meeting**

Tuesday September 28, 2021

3:00 pm

**AGENDA**

- I. Call to Order
  - a. Comments from the Chairman
  - b. Welcome new Board Member Claire Campbell
- II. Recurring Agenda
  - a. Meeting was properly noticed
  - b. \*Approval of the proposed meeting agenda for September 28, 2021
  - c. \*Approval of the minutes from the regular meeting of the DIB on August 24th, 2021
  - d. \*Approval of the August Financials
- III. On-Going Business
  - a. Public Art Commission Update- Emily, Rob Overton, and Holly Benson
  - b. StreetPlus August Report
  - c. Marketing Report
  - d. Palafox Market
- IV. New Business
  - a. \*Palafox Market Vendor Fees
  - b. \*Election of DIB Treasurer, and discussion of Finance Committee member.
  - c. \*Executive Director Annual Review
- V. On-Hold
- VIII. Public Comment
- IX. Adjournment

**Next meeting – November 23<sup>rd</sup>, 2021  
(Falls week of Thanksgiving. Do we need  
to move?)**

**(\*) = approval item**



## Minutes of the Downtown Improvement Board

### Regular Monthly Meeting

Tuesday, August 24, 2021 7:30 a.m.

#### Attendance

Michael Carro, Chairman, Kevin Lehman, Jean Pierre N'Dione, Patti Sonnen, Robert Bender, *ex officio*, Casey Jones, *ex officio*, Walker Wilson, Executive Director, and Emily Kopas, Chief Operating Officer.

#### I. Call to Order

- a. Chairman Carro called the meeting to order at 7:29 a.m.

#### II. 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 August 10, 2021 were unanimously approved.

#### III. On-Going Business

- a. StreetPlus July Report
  - a. Gallery Night received approval-grade.
  - b. Bird Scooters Update: some were moved or damaged.
  - c. Received approval from StreetPlus for a part-time employee to become a full-time employee.
- b. Marketing Report
- c. Palafox Market
  - a. Request to begin structuring a price tier.

#### IV. New Business

- a. CRA Presentation– Victoria D'Angelo, Assistant CRA Administrator
- b. 2021/2022 Annual Budget
  - a. Request for information regarding the \$5,000 for sales tax interest.
  - b. Discussion to reduce Palafox Market marketing budget.
  - c. Request for a breakdown of \$12,000 associated with the accounting line item.
  - d. Compactor Repayment ends in September. Regular billing will resume for October.
  - f. The 2021/2022 Annual Budget was unanimously approved.
- c. Fireworks will be funded by \$5,000 budgeted toward economic development.
- d. Public Art Commission- Emily
  - a. Walker and Emily will meet with Holly Benson



