



Downtown Improvement Board

Regular Monthly Meeting

Tuesday November 8th, 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 November 8th, 2022
 - c. *Approval of the minutes from the regular meeting of the DIB on October 25th, 2022
 - d. *Approval of the October Financials
- III. On-Going Business
 - a. PPD Report
 - b. Spotless Report- No Report (Will report October and November on December 13th meeting)
 - c. Marketing Report- No Report (Will report October and November on December 13th meeting)
 - d. Palafox Market- Update on Holiday Market
 - e. Executive Director Report
- IV. New Business
 - a. City of Pensacola & DIB Discussion- Mayor-Elect Reeves
 - b. Florida Power and Light Palafox Resurfacing Discussion- Eddie Dixon
 - c. Puppy Pit Stop Maintenance Update
- V. Old Business
 - a. Executive Director Annual Review Revisit- Claire Campbell
- VIII. Public Comment
- IX. Adjournment

Next meeting – December 13th, 2022

(*) = approval item



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

Attendance

Nathan Holler, Jean Pierre N'Diore, Claire Campbell, Gregg Harding, *Ex Officio*, Walker Wilson, Executive Director, and Emily Kopas, Chief Operating Officer.

I. Call to Order

- a. Jean Pierre N'Diore, called the meeting to order at 7:37 a.m.

II. Recurring Agenda

- a. Mr. Wilson confirmed the meeting was properly noticed
- b. The proposed meeting agenda was motioned by Claire Campbell and seconded by Nathan Holler. Claire Campbell requests that we revisit Walker's review next meeting and add it to the agenda. Ms. Campbell noted that herself and another board member were not present.
- c. The minutes of the regular meeting of the DIB held on September 30th, 2022 were motioned by Claire Campbell, seconded by Nathan Holler, and unanimously approved.
- d. DIB September Financials were motioned by Claire Campbell, seconded by Nathan Holler, and unanimously approved.
 - Palafox Market ended the fiscal year with \$180,000 in revenue.
 - Ring cameras were put up in the trash compactor area.
 - The audit process has been started, will need the to be approved by the board and sent to the City the second week of December.

III. On-Going Business

- a. PPD Report
- b. Spotless Report
 - Mulch and weed barrier are planned for the puppy park.
 - Spotless team has watered the plants around the parking garage.
- c. Marketing Report
 - Dixon School is interested in repainting the Jefferson Alleyway. Grants may be available to assist with the cost of funding it.
 - All I Want Campaign coasters, posters, and other marketing materials were completed. Daily prizes will be given out starting November 10th.
 - The Gulf Coast Arts Festival will be geofenced to survey attendees.
- d. Palafox Market
 - The Halloween Market will take place this Saturday.
 - Secured enough vendors for the Holiday Market so preparations have begun in anticipation for that event.
 - Mulch was completed in the park last month.
 - Foo-Foo Fest has been at the market once a month to promote the event downtown.



e. Executive Director Report- FCLF, Foo Foo, All I Want Campaign

- Christmas lights will be turned on November 9th in conjunction with the Holiday Haul to encouraging people to come downtown. Daily prizes will start November 10th.
- Mr. Wilson met with the City about bathroom locations and designs for the Palafox Market area.
- Welcome to Gregg Harding, City of Pensacola Primary Staff to Architectural Review Board, to the DIB as an ex-officio.
- Belmont/Devillers lights and garland were approved by the County and the TDC.

IV. New Business

a. Jefferson Street Parking Garage Discussion- Lissa Dees

- Mr. Holler identifies that employees do not feel safe, the parking garage is trashed on Saturday and Sunday, and there are parking issues in the Jefferson street parking garage. Spotless is willing to enter into a contract with the City and clean the garage on Saturday and Sunday. Ms. Dees mentions that there are cameras up throughout the garage and PPD is very quick to respond to incidents. Ms. Dees also identified that users generally receive tickets because they don't take the time to properly use the system. Additionally, if there is an error with the system and the user calls, parking will most likely refund the user.
- Parking is trying to put money into a reserve fund to assist with repairs in the garage. Parking does not have enough revenue to work on projects at the moment. City Council decides parking rates.
- Free-standing sign has been designed and approved for the garage. Parking is working on a text to pay option as well so people do not have to download the app or if the kiosk isn't working.

