



**Downtown Improvement Board  
Regular Monthly Meeting  
Tuesday March 22, 2022 7:30  
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 March 22, 2022
  - c. \*Approval of the minutes from the regular meeting of the DIB on February 22, 2022
  - d. \*Approval of the February Financials
  
- III. On-Going Business
  - a. PPD Report
  - b. StreetsPlus February Report
  - c. Marketing Report
  - d. Palafox Market
  
- IV. New Business
  - a. DIB 50<sup>th</sup> Anniversary
  - b. Downtown Signage
  - c. Friends of DT Projects – Repast Dinner & Mice on Main Street concept for DT Pensacola
  
- V. On-Hold
  
  
- VIII. Public Comment
  
  
- IX. Adjournment

**Next meeting – April 26, 2022  
(\* ) = approval item**



Minutes of the Downtown Improvement Board Regular Monthly Meeting  
Tuesday, February 22<sup>nd</sup>, 2022 7:30 a.m.

Attendance

Michael Carro, Chairman, Claire Campbell, Jean Pierre N'Dione, Casey Jones, Ex Officio, Walker Wilson, Executive Director, and Emily Kopas, Chief Operating Officer.

I. Call to Order

- a. Michael Carro, Chairman, called the meeting to order at 7:30 a.m.

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 January 25<sup>th</sup>, 2022 were motioned, seconded, and unanimously approved.
- d. DIB January financials were motioned, seconded, and unanimously approved.
  - Palafox Market overage in income due to the 2022-2023 re-applications.
  - \$89,000 of the budgeted funds were left over from 2021 which can be put towards a new project for 2022.

III. On-Going Business

a. PPD Report

- The majority of the I-110 homeless did not migrate into the downtown area.

b. StreetPlus January Report

- Tree trimming occurred in Plaza Ferdinand.
- Vandalism that occurred at Gallery Night was resolved.

c. Marketing Report

- 8 new A-frame posters and New Vendor Signs were created for the Palafox Market. Blogs and Instagram stories are posted weekly. Palafox Market received the trademark certificate. Palafox Market Flags were designed.

d. Palafox Market

- Continued success with themes. The Mardi Gras Market was record breaking for many of the vendors.
- Re-applications occurred during the month of February.



#### IV. New Business

- a. Palafox Market Bathrooms- Amy Tootle, Director of Public Works and Facilities
  - Currently Palafox Market rents portables which are unsightly. The City offered various breakdowns in terms of cost for the restrooms.
  - Board motioned to enter into discussions with City of Pensacola on a plan to design & construct two-bathroom facilities at the Palafox Market. DIB to fund up to 50% of the total construction cost of \$422,950. DIB to put down 20% down payment and set up finance option with City for remaining balance.
- b. Cleaning Service Bid Selection-2 year contract
  - Keep Pensacola Beautiful: Board Declined.
  - Spotless Logistics: Board motioned, seconded, and unanimously approved.
  - Streetplus: Board Declined.
- c. Recommendations to City for future Events on Palafox & Jefferson St.
  - 5 new events which will fall on 10 potential Saturdays a year (max of 1 per month) between January and October. No more than two Saturdays in a row. Events must be approved within two weeks to 60 days in order for businesses to be prepared.
  - Increase the cleaning deposit on a per-block basis. DIB receives a portion of the fee if they have to clean up after an organization who violates the cleanup requirements.
  - DIB to become a required signature for specific events that occur on Palafox and Jefferson.
  - Request to lift the Ferdinand Plaza ordinance on events.
  - All four recommendations were motioned, seconded, and unanimously approved.

