

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 50th 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 22nd, 2022 7:30 a.m.

<u>Attendance</u>

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 25th, 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 22nd, 2022 (*) = approval item

DOWNTOWN IMPROVEMENT BOARD Profit & Loss Budget Performance- For Mgmt Use Only February 2022

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5030 · Insurance- General Liability0.00643.33-643.330.003,216.69-3,216.697,775011 · Interest Expense0.0016.67-16.670.0083.31-83.31235012 · Office Rent1,274.851,278.75-3.907,686.236,993.751,292.4815,335013 · Office Supplies273.74104.17169.571,900.21520.811,379.401,225014 · Office Equipment/Software96.09416.67-320.581,569.872,083.31-513.445,005015 · Postage0.0016.67-16.6723.2083.31-60.11225016 · Telecommunications441.75833.33-391.582,227.234,166.69-1,939.4610,005017 · Website Support1,031.25416.67614.581,312.502,083.31-770.815,005018 · Website Hosting40.34333.33-292.99268.191,666.69-1,398.504,000.00
5012 · Office Rent 1,274.85 1,278.75 -3.90 7,686.23 6,393.75 1,292.48 15,3 5013 · Office Supplies 273.74 104.17 169.57 1,900.21 520.81 1,379.40 1,2 5014 · Office Equipment/Software 96.09 416.67 -320.58 1,689.87 2,083.31 -513.44 50,0 5015 · Postage 0.00 16.67 -16.67 23.20 83.31 -61.14 50 5016 · Telecommunications 441.75 833.33 -391.58 2,227.23 4,166.69 -1,939.46 10,0 5017 · Website Support 1,031.25 416.67 614.58 1,312.50 2,083.31 -770.81 5,0 5018 · Website Hosting 40.34 333.33 -292.99 268.19 1,666.69 -1,398.50 4,000.00
5013 · Office Supplies 273.74 104.17 169.57 1,900.21 520.81 1,379.40 1,2 5014 · Office Equipment/Software 96.09 416.67 -320.58 1,569.87 2,083.31 -513.44 5,00 5015 · Postage 0.00 16.67 -16.67 23.20 83.31 -60.11 2 5016 · Telecommunications 441.75 833.33 -391.58 2,227.23 4,166.69 -1,939.40 10,0 5017 · Website Support 1,031.25 416.67 614.58 1,312.50 2,083.31 -770.81 5,0 5018 · Website Hosting - 40.34 333.33 -292.99 268.19 1,666.69 -1,398.50 4,000.00
5014 · Office Equipment/Software 96.09 416.67 -320.58 1,569.87 2,083.31 -513.44 5,0 5015 · Postage 0.00 16.67 -16.67 23.20 83.31 -60.11 22 5016 · Telecommunications 441.75 833.33 -391.58 2,227.23 4,166.69 -1,939.46 10,00 5017 · Website Support 1,031.25 416.67 614.58 1,312.50 2,083.31 -770.81 5,00 5018 · Website Hosting 40.34 333.33 -292.99 268.19 1,666.69 -1,398.50 4,000.00
5015 · Postage 0.00 16.67 -16.67 23.20 83.31 -60.11 2 5016 · Telecommunications 441.75 833.33 -391.58 2,227.23 4,166.69 -1,939.46 10,00 5017 · Website Support 1,031.25 416.67 614.58 1,312.50 2,083.31 -770.81 50,00 5018 · Website Hosting 40.34 333.33 -292.99 268.19 1,666.69 -1,398.50 4,000.00
5016 · Telecommunications 441.75 833.33 -391.58 2,227.23 4,166.69 -1,939.46 10,0 5017 · Website Support 1,031.25 416.67 614.58 1,312.50 2,083.31 -770.81 5,0 5018 · Website Hosting - 40.34 333.33 -292.99 268.19 1,666.69 -1,398.50 4,000.00
5018 · Website Hosting 40.34 333.33 -292.99 268.19 1,666.69 -1,398.50 4,000.00
5018 · Website Hosting - Other 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 1,0 5020 · Dues, Subscriptions, Publicatio 0.00 166.67 -166.67 634.96 833.31 -198.35 2,0
5021 Travel Entertainment & Educ. 56.55 125.00 -68.45 107.08 625.00 -517.92 1,5
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 42,00
5024 · Bookkeeping 154.00 1,041.67 -887.67 3,906.00 5,208.31 -1,302.31 12,5
5025 · Audit 0.00 11,750.00 18,000.00 -6,250.00 18,0
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 8,0
5027 · Economic Development 360.00 3,535.67 -3,175.67 14,943.47 17,678.31 -2,734.84 42,4
5028 · Arts and Culture 0.00 0.00 0.00 2,950.00 0.00 2,950.00
5029 · Donation to Friends of Downtown 0.00 0.00 0.00 0.00 0.00 75,00
5227 · PPD Security 165.00 5,000.00 -4,835.00 15,495.00 25,000.00 -9,505.00 60,0
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
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