e. Property Tax

V. On-Hold

VIII. Public Comment  
a. None.

IX. Adjournment  
a. The meeting was adjourned at 8:44 a.m.

**Next meeting – September 28th, 2021 at 3:00 p.m.**

# DOWNTOWN IMPROVEMENT BOARD

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

Accrual Basis

August 2021

	Aug 21	Budget	\$ Over Budget	Oct '20 - Aug 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
1301 · Co-Op Participation	4,442.30	4,800.84	-358.54	49,087.77	52,809.16	-3,721.39	57,610.00
1302 · Compactor Construction Re-Paymt	1,091.00	500.00	591.00	15,447.00	5,500.00	9,947.00	6,000.00
4085 · LTU - Sidewalk Pressure Washing	0.00	541.66	-541.66	0.00	5,958.34	-5,958.34	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	49,219.09	0.00	548,779.35	541,409.91	7,369.44	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	550.00	170.00	600.00
Program Revenue							
4030 · Palafox Market Vendor Payments	9,845.00	6,725.00	3,120.00	77,939.99	73,975.00	3,964.99	80,700.00
Total Program Revenue	9,845.00	6,725.00	3,120.00	77,939.99	73,975.00	3,964.99	80,700.00
4040 · DPMD Cleaning Reimbursement	5,073.30	6,641.34	-1,568.04	54,011.93	73,054.66	-19,042.73	79,696.00
4900 · Sales Tax Collected	-644.07	0.00	-644.07	-5,097.58	0.00	-5,097.58	0.00
Total Income	69,026.62	68,477.93	548.69	1,068,428.00	1,079,736.07	-11,308.07	1,148,214.00
Gross Profit	69,026.62	68,477.93	548.69	1,068,428.00	1,079,736.07	-11,308.07	1,148,214.00
Expense							
3001 · Compactor - Waste Services	5,892.18	4,441.59	1,450.59	46,204.48	48,857.41	-2,652.93	53,299.00
3002 · City Compactor Build Repayment	1,500.00	500.00	1,000.00	6,000.00	5,500.00	500.00	6,000.00
3004 · Compactor - Security Fees	87.84	291.66	-203.82	2,307.83	3,208.34	-900.51	3,500.00
3005 · Compactor - Repair	1,012.00			1,012.00			
3007 · Compactor - Electric	54.78	67.59	-12.81	579.76	743.41	-163.65	811.00
5227 · PPD Security	0.00	5,000.00	-5,000.00	45,000.00	55,000.00	-10,000.00	60,000.00
5005 · Workers Comp Insurance	0.00	166.66	-166.66	0.00	1,833.34	-1,833.34	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	323.66	0.00	323.66	6,364.34	0.00	6,364.34	0.00
5001 · Salaries, Benefits & Taxes - Other	7,353.43	8,519.75	-1,166.32	95,538.99	93,717.25	1,821.74	102,237.00
Total 5001 · Salaries, Benefits & Taxes	7,677.09	8,519.75	-842.66	101,903.33	93,717.25	8,186.08	102,237.00
5006 · Board Meetings	0.00	541.66	-541.66	521.00	5,958.34	-5,437.34	6,500.00
5007 · Annual Meeting	0.00	83.34	-83.34	0.00	916.66	-916.66	1,000.00
5009 · Bank Charges	0.00	41.66	-41.66	443.90	458.34	-14.44	500.00
5004 · Insurance Expense-Other	834.17	1,404.16	-569.99	9,055.87	15,445.84	-6,389.97	16,850.00
5011 · Interest Expense	0.00	29.16	-29.16	0.00	320.84	-320.84	350.00
5012 · Office Rent	1,237.72	1,238.41	-0.69	14,852.64	13,622.59	1,230.05	14,861.00
5013 · Office Supplies	0.00	125.00	-125.00	654.35	1,375.00	-720.65	1,500.00
5014 · Office Equipment/Software	50.60	449.50	-398.90	3,645.75	4,944.50	-1,298.75	5,394.00
5015 · Postage	154.01	16.66	137.35	353.36	183.34	170.02	200.00
5016 · Telecommunications	450.14	871.00	-420.86	6,722.45	9,581.00	-2,858.55	10,452.00
5017 · Website Support	206.00	416.66	-210.66	3,208.50	4,583.34	-1,374.84	5,000.00
5018 · Website Hosting	0.00	333.34	-333.34	748.56	3,666.66	-2,918.10	4,000.00
5019 · Computer Support/Email Leasing	209.64	208.34	1.30	2,769.78	2,291.66	478.12	2,500.00
5020 · Dues, Subscriptions, Publicatio	9.99	208.34	-198.35	1,712.91	2,291.66	-578.75	2,500.00
5021 · Travel Entertainment & Educ.	0.00	99.16	-99.16	292.00	1,090.84	-798.84	1,190.00
5022 · Repair & Maintenance	0.00			10.00	0.00	10.00	0.00
5023 · Marketing Consultants	3,386.00	3,500.00	-114.00	46,313.50	38,500.00	7,813.50	42,000.00
5024 · Bookkeeping	650.00	1,041.66	-391.66	9,345.00	11,458.34	-2,113.34	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	650.00	708.34	-58.34	5,205.60	7,791.66	-2,586.06	8,500.00
5027 · Economic Development	0.00	2,083.34	-2,083.34	6,468.15	22,916.66	-16,448.51	25,000.00
5029 · Donation to Friends of Downtown	75,000.00	0.00	75,000.00	75,000.00	75,000.00	0.00	75,000.00
5080 · Florida Unemployment	0.00			3,551.93			
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	1,730.78	3,333.34	-1,602.56	26,308.00	36,666.66	-10,358.66	40,000.00
6003 · Permits / Street Closure	0.00	100.00	-100.00	0.00	1,100.00	-1,100.00	1,200.00
6004 · Portable Toilet Rental	520.00	1,645.84	-1,125.84	13,700.00	18,104.16	-4,404.16	19,750.00
6006 · Farm Visit- Mileage Reimburseme	0.00	20.84	-20.84	0.00	229.16	-229.16	250.00
6007 · Marketing	771.25	500.00	271.25	11,749.19	5,500.00	6,249.19	6,000.00
6008 · PMkt Credit Card Fees	0.00	41.66	-41.66	0.00	458.34	-458.34	500.00
6010 · Sales Tax Interest	0.00	416.66	-416.66	0.00	4,583.34	-4,583.34	5,000.00
6011 · Market App Program Fee	0.00	166.66	-166.66	1,033.43	1,833.34	-799.91	2,000.00
6012 · Market Security	643.50	500.00	143.50	4,347.45	5,500.00	-1,152.55	6,000.00