b. Presentation on Active Transportation Plan- Caitlin Cerame

- Online survey feedback is important and will help the team to identify current issues in Pensacola.
- Team plans to Identify investments that improve walking, biking, and other human-powered transportation.
- Plan will be finalized in June of 2023.
- Data analysis, public engagement, design guidance, capital improvement plan with a steering committee to guide are among the mechanisms to recognize ten projects that will be presented to council and the mayor.
- Strategies acknowledged for different streets with a variety of purposes. Conflict points and lighting were also noted.
- Stakeholder meetings, workshops, and other public engagement are planned as well.

c. Puppy Pit Stop Maintenance Update

d. True Omni Digital Kiosk Presentation

- Software connects with a variety of data sets and pushes a specific experience to users. Omni aims to drive awareness and engagement about the brand since marketing continues to become more digital. The goal is focused on providing a 24/7 digital experience with accurate events and experiences available. The kiosk learns about the customer and identifies ways to encourage the user to revisit Pensacola in the future.
- Visitor experience, omnichannel marketing, and brand and destination management are goals associated with the kiosk. DIB is interested in the outdoor kiosk. Visit Pensacola has purchased 3 kiosks. Current lead time for hard ware and software is 90



days. DIB will need to look at a license to use with the City Planning Board. Kiosks can capture people count with its cameras. \$10,000-\$15,000 for the hardware and an additional \$10,000 for the set up software. 3 year agreement, after 3 years its a \$1500 for warranty on the hardware each year for up to 7 years. The kiosks have an approximately 10 year lifespan. Outdoor units are powered with an outlet or hardwired.

- Omni creates a 6 step process: budget, design, software, hardware, platform, and support. No parking payment has been available on the kiosks in other cities. Trolley tracker available for the platform. Advertising opportunities include pop up ads, billboards, banner ads, category headers, listing buttons can be monetized. Kiosks will be further discussed at the next DIB meeting.

