



Minutes of the Downtown Improvement Board Regular Monthly Meeting
Tuesday, January 25th, 2022 7:30 a.m.

Attendance

Vice Chairman- Kevin Lehman, Claire Campbell, Jean Pierre N'Dione, Walker Wilson, Executive Director, and Emily Kopas, Chief Operating Officer.

I. Call to Order

- a. Kevin Lehman 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 December 14, 2021 were motioned, seconded, and unanimously approved.
- d. DIB December financials were motioned, seconded, and unanimously approved.
 - Under budget for the Palafox Market due to the Christmas Day cancellation.
 - The annual check swap with the CRA occurred.
 - First payment of ad valorem tax occurred.

III. On-Going Business

a. StreetPlus December Report

- City trash cans that were bolted to the ground were unbolted so that they can be properly cleaned.
- Pressure washing has concluded.
- StreetPlus report will be sent out in a monthly newsletter to downtown merchants.

b. Marketing Report

- Media coverage presence in local media outlets increased.
- Campaigns tend to reach up to 50,000 people.
- All I Want Campaign stats included – more than \$34,000 spent and almost 500 entries. Suggestion from downtown merchants: weekly winners with gift cards downtown (12 Days of Christmas). Specific social graphics designated to each of the businesses to promote on



social media.

- Social Media-engagement skyrocketed on Instagram and Facebook.
- Merchant Survey for Bird Scooters occurred.
- January 1st fireworks- DIB to coordinate the event in the future because of lack of communication from other entities.

c. Palafox Market

- Holiday schedule implemented with events each month to include downtown business participation.
- Proposal to expand the market to another area downtown.
- New markers in the market area to organize vendors.
- Place Making Award for Palafox Market Vendors received at CivicCon.

d. PPD Report

- Concerns have increased regarding the homeless migrating downtown after they are removed from under I-110. Panhandling has continued to be a problem downtown. It is Important to increase education about organizations where the community can donate funds to support the homeless. The creation of panhandling ordinances can assist in the reduction of the activity in the downtown area. PPD contact team working with the I-110 homeless to assist the move.
- Cedar street parking garage still an issue.
- Open container enforcement reinforcement.
- Supervision in the parking garage has improved and will continue.
- Working on noise reduction downtown. DIB set aside funds for a noise meter. PPD is looking into a solution to the ordinance because PPD believes that it should not be highly technical. PPD informed DIB to hold off on donating funds until more research has been conducted.
- Cameras have been fruitful in reducing crime downtown. Additionally, PPD is looking into increasing the amount of cameras downtown.
- Keep Downtown Beautiful Campaign proposed by downtown business owners.

IV. New Business

a. Bird Scooter Update

- Increased zoned areas. Re-balanced the scooters in Pensacola. Implemented the ID verification. Parking ambassadors can ticket riders. DIB will send out another survey in May.

b. Cleaning Service RFP Update

- Received the RFP and put out a press release. Sent to several entities. Will reduce the team to two employees. The new company will start next month and will keep the DIB's team in place. DIB has not received



a plan from the City regarding the cleaning downtown.

- c. Discussion- Palafox Street Closure Guideline for Events
 - Proposal for Saturday's: require full board vote to safe guard the downtown.
 - Schedule a meeting with the business owners regarding events on Palafox on Saturday's.
- d. 1st QTR E.D. Bonus
 - Motioned, seconded, unanimously approved.

V. On-Hold

VIII. Public Comment

IX. Adjourned at 10:02 a.m.

Next meeting – Feb 22, 2022

(*) = approval item