



Downtown Improvement Board
Regular Monthly Meeting
Tuesday Jan 24th, 2023, 7:30
AGENDA

Attendance

Michael Carro, Chairman, Patti Sonnen, Jean Pierre N'Dione, Gregg Harding, Mike Kholer, Jennifer Brahier, Walker Wilson, Executive Director, and Cailin Feagles, Director of Operations and Events.

I. Call to Order

- a. Michael Carro, Chairman, called the meeting to order at 7:31 a.m.

II. Recurring Agenda

- a. Mr. Wilson confirmed the meeting was properly noticed.
- b. The proposed meeting agenda was motioned by Patti Sonnen, seconded by Jean Pierre N'Dione and unanimously approved.
- c. The minutes of the regular meeting held on December 13th, 2022 were motioned, seconded, and unanimously approved.
- d. DIB December Financials were motioned, seconded, and unanimously approved.
 - Waste Co-Op checks caught up
 - Palafox Market under budget for December, over budget for the year
 - The annual check swap with the CRA occurred
 - Marketing update (All I want Campaign)

III. On-Going Business

a. PPD Report

- PPD officers are working towards certifications in crime prevention.
- Walker Wilson thanks the CRA and the city council for two additional officers. These two officers will not be added until two additional spots have already been filled.
- No Open Container signs will be going up Downtown as PPD continues to educate the public on city ordinances
- Smoking ordinance goes into effect, no smoking within parks

b. Spotless Report

- • Post-event cleanup continues to be a problem. Cleanup needs to be done quickly and efficiently. Chair Carro presents the idea of an approved vendor list for event cleanup

c. Marketing Report

- December was very successful overall being on the tail end of Bubble Alley, All I Want Campaign, and First City Lights Festival
- Downtown Pensacola has 90k followers on Facebook and 40K on Instagram
- All I want Campaign- over \$150,000 spent in downtown stores according to turned in receipts
- Great Feedback on Bubble Alley from downtown merchants who were blown away by the new customers that they received with Foo Foo Fest
- New website updates are in the works. Caron is working on a consolidated calendar



full of Pensacola events.

- Trash can signs plan to be updated in the next couple of months

d. Palafox Market

- Holiday Market was such a success
- Mardi Gras Market will be held on February 11th
- There will not be a market on February 18th

IV. New Business

a. *Palafox Market Expansion

- Motioned by Patti Sonnen, seconded by Jean Pierre N'Dione and unanimously approved.
- Discussion- Walker Wilson discusses goal of expansion; add new vendors from Palafox Market waiting list, activation of this park will make it possible to take the additional revenue and put it back into the park.
- Walker Wilson met with city electrician to discuss lighting options for fountain in Ferdinand Plaza

b. Palafox Market Bathroom Update- Amy Tootle, Director of Public Works

- Palafox Market restroom plans at 30%. Amy Tootle has requested that all comments regarding plans are received by January 30th. 60% plans are expected to be around mid-March.

c. *Website Update- Caron

- Motion to send out RFP, second and unanimously approved

d. *Public Art Options- Tree Wrapping Project & Mirror Mirror

- Walker Wilson presented a potential project for FooFoo fest 2023
- No motion
- Walker Wilson to meet with the city regarding tree wrapping project and present the board with the cost breakdown.

e. *Funding for PPD Training course- \$2,100.00

- Motioned by Jean Pierre N'Dione, seconded by Patti Sonnen and unanimously approved.

f. *DIB Employee Handbook Update

- Motioned by Patti Sonnen, seconded by Jean Pierre N'Dione and unanimously approved.

g. *Executive Director 1st QTR Bonus

- Motioned, seconded, and unanimously approved.

V. Old Business

a. Revisited discussion of the Pelican Drop on Palafox.

- Walker Wilson met with PPD to discuss safety

VIII. Public Comment

IX. Adjournment

- The meeting was adjourned at 9:35 a.m

Next meeting – Feb 28th, 2023