# DOWNTOWN IMPROVEMENT BOARD

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

Accrual Basis

August 2021

	Aug 21	Budget	\$ Over Budget	Oct '20 - Aug 21	YTD Budget	\$ Over Budget	Annual Budget
6013 · Palafox Market Event	0.00			211.71			
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>3,665.53</b>	<b>6,725.00</b>	<b>-3,059.47</b>	<b>58,537.78</b>	<b>73,975.00</b>	<b>-15,437.22</b>	<b>80,700.00</b>
7000 · Ambassador Program							
7001 · Ambassador Program Labor	10,550.76	13,282.59	-2,731.83	118,574.36	146,108.41	-27,534.05	159,391.00
<b>Total 7000 · Ambassador Program</b>	<b>10,550.76</b>	<b>13,282.59</b>	<b>-2,731.83</b>	<b>118,574.36</b>	<b>146,108.41</b>	<b>-27,534.05</b>	<b>159,391.00</b>
<b>Total Expense</b>	<b>113,278.45</b>	<b>52,394.57</b>	<b>60,883.88</b>	<b>1,006,323.51</b>	<b>1,095,819.43</b>	<b>-89,495.92</b>	<b>1,148,214.00</b>
<b>Net Ordinary Income</b>	<b>-44,251.83</b>	<b>16,083.36</b>	<b>-60,335.19</b>	<b>62,104.49</b>	<b>-16,083.36</b>	<b>78,187.85</b>	<b>0.00</b>
<b>Other Income/Expense</b>							
Other Income							
4980 · Sales Tax Collection Allowance	18.67	0.00	18.67	111.80	0.00	111.80	0.00
<b>Total Other Income</b>	<b>18.67</b>	<b>0.00</b>	<b>18.67</b>	<b>111.80</b>	<b>0.00</b>	<b>111.80</b>	<b>0.00</b>
<b>Net Other Income</b>	<b>18.67</b>	<b>0.00</b>	<b>18.67</b>	<b>111.80</b>	<b>0.00</b>	<b>111.80</b>	<b>0.00</b>
<b>Net Income</b>	<b>-44,233.16</b>	<b>16,083.36</b>	<b>-60,316.52</b>	<b>62,216.29</b>	<b>-16,083.36</b>	<b>78,299.65</b>	<b>0.00</b>

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

	Aug 31, 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	289,754.02
<b>Total 101 · Cash - Coastal- 0237 Operating</b>	<b>362,900.09</b>
<b>Total Checking/Savings</b>	<b>362,900.09</b>
<b>Other Current Assets</b>	
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	834.13
<b>Total Other Current Assets</b>	<b>4,186.68</b>
<b>Total Current Assets</b>	<b>367,086.77</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>505,470.99</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
450 · Accounts Payable	650.00
<b>Total Accounts Payable</b>	<b>650.00</b>
<b>Other Current Liabilities</b>	
481 · Sales Tax Payable	644.07
2110 · Direct Deposit Liabilities	-3,380.38
453 · 403(b) Employer Contribution	323.66
471 · Payroll Liabilities	1,203.32
4849 · Deferred Revenue Sign Maint	5,000.00
490 · Deferred Revenue-Prop Taxes	49,219.00
<b>Total Other Current Liabilities</b>	<b>53,009.67</b>
<b>Total Current Liabilities</b>	<b>53,659.67</b>
<b>Total Liabilities</b>	<b>53,659.67</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	62,216.29
<b>Total Equity</b>	<b>451,811.32</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>505,470.99</b>

DIB - Aug		
<u>Code</u>	<u>Description</u>	<u>DIB Notes</u>
Income	<i>Overview</i>	<i>\$500 Over Budget</i>
1301	Co-Op Participation	\$350 Under Budget
4030	Palafox Market	\$3,100 over Budget
4040	DPMD Reimbursement	\$1,500 Under Budget
Expense		
Expense	<i>Overview</i>	<i>\$60k Over Budget (Christmas Lights Donation)</i>
5001	Salaries, Benefits & Taxes	\$800 Under Budget
5023	Marketing	\$100 Under Budget
5027	Economic Development	\$2,000 Under Budget
6000	Palafox Market	\$3,000 Under Budget
7000	Ambassador Program	\$2,700 Under budget

# Treasurer's Report - DIB

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## MEMORANDUM

**To:** DIB Board

**From:** Walker Wilson, Executive Director

**Subject:** Treasurer's Report

**Date:** August

Total Income DIB August: \$62,026.62

Total Expense DIB August: \$113,278.42

Notes:



# Street Report



## CLEANING AND HOSPITALITY AMBASSADOR SERVICES | AUGUST 2021

The following data and information is provided to the Pensacola Downtown Improvement Board for tracking purposes. The information contained in this report is for activities reported in August 2021. The data and information are obtained from Ambassadors conducting patrols and entered in Statview.