e. Next meeting TBD

V. On-Hold

VIII. Public Comment

IX. Adjournment at 9:38 a.m.

Next meeting November 8th, 2022

(*) = approval item

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

October 2022

	Oct 22	Budget	\$ Over Budget	Oct 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
1301 · Co-Op Participation	4,982.02	5,104.89	-122.87	4,982.02	5,104.89	-122.87	61,258.60
4010 · Ad Valorem Revenue	55,470.84	55,470.84	0.00	55,470.84	55,470.84	0.00	665,650.00
4015 · CRA Interlocal Income	0.00	0.00	0.00	0.00	0.00	0.00	404,623.00
4020 · Website Membership and Map	0.00	41.66	-41.66	0.00	41.66	-41.66	500.00
Program Revenue	12,830.00	13,333.34	-503.34	12,830.00	13,333.34	-503.34	160,000.00
4085 · LTU - Sidewalk Pressure Washing	0.00	0.00	0.00	0.00	0.00	0.00	6,500.00
4900 · Sales Tax Collected - Rent	-839.35	-904.16	64.81	-839.35	-904.16	64.81	-10,850.00
Total Income	72,443.51	73,046.57	-603.06	72,443.51	73,046.57	-603.06	1,287,681.60
Gross Profit	72,443.51	73,046.57	-603.06	72,443.51	73,046.57	-603.06	1,287,681.60
Expense							
3001 · Compactor - Waste Services	0.00	4,970.32	-4,970.32	0.00	4,970.32	-4,970.32	59,643.74
3002 · Compactor Lease	0.00	0.00	0.00	0.00	0.00	0.00	10.00
3004 · Compactor - Security Fees	544.74	85.10	459.64	544.74	85.10	459.64	1,021.10
3007 · Compactor - Electric	45.01	48.64	-3.63	45.01	48.64	-3.63	583.76
5000 · CRA Interlocal Payment	0.00	0.00	0.00	0.00	0.00	0.00	504,623.00
5001 · Salaries, Benefits & Taxes	5,712.14	5,807.47	-95.33	5,712.14	5,807.47	-95.33	75,497.00
5006 · Board Meetings	0.00	20.84	-20.84	0.00	20.84	-20.84	250.00
5007 · Annual Meeting	0.00	0.00	0.00	0.00	0.00	0.00	250.00
5009 · Bank Charges	0.00	41.66	-41.66	0.00	41.66	-41.66	500.00
5004 · Insurance Expense-Other	30.33	0.00	30.33	30.33	0.00	30.33	0.00
5005 · Workers Comp Insurance	41.42	42.59	-1.17	41.42	42.59	-1.17	511.00
5030 · Insurance- General Liability	951.33	643.34	307.99	951.33	643.34	307.99	7,720.00
5011 · Interest Expense	0.00	16.66	-16.66	0.00	16.66	-16.66	200.00
5012 · Office Rent	1,614.77	1,313.16	301.61	1,614.77	1,313.16	301.61	15,758.00
5013 · Office Supplies	226.08	83.34	142.74	226.08	83.34	142.74	1,000.00
5014 · Office Equipment/Software	164.42	333.34	-168.92	164.42	333.34	-168.92	4,000.00
5015 · Postage	0.00	16.66	-16.66	0.00	16.66	-16.66	200.00
5016 · Telecommunications	412.18	666.66	-254.48	412.18	666.66	-254.48	8,000.00
5017 · Website Support	0.00	407.59	-407.59	0.00	407.59	-407.59	4,891.00
5018 · Website Hosting	0.00	208.34	-208.34	0.00	208.34	-208.34	2,500.00
5019 · Computer Support/Email Leasing	727.13	208.34	518.79	727.13	208.34	518.79	2,500.00
5020 · Dues, Subscriptions, Publicatio	1,030.00	250.00	780.00	1,030.00	250.00	780.00	3,000.00
5021 · Travel Entertainment & Educ.	0.00	250.00	-250.00	0.00	250.00	-250.00	3,000.00
5023 · Marketing Consultants	5,075.00	4,583.34	491.66	5,075.00	4,583.34	491.66	55,000.00
5024 · Bookkeeping	0.00	1,000.00	-1,000.00	0.00	1,000.00	-1,000.00	12,000.00
5025 · Audit	0.00	5,875.00	-5,875.00	0.00	5,875.00	-5,875.00	11,750.00
5026 · Legal Counsel	0.00	666.66	-666.66	0.00	666.66	-666.66	8,000.00
5027 · Economic Development	500.00	6,250.00	-5,750.00	500.00	6,250.00	-5,750.00	75,000.00
5028 · Arts and Culture	0.00	385.25	-385.25	0.00	385.25	-385.25	4,623.00
5029 · Donation to Friends of Downtown	0.00	0.00	0.00	0.00	0.00	0.00	75,000.00
5227 · PPD Security	0.00	5,000.00	-5,000.00	0.00	5,000.00	-5,000.00	60,000.00
6000 · Palafox Market	8,467.88	21,974.34	-13,506.46	8,467.88	21,974.34	-13,506.46	149,150.00
7000 · Ambassador Program	10,993.42	11,250.00	-256.58	10,993.42	11,250.00	-256.58	135,000.00
5041 · Pressure Washing	0.00	0.00	0.00	0.00	0.00	0.00	6,500.00
Total Expense	36,535.85	72,398.64	-35,862.79	36,535.85	72,398.64	-35,862.79	1,287,681.60
Net Ordinary Income	35,907.66	647.93	35,259.73	35,907.66	647.93	35,259.73	0.00
Other Income/Expense							
Other Income							
4980 · Sales Tax Collection Allowance	30.00	0.00	30.00	30.00	0.00	30.00	0.00
4960 · Interest Income	122.70			122.70			
Total Other Income	152.70	0.00	152.70	152.70	0.00	152.70	0.00
Other Expense							
5901 · Fraudulent Charges	-343.98			-343.98			
Total Other Expense	-343.98	0.00	-343.98	-343.98	0.00	-343.98	0.00

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

Accrual Basis

October 2022

	Oct 22	Budget	\$ Over Budget	Oct 22	YTD Budget	\$ Over Budget	Annual Budget
Net Other Income	496.68	0.00	496.68	496.68	0.00	496.68	0.00
Net Income	36,404.34	647.93	35,756.41	36,404.34	647.93	35,756.41	0.00