#### V. On-Hold

#### VIII. Public Comment

#### IX. Adjourned at 10:02 a.m.

**Next meeting – March 22<sup>nd</sup>, 2022**  
**(\*) = approval item**

# DOWNTOWN IMPROVEMENT BOARD

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

Accrual Basis

February 2022

	Feb 22	Budget	\$ Over Budget	Oct '21 - Feb 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
1301 · Co-Op Participation	2,469.01	4,800.83	-2,331.82	19,903.16	24,004.19	-4,101.03	57,610.00
4010 · Ad Valorem Revenue	51,588.25	51,588.25	0.00	257,941.25	257,941.25	0.00	619,059.00
4015 · CRA Interlocal Income	0.00			357,534.39	357,534.00	0.39	357,534.00
4020 · Website Membership and Map	0.00	0.00	0.00	0.00	500.00	-500.00	500.00
Program Revenue							
4030 · Palafox Market Vendor Payments	19,361.00	8,333.33	11,027.67	70,021.45	41,666.69	28,354.76	100,000.00
Total Program Revenue	19,361.00	8,333.33	11,027.67	70,021.45	41,666.69	28,354.76	100,000.00
4040 · DPMD Cleaning Reimbursement	5,922.40	2,767.25	3,155.15	29,098.88	13,836.25	15,262.63	33,207.00
4085 · LTU - Sidewalk Pressure Washing	0.00	541.67	-541.67	6,475.00	2,708.31	3,766.69	6,500.00
4900 · Sales Tax Collected	-1,266.61	0.00	-1,266.61	-3,639.93	0.00	-3,639.93	0.00
Total Income	78,074.05	68,031.33	10,042.72	737,334.20	698,190.69	39,143.51	1,174,410.00
Gross Profit	78,074.05	68,031.33	10,042.72	737,334.20	698,190.69	39,143.51	1,174,410.00
Expense							
3001 · Compactor - Waste Services	6,484.67	4,441.58	2,043.09	30,724.32	22,207.94	8,516.38	53,299.00
3002 · City Compactor Build Repayment	0.00	0.00	0.00	10.00	0.00	10.00	0.00
3004 · Compactor - Security Fees	87.84	291.67	-203.83	439.20	1,458.31	-1,019.11	3,500.00
3007 · Compactor - Electric	43.70	67.58	-23.88	248.94	337.94	-89.00	811.00
5000 · CRA Interlocal Payment	0.00			457,534.39	457,534.00	0.39	457,534.00
5001 · Salaries, Benefits & Taxes							
5003.5 · 403(b) Employer Contribution	604.64	0.00	604.64	2,892.33	0.00	2,892.33	0.00
5001 · Salaries, Benefits & Taxes - Other	7,564.54	6,847.67	716.87	32,627.86	34,238.31	-1,610.45	82,172.00
Total 5001 · Salaries, Benefits & Taxes	8,169.18	6,847.67	1,321.51	35,520.19	34,238.31	1,281.88	82,172.00
5006 · Board Meetings	0.00	20.83	-20.83	0.00	104.19	-104.19	250.00
5007 · Annual Meeting	0.00	0.00	0.00	0.00	0.00	0.00	250.00
5009 · Bank Charges	0.00	452.00	-452.00	36.00	2,260.00	-2,224.00	5,424.00
5010 · Bank Direct Deposit Fee	0.00	10.42	-10.42	0.00	52.06	-52.06	125.00
5004 · Insurance Expense-Other	724.42	0.00	724.42	3,622.10	0.00	3,622.10	0.00
5005 · Workers Comp Insurance	0.00	42.58	-42.58	128.00	212.94	-84.94	511.00
5030 · Insurance- General Liability	0.00	643.33	-643.33	0.00	3,216.69	-3,216.69	7,720.00
5011 · Interest Expense	0.00	16.67	-16.67	0.00	83.31	-83.31	200.00
5012 · Office Rent	1,274.85	1,278.75	-3.90	7,686.23	6,393.75	1,292.48	15,345.00
5013 · Office Supplies	273.74	104.17	169.57	1,900.21	520.81	1,379.40	1,250.00
5014 · Office Equipment/Software	96.09	416.67	-320.58	1,569.87	2,083.31	-513.44	5,000.00
5015 · Postage	0.00	16.67	-16.67	23.20	83.31	-60.11	200.00
5016 · Telecommunications	441.75	833.33	-391.58	2,227.23	4,166.69	-1,939.46	10,000.00
5017 · Website Support	1,031.25	416.67	614.58	1,312.50	2,083.31	-770.81	5,000.00
5018 · Website Hosting							
5018 · Website Hosting - Other	40.34	333.33	-292.99	268.19	1,666.69	-1,398.50	4,000.00
Total 5018 · Website Hosting	40.34	333.33	-292.99	268.19	1,666.69	-1,398.50	4,000.00
5019 · Computer Support/Email Leasing	169.68	83.33	86.35	848.40	416.69	431.71	1,000.00
5020 · Dues, Subscriptions, Publicatio	0.00	166.67	-166.67	634.96	833.31	-198.35	2,000.00
5021 · Travel Entertainment & Educ.	56.55	125.00	-68.45	107.08	625.00	-517.92	1,500.00
5022 · Repair & Maintenance	0.00			43.00			
5023 · Marketing Consultants							
5023 · Marketing Consultants - Other	4,058.75	3,500.00	558.75	23,779.25	17,500.00	6,279.25	42,000.00
Total 5023 · Marketing Consultants	4,058.75	3,500.00	558.75	23,779.25	17,500.00	6,279.25	42,000.00
5024 · Bookkeeping	154.00	1,041.67	-887.67	3,906.00	5,208.31	-1,302.31	12,500.00
5025 · Audit	0.00			11,750.00	18,000.00	-6,250.00	18,000.00
5026 · Legal Counsel							
5026 · Legal Counsel - Other	1,100.00	666.67	433.33	4,060.00	3,333.31	726.69	8,000.00
Total 5026 · Legal Counsel	1,100.00	666.67	433.33	4,060.00	3,333.31	726.69	8,000.00
5027 · Economic Development	360.00	3,535.67	-3,175.67	14,943.47	17,678.31	-2,734.84	42,428.00
5028 · Arts and Culture	0.00	0.00	0.00	2,950.00	0.00	2,950.00	0.00
5029 · Donation to Friends of Downtown	0.00	0.00	0.00	0.00	0.00	0.00	75,000.00
5227 · PPD Security	165.00	5,000.00	-4,835.00	15,495.00	25,000.00	-9,505.00	60,000.00
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	1,730.78	2,916.67	-1,185.89	8,653.90	14,583.31	-5,929.41	35,000.00
6003 · Permits / Street Closure	0.00	0.00	0.00	512.50	0.00	512.50	1,200.00