*The Jefferson St. Garage Alley - Illegal Dumping of Oil.*



# Street Report

PENSACOLA DOWNTOWN IMPROVEMENT BOARD

CLEAN, SAFE AND FRIENDLY REPORT | AUGUST 2021



The Team Lead Lil is the Employee of the Month

*This month has been very challenging. At first, there was Hurricane Fred, a near miss, leaving heavy rains, flash flooding, and heavy wind causing tornadoes; mostly tree damage. Then, there was Hurricane Ida, a Category 4 when she landed, a near miss as well, causing much of the same, but 2 tornadoes landed in our area.*

*This month also collected quite a bit of illegal dumping. Such items as oil, bulk trash, and bodily fluids, both liquid and solid, and migrants from Hurricane affected areas. There was a visible amount of new people on the streets of Pensacola. Regardless, of what comes our way or who, we are here to acknowledge, make safe, clean, sanitize, and make it disappear.*

*People no matter their struggle can find an Ambassador to help in any situation. It may be the gentleman in the garage with his hood up, needing a jump start or a woman passed out on a sidewalk to ensure her safety and awareness. Our goal is to showcase the best that Downtown Pensacola has to offer to anyone. It's the Streetplus way.*



These murals were painted last year in the alley by young children trying to promote and stop of pollution into the waterways.



The Historic Saenger Theatre is subject to illegal acts of feces. Fortunately, the deposits were removed before The Saenger Theatre opened its main entrance for business.



# Street Report

PENSACOLA DOWNTOWN IMPROVEMENT BOARD

CLEAN, SAFE AND FRIENDLY REPORT | AUGUST 2021



## The Labor Day Collection

*These 3 pictures are of the condition of the Compactor Room floor found at about 9:30 am.*



*These two pictures are of the compactor as found at 9:30am, not full, and not compacted.*

*I checked the operation of the compactor by compacting the contents, it was working.*





# Street Report

PENSACOLA DOWNTOWN IMPROVEMENT BOARD

CLEAN, SAFE AND FRIENDLY REPORT | AUGUST 2021



*It is now 11am, and the room is cleared and cleaned from the Labor Day collection.*