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Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

October 2022

	Oct 22	Budget	\$ Over Budget	Oct 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Program Revenue							
4030 · Palafox Market Vendor Payments	12,830.00	13,333.34	-503.34	12,830.00	13,333.34	-503.34	160,000.00
Total Program Revenue	12,830.00	13,333.34	-503.34	12,830.00	13,333.34	-503.34	160,000.00
Total Income	12,830.00	13,333.34	-503.34	12,830.00	13,333.34	-503.34	160,000.00
Gross Profit	12,830.00	13,333.34	-503.34	12,830.00	13,333.34	-503.34	160,000.00
Expense							
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	2,665.38	4,298.00	-1,632.62	2,665.38	4,298.00	-1,632.62	55,874.00
6003 · Permits / Street Closure	0.00	0.00	0.00	0.00	0.00	0.00	1,200.00
6004 · Portable Toilet Rental	850.00	1,083.34	-233.34	850.00	1,083.34	-233.34	13,000.00
6005 · Market Anniversary Celebration	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00
6006 · Farm Visit- Mileage Reimburseme	0.00	41.66	-41.66	0.00	41.66	-41.66	500.00
6007 · Marketing	562.50	833.34	-270.84	562.50	833.34	-270.84	10,000.00
6011 · Market App Program Fee	0.00	125.00	-125.00	0.00	125.00	-125.00	1,500.00
6012 · Market Security	1,000.00	850.00	150.00	1,000.00	850.00	150.00	10,200.00
6015 · Bathroom Construction	3,390.00	13,560.00	-10,170.00	3,390.00	13,560.00	-10,170.00	40,680.00
Total 6000 · Palafox Market	8,467.88	20,791.34	-12,323.46	8,467.88	20,791.34	-12,323.46	134,954.00
Total Expense	8,467.88	20,791.34	-12,323.46	8,467.88	20,791.34	-12,323.46	134,954.00
Net Ordinary Income	4,362.12	-7,458.00	11,820.12	4,362.12	-7,458.00	11,820.12	25,046.00
Net Income	4,362.12	-7,458.00	11,820.12	4,362.12	-7,458.00	11,820.12	25,046.00

DOWNTOWN IMPROVEMENT BOARD

Balance Sheet - For Management Use Only

As of October 31, 2022

	Oct 31, 22
ASSETS	
Current Assets	
Checking/Savings	
101 · Cash - Synovus- 0237 Operating	
101.1 · BP Funds for Beautification	68,146.07
101.2 · LEAP Funds for Sign Maintenance	5,000.00
101 · Cash - Synovus- 0237 Operating - Other	7,176.25
Total 101 · Cash - Synovus- 0237 Operating	80,322.32
103 · Synovus - Money Market	250,292.05
Total Checking/Savings	330,614.37
Other Current Assets	
161 · Prepaid Expenses	572.00
140.9 · Due from Downtown Pens Alliance	0.25
140.5 · Due from Friends of Downtown	1,141.30
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	10,889.92
Total Other Current Assets	13,603.47
Total Current Assets	344,217.84
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	-139,306.58
Total Fixed Assets	118,050.21
TOTAL ASSETS	462,268.05
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
450 · Accounts Payable	493.00
Total Accounts Payable	493.00
Other Current Liabilities	
481 · Sales Tax Payable	754.63
453 · 403(b) Employer Contribution	643.86
471 · Payroll Liabilities	1,774.09
4849 · Deferred Revenue Sign Maint	5,000.00
490 · Deferred Revenue-Prop Taxes	-55,470.84
Total Other Current Liabilities	-47,298.26
Total Current Liabilities	-46,805.26
Total Liabilities	-46,805.26
Equity	
32000 · Unrestricted Net Assets	490,542.99
587 · Fund Balance	
302-001 · Audit Reclass	187,142.98
587 · Fund Balance - Other	-205,017.00
Total 587 · Fund Balance	-17,874.02
Net Income	36,404.34
Total Equity	509,073.31
TOTAL LIABILITIES & EQUITY	462,268.05