Accrual Basis

DOWNTOWN IMPROVEMENT BOARD Profit & Loss Budget Performance- For Mgmt Use Only Fe

Accrual Basis

ebruary	2022
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	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
Total 6000 · Palafox Market	4,105.43	8,233.35	-4,127.92	23,960.65	41,166.55	-17,205.90	100,000.00
7000 · Ambassador Program 7001 · Ambassador Program Labor	15,985.64	13,282.58	2,703.06	65,643.89	66,412.94	-769.05	159,391.00
Total 7000 · Ambassador Program	15,985.64	13,282.58	2,703.06	65,643.89	66,412.94	-769.05	159,391.00
5041 · Pressure Washing	0.00			6,475.00			
Total Expense	44,822.88	51,868.86	-7,045.98	717,847.27	734,877.98	-17,030.71	1,174,410.00
Net Ordinary Income	33,251.17	16,162.47	17,088.70	19,486.93	-36,687.29	56,174.22	0.00
Other Income/Expense Other Income							
4980 · Sales Tax Collection Allowance	30.00	0.00	30.00	96.45	0.00	96.45	0.00
Total Other Income	30.00	0.00	30.00	96.45	0.00	96.45	0.00
Net Other Income	30.00	0.00	30.00	96.45	0.00	96.45	0.00
Net Income	33,281.17	16,162.47	17,118.70	19,583.38	-36,687.29	56,270.67	0.00

