



Minutes of the Downtown Improvement Board Regular Monthly Meeting
Tuesday, February 22nd, 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 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