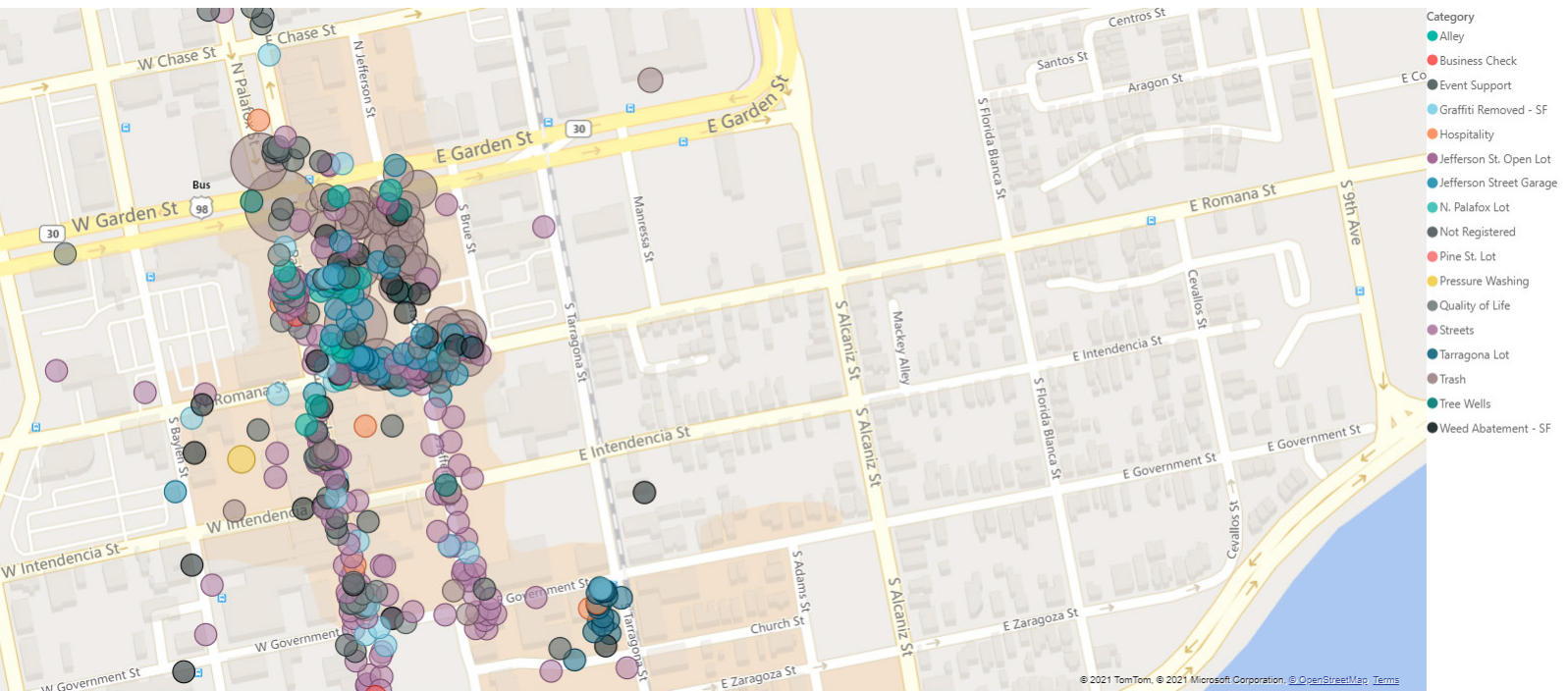
*The total number of bags collected were 46. That is 1050 lbs. (46 x 25lbs each). The compactor is emptied every Wednesday. Please, flatten all cardboard, it helps. I try to have the floor cleaned for the Waste Management driver to have a clear path to the hydraulic lines and tank. This illegal dumping sometimes occurs accidentally. A vendor did not know how to use the unit properly and told all he came in contact with that it was broken.*



