



Minutes of the Downtown Improvement Board Regular Monthly Meeting
Tuesday, March 22nd, 2022 7:30 a.m.

Attendance

Michael Carro, Chairman, Kevin Lehman, Claire Campbell, Jean Pierre N'Dione, Robert Bender, *Ex-Officio*, Walker Wilson, Executive Director, and Emily Kopas, Chief Operating Officer.

I. Call to Order

- a. Michael Carro called the meeting to order at 7:30 a.m.
- b. Thank you to the City for working with the DIB on a variety of projects.

II. Recurring Agenda

- a. Mr. Wilson confirmed that the meeting was properly noticed.
- b. The proposed meeting agenda was motioned, seconded, and unanimously approved.
- c. The minutes of the regular meeting of the DIB held on February 22, 2022 were motioned, seconded, and unanimously approved.
- d. DIB February financials were motioned, seconded, and unanimously approved.
 - DIB is falling slightly short of the waste co-op budgeted plan. Board recommended that a one-time bill is sent out to increase the rates to match the budget proposal. Another option recommended was that occupancy should dictate how much each business is billed each month. Board determined that a letter should be sent out to let the waste co-op know about the loss of participants in 2021 and the raising of fees.
 - Income was overbudget for Palafox Market. DIB will need to rework the budget to send it back to the City for approval.
 - Last bill was received from Streetplus.
 - Motion to move extra reserves of \$150,000-\$200,000 into a 3-month CD and \$50,000 into a 6-month CD, seconded, and unanimously approved.

III. On-Going Business

- a. PPD Report
 - Palafox Market report occurred on March 19th as a result of the portables being destroyed.
 - Michael Carro recommended setting up game cameras near the bathrooms. Officer Partrick will move the cameras to face the bathrooms.



- No other issues have occurred downtown recently other than the man with the clown wig on the corner.
- Michael Carro brought up the noise meter to be rediscussed.
- Walker Wilson reminded Officer Partrick about open container signs.

b. StreetsPlus February Report

- Photo documentation showing broken bottles and other debris on Saturdays and Sundays in parking lots was provided to the DIB. Concern is growing from the DIB regarding the lack of cleaning from the City. Board recommended that an email be sent to the City advocating that the City provide cleaning on Saturday and Sundays in parking lots.

c. Marketing Report

- Mardi Gras Market in February was a success.
- Palafox Market Instagram created.
- Palafox Market 15th Anniversary coming up in May.
- Palafox Market flags created.
- Major story pitch for the DIB 50th anniversary.

d. Palafox Market

- Palafox Market restroom meeting will occur next week with the City.
- Palafox Market flags are being ordered.
- Palafox Market vendor recognition for the 15th anniversary. Palafox Market t-shirts and reusable bags will be designed for the 15th anniversary.
- Plaza Ferdinand was discussed with the Mayor who relayed that the decision will be revisited once the new mayor is elected.
- Palafox Market "rent" will be due on the first of the month starting May 1st to streamline payments.
- A longtime vendor passed away and was celebrated on March 19th.

IV. New Business

a. DIB 50th Anniversary

- Board recommended to receive feedback from the downtown businesses as part of the celebration. Awards for buildings and walking tour was pitched. Board thinks that recognizing stakeholders that have made an effort into a real estate development downtown Pensacola is ideal. Board suggests that the celebration aligns with the merchant meeting. Board plans to recognize 20 randomly selected buildings where a significant improvement has been made to the building and provide that effort with an award.
- 50th Anniversary is projected for early fall.



- b. Downtown Signage
 - Banners for Palafox and Main on poles.
- c. Friends of DT Projects – Repast Dinner & Mice on Main Street concept for DT Pensacola
 - Repast Farm to Table Dinner will occur on Sunday, April 24th hosted at Regions Bank in partnership with the UWF Historic Trust. A Night at the San Carlos, with an all woman’s orchestra and performances by Pensacola Little Theater.
 - Family Friendly scavenger hunt activity with turtles in Downtown Pensacola. To sponsor one turtle is \$5,000 and it will tell a story of the history of Pensacola.

V. On-Hold

VIII. Public Comment

- a. David Forte, Deputy City Administrator with the City, informed the DIB that there will be a scooter sidewalk shut down installed in the near future.

IX. Adjourned at 9:11 a.m.

Next meeting – April 26, 2022

(*) = approval item