# DOWNTOWN IMPROVEMENT BOARD

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

Accrual Basis

February 2022

	Feb 22	Budget	\$ Over Budget	Oct '21 - Feb 22	YTD Budget	\$ Over Budget	Annual Budget
6004 · Portable Toilet Rental	0.00	541.67	-541.67	2,080.00	2,708.31	-628.31	6,500.00
6005 · Market Anniversary Celebration	0.00	83.33	-83.33	0.00	416.69	-416.69	1,000.00
6006 · Farm Visit- Mileage Reimburseme	0.00	41.67	-41.67	0.00	208.31	-208.31	500.00
6007 · Marketing	1,945.65	1,666.67	278.98	9,565.80	8,333.31	1,232.49	20,000.00
6008 · PMkt Credit Card Fees	0.00	125.00	-125.00	0.00	625.00	-625.00	1,500.00
6010 · Sales Tax Interest	0.00	416.67	-416.67	0.00	2,083.31	-2,083.31	5,000.00
6011 · Market App Program Fee	0.00	87.50	-87.50	0.00	437.50	-437.50	1,050.00
6012 · Market Security	429.00	550.00	-121.00	3,036.00	2,750.00	286.00	6,600.00
6000 · Palafox Market - Other	0.00	1,804.17	-1,804.17	112.45	9,020.81	-8,908.36	21,650.00
<b>Total 6000 · Palafox Market</b>	<b>4,105.43</b>	<b>8,233.35</b>	<b>-4,127.92</b>	<b>23,960.65</b>	<b>41,166.55</b>	<b>-17,205.90</b>	<b>100,000.00</b>
<b>7000 · Ambassador Program</b>							
7001 · Ambassador Program Labor	15,985.64	13,282.58	2,703.06	65,643.89	66,412.94	-769.05	159,391.00
<b>Total 7000 · Ambassador Program</b>	<b>15,985.64</b>	<b>13,282.58</b>	<b>2,703.06</b>	<b>65,643.89</b>	<b>66,412.94</b>	<b>-769.05</b>	<b>159,391.00</b>
<b>5041 · Pressure Washing</b>	<b>0.00</b>			<b>6,475.00</b>			
<b>Total Expense</b>	<b>44,822.88</b>	<b>51,868.86</b>	<b>-7,045.98</b>	<b>717,847.27</b>	<b>734,877.98</b>	<b>-17,030.71</b>	<b>1,174,410.00</b>
<b>Net Ordinary Income</b>	<b>33,251.17</b>	<b>16,162.47</b>	<b>17,088.70</b>	<b>19,486.93</b>	<b>-36,687.29</b>	<b>56,174.22</b>	<b>0.00</b>
<b>Other Income/Expense</b>							
Other Income							
4980 · Sales Tax Collection Allowance	30.00	0.00	30.00	96.45	0.00	96.45	0.00
<b>Total Other Income</b>	<b>30.00</b>	<b>0.00</b>	<b>30.00</b>	<b>96.45</b>	<b>0.00</b>	<b>96.45</b>	<b>0.00</b>
<b>Net Other Income</b>	<b>30.00</b>	<b>0.00</b>	<b>30.00</b>	<b>96.45</b>	<b>0.00</b>	<b>96.45</b>	<b>0.00</b>
<b>Net Income</b>	<b>33,281.17</b>	<b>16,162.47</b>	<b>17,118.70</b>	<b>19,583.38</b>	<b>-36,687.29</b>	<b>56,270.67</b>	<b>0.00</b>