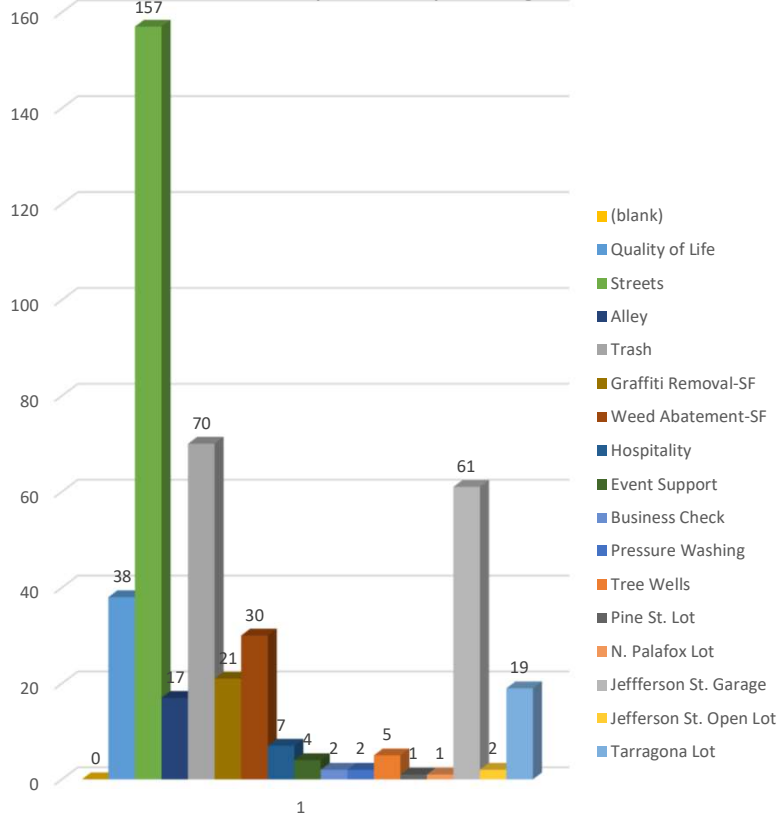
# Street Report

PENSACOLA DOWNTOWN IMPROVEMENT BOARD

CLEAN, SAFE AND FRIENDLY REPORT | AUGUST 2021

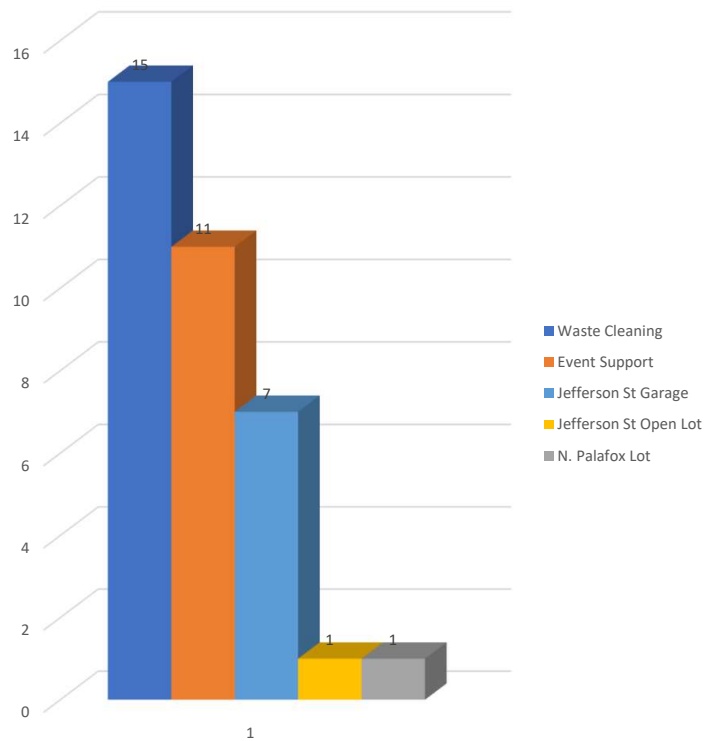


Quick Tally Summary for August 2021



Categories for 437 Completed Jobs

Work Order Summary for August 2021



Categories for 35 Completed Jobs

# MARKETING REPORT

destination + place marketing | PR | grants | events

ideaworks.co

## AUGUST 2021 DELIVERABLES

### DIGITAL / WEBSITE / SOCIAL

- Downtown Pensacola website events production/promotion
- Daily social media content, social media response, monitoring, audience building
- Photography and editing
- Downtown historical research / content for social media

### MEETINGS

- Bi-weekly marketing strategy virtual calls
- Monthly board meeting

### CRA and OTHER REPORTS

- Quarterly board report / data compilation
- Friends of Downtown annual report

### BEFORE I DIE WALL PROJECT

- Vendor coordination & order finalization after approval

### REQUESTS/MISC. PRODUCTION

- Repast planning
- FCLF discussions
- VSP mini grants planning

### PALAFox MARKET

- Sidewalk marker designs
- Palafox Market trademark
- August news release
- Website troubleshooting
- Rack cards production and printing hard costs
- Respond to Google reviews / TripAdvisor account updates
- Social media support
- Facebook cover graphics
- *IN News* Best of the Coast ad coordination
- FY2022 budget planning

