



## Minutes of the Downtown Improvement Board Regular Monthly Meeting

Tuesday April 26<sup>th</sup>, 2022 7:30 a.m.

### Attendance

Michael Carro, Chairman, Patti Sonnen, Jean Pierre N'Dione, Robert Bender, 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.
- b. Repast, FODT event, was a success on April 24<sup>th</sup>.
- c. Freedom Trail June 1<sup>st</sup>, 2022 for founding members.

#### II. Recurring Agenda

- a. Mr. Wilson confirmed 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 March 22<sup>nd</sup>, 2022 were motioned, seconded, and unanimously approved.
- d. DIB March Financials were motioned, seconded, and unanimously approved.
  - Palafox Market overage in income and a budget amendment will be needed.
  - Overbudget on expenses because DIB paid the last bill for Streetplus and our first bill for Spotless in the same payment period. Additionally, the \$7500 donation to the Freedom Trail and first quarter PPD bill were included in this same payment period.
  - Opened the money market account, \$175,000 went into the account.
  - Budget for the Waste Compactor needs to be modified. A one-time additional expense is proposed to make up for the short fall.

#### III. On-Going Business

- a. PPD Report (time sensitive)
  - Video of homeless man having a scooter thrown at him circulating online has not been reported to PPD. The video shows him holding up a ballpoint pen in self-defense.
  - PPD plans to have homeless outreach team come down to the Downtown area to provide support.
  - Woman screaming in MLK plaza, PPD will follow up on the concern.
  - Burnt bench in Palafox Market area occurred on April 22<sup>nd</sup>, PPD will review camera footage.



- Query about noise ordinance. PPD is still working on the details of providing this service.
- Camera requested near south Palafox and Government, Old Courthouse, Palafox and Gregory. PPD is working on a camera system that has real time features to improve presence downtown.

b. Spotless March Report

- An additional vehicle was purchased and utilized. Continue to pressure wash especially for the Fred Levin Fest.
- Large pile of trash near the Jefferson Street garage was the responsibility of the city, DIB took care of the issue. A total of 14 cleanups that the DIB crew took care of occurred in the various city garages. "Street" line item needs to be delineated more specifically.

c. Marketing Report

- Repast Event Organization and Marketing Materials.
- 15<sup>th</sup> Anniversary for Palafox Market.
- 50<sup>th</sup> for the DIB.
- Foo Foo Fest Umbrella sky with dots proposed for Romana Street between Palafox and Jefferson.

d. Palafox Market

- Palafox Market Flags will be going up soon.
- Celebrating the 15<sup>th</sup> Anniversary on May 14<sup>th</sup>.
- Instagram has reached over 1,000 followers.
- David Forte mentioned that the City will be meeting in May for discussions regarding permanent restrooms.

#### IV. New Business

a. Presentation from Placer.ai (time sensitive)

- Placer assists in determining how many people visit a specific location in cities. The report pulls in cities that are comparable. Placer utilizes technology like mobile phone apps to track the individuals location 24/7. Placer showcases information by utilizing heat maps. Also, the system tracks where people live across the US who have visited the downtown. 51% of visitors are traveling less than 10 miles to visit downtown. Placer also identifies people by their habits, tastes, and what they are looking for when visiting downtown. Placer can provide information on traffic, construction, crime profiles, favorite places, visitor journey, and hourly metrics that people visited downtown including dwell time.

b. Budget Correction



- Raise the rates of the market so will need to correct the budget. This item will need to be moved to next month.
- c. 2<sup>nd</sup> Quarter E.D. Bonus
  - Motioned, seconded, unanimously approved.

V. On-Hold

VIII. Public Comment

IX. Adjournment: 9:30 a.m.

**Next meeting – May 24, 2022**  
**(\*) = approval item**