



Minutes of the Downtown Improvement Board Regular Monthly Meeting

Tuesday, August 23rd, 2022 7:30 a.m.

Attendance

Michael Carro, Chariman, Jean Pierre N'Dione, Claire Campbell, Patti Sonnen, Nathan Holler, Casey Jones, Ex-Officio, Walker Wilson, Executive Director, and Emily Kopas, Chief Operating Officer.

I. Call to Order

- a. Michael Carro called the meeting to order at 7:32 a.m.

II. Recurring Agenda

- a. Mr. Wilson confirmed that 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 of the DIB held on August 2nd, 2022 were motioned by Patti Sonnen, seconded by Jean Pierre N'Dione, and unanimously approved.
- d. DIB July financials were motioned by Patti Sonnen, seconded by Claire Campbell, and unanimously approved.
 - Permanent restroom payment came out in August.
 - Revenue \$156,000, \$19,000 estimated over what we budgeted.
 - Compactor 6-month and 3-month payment plan. Republic incorrectly invoiced us after the first contract. John is giving us credits each month to accommodate this issue.
 - Marketing was under budget again.
 - Economic Development was under budget. Funds can be used for a project.

III. On-Going Business

a. PPD Report

- PPD was absent this morning.

b. Spotless Report

- Pressure washer is here.
- Jefferson Street parking lot has not been cleaned properly most Friday and Saturday nights. Spotless crew had to clean up when the Downtown Business owners had no one else to go to. Lori with Spotless stepped up and took care of the issue even though this property is the responsibility of the City.
- Second month in a row where Gallery Night has not cleaned up



properly. Spotless had to clean up what Gallery Night did not take care of for the months of July and August.

c. Marketing Report

- There will be a marketing meeting with the board to discuss vision and marketing plan on 9/14. Also website rfp to be created.

d. Palafox Market

- Palafox Market will be working with Foo Foo Fest to bring the Foo Foo experience to the market.
- Social media has really helped the market. The Palafox Market Instagram is now up to 2,000 followers. One long-time vendor, Dorothy Burton mentioned she had her best sales on August 6th. We have a lot more features on various tourism websites. Vendors also have the ability to promote their product and get more visibility.
- New vendors on the horizon for fall.

e. Executive Director Report

- Mayor suggested for DIB to request the state to drop the charges if Michael Kimbrel would acknowledge that we are building restrooms and make an apology to the Palafox Market vendors.
- Inappropriate signage was posted after Gallery Night on downtown businesses.
- Walker will be providing a white paper to the bring to next board meeting.
- Councilwoman Brahier discussed our funding and how we report to the city in an uniformed way on a radio show. Michael worked on a letter sent to the city council to discuss the communication between the DIB and Council.

IV. New Business

a. Palafox Market Holiday Markets- Barbara Fletcher

- a. 11/30, 12/7, 12/14, 12/21
- b. 40-80 vendors exist from Palafox Market
- c. 40 vendors must sign up by September 15th.
- d. No-on site pre-prepared food.
- e. Motioned by Patti Sonnen, seconded by Jean Pierre N'Dione, unanimously approved.

b. 2022-2023 Budget

- a. Michael recommends sending a financial statement to the CRA.
- b. Motioned by Jean Pierre N'Dione, seconded by Nathan Holler, unanimously approved.

c. Ken Griffin Quote- Nathan Holler



- a. Michael Carro recommends DIB pays for the annual maintenance of the Jefferson Street flower beds and the City to pay for the infrastructure and half annual fees for the mulch. Motioned by Nathan Holler and seconded by Patti Sonnen in regards to the terms outlined by Michael Carro.
- d. Website Re-design- Caron
 - a. Re-scheduled for next month.
- e. Soofa Signs- Digital Kiosks
 - a. Solar panels power the device, there is also a backup battery.
 - b. DIB pays annual fee for servicing. Soofa will coordinate the content management. Many digital display options.
 - c. Competitor Ike seems to be a better option.
- f. Friends of Downtown Donation- \$75,000
 - a. Motioned by Jean Pierre N'Dione, seconded by Nathan Holler, unanimously approved.
- g. NYE Firework donation- \$5,500
 - a. Motion to approve \$5,500 contingent on marketing plan approved by the DIB or \$6,500 matched by Fiesta for DIB to market it. Motioned by Patti Sonnen and seconded by Claire Campbell.
- h. Christmas Lights & Holiday Haul Kickoff- November 9th
- i. All I Want Campaign- \$8,000
 - a. Cable, receipt stuffers, etc.
 - b. Video to capture essence of downtown. Look into partnership with Visit Pensacola.
 - c. Motioned by Jean Pierre N'Dione, seconded by Nathan Holler and unanimously approved.
 - d. Budgeted from economic development.
- j. Post Office Flag Poles
 - a. Parks and Rec take care of the flag poles and flags in front of the Post Office. Nathan Holler will follow up on this project.

V. On-Hold

VIII. Public Comment

IX. Adjourned at 11:00 a.m.

Next meeting – September 27th, 2022

(*) = approval item