# DOWNTOWN IMPROVEMENT BOARD

## Transaction Detail By Account

### August 2021

		Type	Date	Memo	Split	Amount			
Program Revenue								As of Mar 2021	
4030 · Palafox Market Vendor Payments							Monthly	Cummulative	
Application Fees	Deposit	08/11/2021	Application Fees	101 · Cash - Coastal- 0237 Operating	25.00	App Fees	480	\$ 5,182.50	
Application Fees	Deposit	08/15/2021	Application Fees	101 · Cash - Coastal- 0237 Operating	245.00	Late Fees	45	\$ 85.00	
Application Fees	Deposit	08/31/2021	Application Fees	101 · Cash - Coastal- 0237 Operating	210.00	Dec-20	0	\$ 286.00	
August 2021	Deposit	08/11/2021	August 2021	101 · Cash - Coastal- 0237 Operating	990.61	Jan-21	0	\$ 843.00	
August 2021	Deposit	08/11/2021	August 2021	101 · Cash - Coastal- 0237 Operating	530.00	Feb-21	0	\$ 1,516.40	
August 2021	Deposit	08/15/2021	August 2021	101 · Cash - Coastal- 0237 Operating	2,041.20	Mar-21	0	\$ 4,460.00	
August 2021	Deposit	08/26/2021	August 2021	101 · Cash - Coastal- 0237 Operating	120.00	Apr-21	0	\$ 3,989.40	
August 2021	Deposit	08/31/2021	August 2021	101 · Cash - Coastal- 0237 Operating	142.00	May-21	0	\$ 5,602.20	
August 2021	Deposit	08/31/2021	August 2021	101 · Cash - Coastal- 0237 Operating	820.00	Jun-21	80	\$ 6,884.78	
August 2021	Deposit	08/31/2021	August 2021	101 · Cash - Coastal- 0237 Operating	840.00	Jul-21	806	\$ 9,615.02	
December 2021	Deposit	08/11/2021	December 2021	101 · Cash - Coastal- 0237 Operating	147.43	Aug-21	5483.81	\$ 7,871.17	
December 2021	Deposit	08/15/2021	December 2021	101 · Cash - Coastal- 0237 Operating	67.20	Sep-21	1392.82	\$ 2,814.61	
December 2021	Deposit	08/31/2021	December 2021	101 · Cash - Coastal- 0237 Operating	36.00	Oct-21	679.93	\$ 1,623.13	
February 2022	Deposit	08/11/2021	February 2022	101 · Cash - Coastal- 0237 Operating	129.24	Nov-21	268.82	\$ 720.42	
January 2022	Deposit	08/11/2021	January 2022	101 · Cash - Coastal- 0237 Operating	161.55	Dec-21	250.63	\$ 436.63	
January 2022	Deposit	08/15/2021	January 2022	101 · Cash - Coastal- 0237 Operating	67.20	Jan-22	228.75	\$ 295.95	
July 2021	Deposit	08/11/2021	July 2021	101 · Cash - Coastal- 0237 Operating	286.00	Feb-22	129.24	\$ 129.24	
July 2021	Deposit	08/11/2021	July 2021	101 · Cash - Coastal- 0237 Operating	280.00		9845	\$ 52,355.45	
July 2021	Deposit	08/15/2021	July 2021	101 · Cash - Coastal- 0237 Operating	180.00				
July 2021	Deposit	08/26/2021	July 2021	101 · Cash - Coastal- 0237 Operating	60.00				
June 2021	Deposit	08/11/2021	June 2021	101 · Cash - Coastal- 0237 Operating	40.00				
June 2021	Deposit	08/11/2021	June 2021	101 · Cash - Coastal- 0237 Operating	40.00				
Late Fees	Deposit	08/15/2021	Late Fees	101 · Cash - Coastal- 0237 Operating	25.00				
Late Fees	Deposit	08/31/2021	Late Fees	101 · Cash - Coastal- 0237 Operating	15.00				
Late Feesq	Deposit	08/26/2021	Late Feesq	101 · Cash - Coastal- 0237 Operating	5.00				
November 2021	Deposit	08/11/2021	November 2021	101 · Cash - Coastal- 0237 Operating	165.62				
November 2021	Deposit	08/15/2021	November 2021	101 · Cash - Coastal- 0237 Operating	67.20				
November 2021	Deposit	08/31/2021	November 2021	101 · Cash - Coastal- 0237 Operating	36.00				
October 2021	Deposit	08/11/2021	October 2021	101 · Cash - Coastal- 0237 Operating	197.93				
October 2021	Deposit	08/15/2021	October 2021	101 · Cash - Coastal- 0237 Operating	156.00				
October 2021	Deposit	08/31/2021	October 2021	101 · Cash - Coastal- 0237 Operating	326.00				
September 2021	Deposit	08/11/2021	September 2021	101 · Cash - Coastal- 0237 Operating	291.62				
September 2021	Deposit	08/11/2021	September 2021	101 · Cash - Coastal- 0237 Operating	20.00				
September 2021	Deposit	08/15/2021	September 2021	101 · Cash - Coastal- 0237 Operating	301.20				
September 2021	Deposit	08/31/2021	September 2021	101 · Cash - Coastal- 0237 Operating	660.00				
September 2021	Deposit	08/31/2021	September 2021	101 · Cash - Coastal- 0237 Operating	120.00				
Total 4030 · Palafox Market Vendor Payments								9,845.00	

**DOWNTOWN IMPROVEMENT BOARD**  
**Transaction Detail By Account**  
August 2021

Type	Date	Memo	Split	Amount
Total Program Revenue				9,845.00
<b>TOTAL</b>				<b>9,845.00</b>