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
Ordinary Income/Expense Income 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
Total Income	19,361.00	8,333.33	11,027.67	70,021.45	41,666.69	28,354.76	100,000.00
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
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 6008 · PMkt Credit Card Fees	1,945.65 0.00	1,666.67 125.00	278.98 -125.00	9,565.80 0.00	8,333.31	1,232.49 -625.00	20,000.00 1,500.00
6010 · Sales Tax Interest	0.00	416.67	-416.67	0.00	625.00 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	78,350.0
Total Expense	4,105.43	6,429.18	-2,323.75	23,848.20	32,145.74	-8,297.54	78,350.0
Net Ordinary Income	15,255.57	1,904.15	13,351.42	46,173.25	9,520.95	36,652.30	21,650.0
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
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	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
	- , -
TOTAL ASSETS	859,064.18
TOTAL ASSETS LIABILITIES & EQUITY	
TOTAL ASSETS LIABILITIES & EQUITY Liabilities	
TOTAL ASSETS LIABILITIES & EQUITY Liabilities Current Liabilities	
TOTAL ASSETS LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable	859,064.18
TOTAL ASSETS LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 450 · Accounts Payable	
TOTAL ASSETS LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 450 · Accounts Payable Total Accounts Payable Other Current Liabilities 481 · Sales Tax Payable	
TOTAL ASSETS LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 450 · Accounts Payable Total Accounts Payable Other Current Liabilities 481 · Sales Tax Payable 453 · 403(b) Employer Contribution	-7.00 -7.00 -7.00 325.70 604.64
TOTAL ASSETS LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 450 · Accounts Payable Total Accounts Payable Other Current Liabilities 481 · Sales Tax Payable 453 · 403(b) Employer Contribution 471 · Payroll Liabilities	-7.00 -7.00 -7.00 325.70 604.64 1,233.46
TOTAL ASSETS LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 450 · Accounts Payable Total Accounts Payable Other Current Liabilities 481 · Sales Tax Payable 453 · 403(b) Employer Contribution 471 · Payroll Liabilities 4849 · Deferred Revenue Sign Maint	-7.00 -7.00 -7.00 325.70 604.64 1,233.46 5,000.00
TOTAL ASSETS LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 450 · Accounts Payable Total Accounts Payable Other Current Liabilities 481 · Sales Tax Payable 453 · 403(b) Employer Contribution 471 · Payroll Liabilities 4849 · Deferred Revenue Sign Maint 490 · Deferred Revenue-Prop Taxes	-7.00 -7.00 -7.00 325.70 604.64 1,233.46 5,000.00 361,117.75
TOTAL ASSETS LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 450 · Accounts Payable Total Accounts Payable Other Current Liabilities 481 · Sales Tax Payable 453 · 403(b) Employer Contribution 471 · Payroll Liabilities 4849 · Deferred Revenue Sign Maint 490 · Deferred Revenue-Prop Taxes Total Other Current Liabilities	-7.00 -7.00 -7.00 325.70 604.64 1,233.46 5,000.00 361,117.75 368,281.55
TOTAL ASSETS LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 450 · Accounts Payable Total Accounts Payable Other Current Liabilities 481 · Sales Tax Payable 453 · 403(b) Employer Contribution 471 · Payroll Liabilities 4849 · Deferred Revenue Sign Maint 490 · Deferred Revenue-Prop Taxes Total Other Current Liabilities	-7.00 -7.00 -7.00 325.70 604.64 1,233.46 5,000.00 361,117.75 368,281.55 368,274.55
TOTAL ASSETS LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 450 · Accounts Payable Total Accounts Payable Other Current Liabilities 481 · Sales Tax Payable 453 · 403(b) Employer Contribution 471 · Payroll Liabilities 4849 · Deferred Revenue Sign Maint 490 · Deferred Revenue-Prop Taxes Total Other Current Liabilities Total Current Liabilities	-7.00 -7.00 -7.00 325.70 604.64 1,233.46 5,000.00 361,117.75 368,281.55
TOTAL ASSETS LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 450 · Accounts Payable Total Accounts Payable Other Current Liabilities 481 · Sales Tax Payable 453 · 403(b) Employer Contribution 471 · Payroll Liabilities 4849 · Deferred Revenue Sign Maint 490 · Deferred Revenue-Prop Taxes Total Other Current Liabilities Total Current Liabilities Total Liabilities Equity 32000 · Unrestricted Net Assets	-7.00 -7.00 -7.00 325.70 604.64 1,233.46 5,000.00 361,117.75 368,281.55 368,274.55
TOTAL ASSETS LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 450 · Accounts Payable Total Accounts Payable Other Current Liabilities 481 · Sales Tax Payable 453 · 403(b) Employer Contribution 471 · Payroll Liabilities 4849 · Deferred Revenue Sign Maint 490 · Deferred Revenue-Prop Taxes Total Other Current Liabilities Total Current Liabilities Total Liabilities Equity	-7.00 -7.00 -7.00 325.70 604.64 1,233.46 5,000.00 361,117.75 368,281.55 368,274.55 368,274.55
TOTAL ASSETS LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 450 · Accounts Payable Total Accounts Payable Other Current Liabilities 481 · Sales Tax Payable 453 · 403(b) Employer Contribution 471 · Payroll Liabilities 4849 · Deferred Revenue Sign Maint 490 · Deferred Revenue-Prop Taxes Total Other Current Liabilities Total Current Liabilities Equity 32000 · Unrestricted Net Assets 587 · Fund Balance 302-001 · Audit Reclass	-7.00 -7.00 -7.00 325.70 604.64 1,233.46 5,000.00 361,117.75 368,281.55 368,274.55 368,274.55 368,274.55 399,626.27 187,142.98
TOTAL ASSETS LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 450 · Accounts Payable Total Accounts Payable Other Current Liabilities 481 · Sales Tax Payable 453 · 403(b) Employer Contribution 471 · Payroll Liabilities 4849 · Deferred Revenue Sign Maint 490 · Deferred Revenue Prop Taxes Total Other Current Liabilities Total Current Liabilities Total Other Current Liabilities Total Current Liabilities Source Liabilities Equity 32000 · Unrestricted Net Assets 587 · Fund Balance 302-001 · Audit Reclass 587 · Fund Balance - Other	-7.00 -7.00 -7.00 325.70 604.64 1,233.46 5,000.00 361,117.75 368,281.55 368,274.55 368,274.55 368,274.55 399,626.27 187,142.98 -115,563.00
TOTAL ASSETSLIABILITIES & EQUITYLiabilitiesCurrent LiabilitiesAccounts Payable450 · Accounts PayableTotal Accounts PayableOther Current Liabilities481 · Sales Tax Payable453 · 403(b) Employer Contribution471 · Payroll Liabilities4849 · Deferred Revenue Sign Maint490 · Deferred Revenue-Prop TaxesTotal Other Current LiabilitiesTotal Other Current LiabilitiesTotal Current LiabilitiesTotal LiabilitiesS2000 · Unrestricted Net Assets587 · Fund Balance302-001 · Audit Reclass587 · Fund BalanceTotal 587 · Fund BalanceKet Income	-7.00 -7.00 -7.00 325.70 604.64 1,233.46 5,000.00 361,117.75 368,281.55 368,274.55 368,274.55 399,626.27 187,142.98 -115,563.00 71,579.98 19,583.38
TOTAL ASSETSLIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 450 · Accounts PayableTotal Accounts PayableOther Current Liabilities 481 · Sales Tax Payable 453 · 403(b) Employer Contribution 471 · Payroll Liabilities 4849 · Deferred Revenue Sign Maint 490 · Deferred Revenue-Prop TaxesTotal Other Current LiabilitiesTotal Current LiabilitiesSudo · Unrestricted Net Assets 587 · Fund Balance 302-001 · Audit Reclass 587 · Fund Balance - OtherTotal 587 · Fund Balance	-7.00 -7.00 -7.00 -7.00 325.70 604.64 1,233.46 5,000.00 361,117.75 368,281.55 368,274.55 368,274.55 399,626.27 187,142.98 -115,563.00 71,579.98

	DIB - Feb 22					
<u>Code</u>	Description	DIB Notes				
Income	Overview	\$10,000 Over Budget				
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	Overview	\$7,000 Under Budget				
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

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 50th anniversary project brief; background research; interview questions; interview list
- DIB 50th 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 / 50th anniversary

PRODUCTION / GRAPHIC DESIGN

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



