



**Downtown Improvement Board  
Regular Monthly Meeting**

Tuesday June 27<sup>th</sup>, 2023, 7:30

**AGENDA**

Attendance: Michael Carro, Chairman, Jean Pierre N'Dione, Chris McKean, Nathan Holler, Gregg Harding, Jennifer Brahier, Walker Wilson, Executive Director, Cailin Feagles, Director of Operations and Events

**I. Call to Order**

- a. Michael Carro, Chairman, called the meeting to order at 7:30 AM

**II. Recurring Agenda**

- a. Mr. Wilson confirmed the meeting was properly noticed.
- b. The proposed meeting agenda was motioned by Chris McKean and seconded by Jean Pierre N'Dione and unanimously approved.
- c. The minutes of the regular meeting held on May 23rd, 2023, were motioned, seconded, and unanimously approved.
- d. The May financials were motioned, seconded, and unanimously approved.
  - Waste Co-Op over in expenses and income. The contract with Republic has been revisited and there is consideration to purchase a compactor.
  - Palafox Market vendor participation is over budget for month after first month of expansion.

**III. On-Going Business**

- a. PPD Report
  - The third officer with the CRA starts this week.
  - PPD is still working on a cost breakdown for the additional security cameras downtown.
- b. Spotless Report
  - Pressure washing is still in progress.
  - Spotless has a new reporting system that will enable them to pull their reports monthly.
  - City Trash Cans need to be cleaned or replaced. In the meantime, the lids that are in the parking garage will be placed back on the trash cans.
- c. Marketing Report
  - There have been many Palafox Market projects including Palafox Market Anniversary and Palafox Market South opening day.
  - We have onboarded with Visit Florida and Visit Pensacola.
  - Social Media promotion for downtown events.
  - FooFoo Fest "Magic Carpet" Project was announced.
  - Ideaworks and DIB working on marketing budget for the new year.
- d. Palafox Market
  - Palafox Market South has had a successful first month but looking for more ways to encourage customers to reach both markets.
  - Ideaworks has assisted in making rack cards and sidewalk decals to promote Palafox



Market South.

- There needs to be more awareness brought to safety measures for customers crossing the streets in Palafox Market North using cones and A-frame signage.

#### IV. New Business

- a. \*Website- Update
  - There is a motion to approve updating the current site and additional capabilities up to \$28,000. Motion is seconded, the motion passed 3-1
- b. \*CRA Future Workplan- Walker Wilson
  - Motioned, seconded, and unanimously approved.
- c. \*Interlocal Agreement CRA & DIB Amendment
  - Motioned, seconded, and unanimously approved.
- d. \*Tree Wrapping for 4<sup>th</sup> of July
  - There is a motion to approve up to \$2,500 to wrap trees from Main Street to Wright Street. Motion is seconded and unanimously approved.
- e. \*Trolley for Palafox Market
  - Trolley to run from Palafox Market North to Palafox Market South to run through to Labor Day.
  - Motioned, seconded, and unanimously approved.
- f. \*Adding employee to Spotless Logistics Contract- \$58,195.20/year
  - Motioned, seconded, and unanimously approved.
- g. Discussion on 2023-2024 Budget
  - There is an increase in the marketing budget attributed to grant research/writing, Beach TV, Visitor Enews, Visit Pensacola & Visit Florida, and an increased presence on Facebook, Instagram, & Twitter.
- h. Discussion on Waste Co-op & Grease disposal- Nathan Holler
  - Waste Co-Op would add fee to co-op for participants in need of grease disposal. The fee could be used for increased pressure washing for Jefferson Street Parking Garage.
- i. Meeting with Mayor Sherry Sullivan of Fairhope, AL- Nathan Holler
  - Potential trash can design from Fairhope. Trash cans are made of durable material with planters. Discuss at July meeting.
- j. \*Executive Director- 2<sup>nd</sup> & 3<sup>rd</sup> Quarter Bonus
  - Motioned, seconded, and unanimously approved.

#### V. Old Business

#### VIII. Public Comment

#### IX. Adjournment

- Meeting was adjourned at 10:18 AM

**Next meeting – July 25<sup>th</sup>, 2023**

**(\*) = approval item**