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Gross Profit	19,361.00	8,333.33	11,027.67	70,021.45	41,666.69	28,354.76	100,000.00
Expense							
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	1,730.78	2,916.67	-1,185.89	8,653.90	14,583.31	-5,929.41	35,000.00
6003 · Permits / Street Closure	0.00	0.00	0.00	512.50	0.00	512.50	1,200.00
6004 · Portable Toilet Rental	0.00	541.67	-541.67	2,080.00	2,708.31	-628.31	6,500.00
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6006 · Farm Visit- Mileage Reimburseme	0.00	41.67	-41.67	0.00	208.31	-208.31	500.00
6007 · Marketing	1,945.65	1,666.67	278.98	9,565.80	8,333.31	1,232.49	20,000.00
6008 · PMkt Credit Card Fees	0.00	125.00	-125.00	0.00	625.00	-625.00	1,500.00
6010 · Sales Tax Interest	0.00	416.67	-416.67	0.00	2,083.31	-2,083.31	5,000.00
6011 · Market App Program Fee	0.00	87.50	-87.50	0.00	437.50	-437.50	1,050.00
6012 · Market Security	429.00	550.00	-121.00	3,036.00	2,750.00	286.00	6,600.00
Total 6000 · Palafox Market	4,105.43	6,429.18	-2,323.75	23,848.20	32,145.74	-8,297.54	78,350.00
Total Expense	4,105.43	6,429.18	-2,323.75	23,848.20	32,145.74	-8,297.54	78,350.00
Net Ordinary Income	15,255.57	1,904.15	13,351.42	46,173.25	9,520.95	36,652.30	21,650.00
Net Income	15,255.57	1,904.15	13,351.42	46,173.25	9,520.95	36,652.30	21,650.00