# DOWNTOWN IMPROVEMENT BOARD

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

Accrual Basis

August 2021

	Aug 21	Budget	\$ Over Budget	Oct '20 - Aug 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Program Revenue							
4030 · Palafox Market Vendor Payments	9,845.00	6,725.00	3,120.00	77,939.99	73,975.00	3,964.99	80,700.00
Total Program Revenue	9,845.00	6,725.00	3,120.00	77,939.99	73,975.00	3,964.99	80,700.00
Total Income	9,845.00	6,725.00	3,120.00	77,939.99	73,975.00	3,964.99	80,700.00
Gross Profit	9,845.00	6,725.00	3,120.00	77,939.99	73,975.00	3,964.99	80,700.00
Expense							
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	1,730.78	3,333.34	-1,602.56	26,308.00	36,666.66	-10,358.66	40,000.00
6003 · Permits / Street Closure	0.00	100.00	-100.00	0.00	1,100.00	-1,100.00	1,200.00
6004 · Portable Toilet Rental	520.00	1,645.84	-1,125.84	13,700.00	18,104.16	-4,404.16	19,750.00
6006 · Farm Visit- Mileage Reimburseme	0.00	20.84	-20.84	0.00	229.16	-229.16	250.00
6007 · Marketing	771.25	500.00	271.25	11,749.19	5,500.00	6,249.19	6,000.00
6008 · PMkt Credit Card Fees	0.00	41.66	-41.66	0.00	458.34	-458.34	500.00
6010 · Sales Tax Interest	0.00	416.66	-416.66	0.00	4,583.34	-4,583.34	5,000.00
6011 · Market App Program Fee	0.00	166.66	-166.66	1,033.43	1,833.34	-799.91	2,000.00
6012 · Market Security	643.50	500.00	143.50	4,347.45	5,500.00	-1,152.55	6,000.00
6013 · Palafox Market Event	0.00			211.71			
Total 6000 · Palafox Market	3,665.53	6,725.00	-3,059.47	57,349.78	73,975.00	-16,625.22	80,700.00
Total Expense	3,665.53	6,725.00	-3,059.47	57,349.78	73,975.00	-16,625.22	80,700.00
Net Ordinary Income	6,179.47	0.00	6,179.47	20,590.21	0.00	20,590.21	0.00
Net Income	6,179.47	0.00	6,179.47	20,590.21	0.00	20,590.21	0.00



## Downtown Improvement Board

### 2020/21 Executive Director Evaluation

#### Employee Information

Name: Walker Wilson

Review Period 9/7/20-9/28/21

Job Title: Executive Director

Reviewer \_\_\_\_\_

Time in Position 1 Year

Hire Date 9/7/20

Rating Scale - EE - Exceeds Targeted Expectations OT- On Target with expectations - BT - Below Targeted Expectations

Evaluation Area	Weighting	Rating
<b>Customer Service</b> - Increase customer satisfaction through customer interactions and education of products and services	<b>25%</b>	
Comments:		
<b>Quality</b> - Increase quality of products and cleanliness of district within your scope of responsibilities	<b>15%</b>	
Comments:		
<b>Integrity</b> - Builds relationships based on honest, open, ethical and fair practices within work groups, Board, Committees and Community. Demonstrates integrity and trust by adhering to your Word.	<b>15%</b>	
Comments:		
<b>Safety</b> - Identify, address and improve safety within the district and daily operations.	<b>20%</b>	
Comments:		
<b>Finance</b> - Increase net revenue within area of work and scope of responsibilities.	<b>25%</b>	
Comments:		
Employee Comments:		
Employee Signature :	Date:	

### Palafox Market Info

	Active	Pending	Waitlisted	Week	Rate	Current Total	Annual
Art	116	2	63	72	\$ 20.00	\$ 1,440.00	\$ 73,440.00
Beverage	10		5	7	\$ 20.00	\$ 140.00	\$ 7,140.00
Cosmetics	5		4	4	\$ 20.00	\$ 80.00	\$ 4,080.00
Farmers	22			15	\$ 20.00	\$ 300.00	\$ 15,300.00
Food	50		12	30	\$ 20.00	\$ 600.00	\$ 30,600.00
Non-Profit	10		2	1	\$ -	\$ -	\$ -
Other	22	1	26	14	\$ 20.00	\$ 280.00	\$ 14,280.00
	235			143		\$ 2,840.00	
	146				Weeks	51	
	0.621				Annual	\$ 144,840.00	\$ 144,840.00

	Rate	Proposed Total	Annual	Difference
	\$ 25.00	\$ 1,800.00	\$ 91,800.00	\$ 18,360.00
	\$ 30.00	\$ 210.00	\$ 10,710.00	\$ 3,570.00
	\$ 25.00	\$ 100.00	\$ 5,100.00	\$ 1,020.00
	\$ 20.00	\$ 300.00	\$ 15,300.00	\$ -
	\$ 35.00	\$ 1,050.00	\$ 53,550.00	\$ 22,950.00
	\$ -	\$ -	\$ -	\$ -
	\$ 25.00	\$ 350.00	\$ 17,850.00	\$ 3,570.00
		\$ 3,810.00		
Annual		\$ 194,310.00	\$ 194,310.00	\$ 49,470.00