# DOWNTOWN IMPROVEMENT BOARD

## Balance Sheet - For Management Use Only

As of February 28, 2022

	Feb 28, 22
<b>ASSETS</b>	
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	336,848.77
Total 101 · Cash - Coastal- 0237 Operating	409,994.84
Total Checking/Savings	409,994.84
Accounts Receivable	
140.4 · A/R-Property Assessments	311,964.73
Total Accounts Receivable	311,964.73
Other Current Assets	
140.9 · Due from Downtown Pens Alliance	1,261.25
140.5 · Due from Friends of Downtown	1,151.29
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	5,070.86
Total Other Current Assets	8,483.40
Total Current Assets	730,442.97
Fixed Assets	
Puppy Pit Stop Project	72,745.00
240 · Equipment	169,220.56
260 · Furniture & Fixtures	4,541.23
275 · Website Capitalized	10,850.00
300 · Less Accumulated Depreciation	-128,735.58
Total Fixed Assets	128,621.21
<b>TOTAL ASSETS</b>	<b>859,064.18</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
450 · Accounts Payable	-7.00
Total Accounts Payable	-7.00
Other Current Liabilities	
481 · Sales Tax Payable	325.70
453 · 403(b) Employer Contribution	604.64
471 · Payroll Liabilities	1,233.46
4849 · Deferred Revenue Sign Maint	5,000.00
490 · Deferred Revenue-Prop Taxes	361,117.75
Total Other Current Liabilities	368,281.55
Total Current Liabilities	368,274.55
Total Liabilities	368,274.55
Equity	
32000 · Unrestricted Net Assets	399,626.27
587 · Fund Balance	
302-001 · Audit Reclass	187,142.98
587 · Fund Balance - Other	-115,563.00
Total 587 · Fund Balance	71,579.98
Net Income	19,583.38
Total Equity	490,789.63
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>859,064.18</b>

# **DIB - Feb 22**

<u>Code</u>	<u>Description</u>	<u>DIB Notes</u>
Income	<i>Overview</i>	<i>\$10,000 Over Budget</i>
1301	Co-Op Participation	\$2,300 Under Budget (Fees need to be altered)
4030	Palafox Market	\$11,000 Over Budget (Renewel Fees)
4040	DPMD Reimbursement	On Budget
Expense		
Expense	<i>Overview</i>	<i>\$7,000 Under Budget</i>
5001	Salaries, Benefits & Taxes	1,300 Over (E.D. Bonus)
5023	Marketing	On Budget
5027	Economic Development	\$3,100 Under Budget
6000	Palafox Market	\$4,000 Under Budget
7000	Ambassador Program	\$2,000 Over budget



# Treasurer's Report - DIB

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## MEMORANDUM

**To:** DIB Board

**From:** Walker Wilson, Executive Director

**Subject:** Treasurer's Report

**Date:** March

Total Income DIB **Feb:** \$78,074.05

Total Expense DIB **Feb:** \$44,822.88

Notes:

# MARKETING REPORT

destination + place marketing | PR | grants | events

ideaworks.co

FEBRUARY 2022 DELIVERABLES

## DIGITAL MARKETING

- Street Closure Survey: e-news reminder, additional contacts added to list, tracked result status
- Instagram content, stories, monitoring
- Facebook updates, responses
- Upcoming downtown events posted to DIB Calendar (12)
- Set up video call Street Closure Town Hall
- Website news post: Local Business Selected as New Cleaning Contractor

## PUBLIC RELATIONS

- Mice on Main project research: artists; plaque options; estimates'
- DIB 50<sup>th</sup> anniversary project brief; background research; interview questions; interview list
- DIB 50<sup>th</sup> main bar and two sidebars / press releases
- News release distribution and media: new cleaning company

## MARKETING RELATED MEETINGS

- Mice on Main project conference calls
- DIB marketing video calls
- Calls with copywriter / 50<sup>th</sup> anniversary

## PRODUCTION / GRAPHIC DESIGN

- Sunbelt Trolley Map two sizes; multiple posters printed
- Open Containers flyer production

ANETTE'S CHOCOLATES  
*Napa Valley*  
\*Artisan Chocolates \*Brittles \*Ice Creams



英子 EIKO'S  
Modern Japanese Cuisine  
PATIO - LOUNGE - SUSHI - BAR



BE BUBBLY  
NAPA VALLEY



BROWN  
DOWNTOWN  
WINE, LIFE & STYLE



NORMAN  
Rose  
TAVERN



ACKERMAN  
FAMILY VINEYARDS  
ACKERMAN  
HERITAGE HOUSE

WINE SALON  
CURATED EVENTS  
CULINARY



GREENHAUS  
DAY SPA



MAYACAMAS  
TASTING ROOM

