



**Downtown Improvement Board
Regular Monthly Meeting
Tuesday November 2, 2021 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 2, 2021
 - c. *Approval of the minutes from the regular meeting of the DIB on September 28, 2021
 - d. *Approval of the September Financials

- III. On-Going Business
 - a. StreetPlus August Report
 - b. Marketing Report
 - c. Palafox Market
 - d. PPD Report- Decibel Meter for vehicle noise

- IV. New Business
 - a. Audit 2020/21
 - b. Bike Racks at Palafox Market Update
 - c. Cleaning Service RFP Update
 - d. *All I Want Campaign- \$5,000 budget
 - e. *Executive Director 4th QTR Bonus

- V. On-Hold

- VIII. Public Comment

- IX. Adjournment

**Next meeting – November 23rd, 2021
(*) = approval item**



Minutes of the Downtown Improvement Board
Regular Monthly Meeting
Tuesday, September 28, 2021 3:00 p.m.

Attendance

Michael Carro, Chairman, Kevin Lehman, Jean Pierre N'Dione, Patti Sonnen, Claire Campbell, Walker Wilson, Executive Director, and Emily Kopas, Chief Operating Officer.

I. Call to Order

- a. Chairman Carro called the meeting to order at 3:00 p.m.
- b. Welcome new Board Member Claire Campbell

II. Recurring Agenda

- a. Mr. Wilson confirmed that the meeting was properly noticed.
- b. The proposed meeting agenda was motion, seconded, and unanimously approved.
- c. The minutes of the regular meeting of the DIB held on August 10, 2021 were motion seconded and unanimously approved.
- d. DIB August financials were motion, seconded, and unanimously approved.

III. On-Going Business

- a. Public Art Commission Update was presented by Holly Benson to inform the Board of the Art Walk and its impact on the Downtown Area. Rob Overton and Emily also contributed information and ideas on the matter. The Board was in support of the Art Walk.
- b. StreetPlus August Report
- c. Marketing Report
 - Caron from Ideaworks noted that the social media is getting a lot of good feedback especially in reference to the market.
- d. Palafox Market
 - Palafox Market is continuing to face issues with protestors on the corners.

IV. New Business

- a. Palafox Market Vendor Fees
 - Palafox Market Vendor Fees increase ranged from \$5 to \$15 dollars in order to fund new projects including the provision of an on-duty police



officer, water fountains, bathrooms, bike racks, signage, and etc. Vendors who attended the meeting shared their thoughts about fees and spoke of different items that could be improved including the market map.

- Motion to improve increase and seconded, board approved increase unanimously.
- b. Election of DIB Treasurer, and discussion of Finance Committee member.
 - Jean Pierre N'Dione was nominated and board elected him as the DIB Treasurer.
- c. Cyber Security Insurance
 - The Board unanimously agreed that the cyber security insurance costs were not necessary.
- d. Executive Director Annual Review
 - Executive Director had annual review and board approved a 5% raise on base salary.

V. On-Hold

VIII. Public Comment

- Palafox Market Vendors agreed that the rate increase was acceptable.

IX. Adjournment

- The meeting was adjourned at 4:32 p.m.

Next meeting – November 2nd, 2021

(*) = approval item



Finance Committee Meeting

October 19, 2021

4:30pm

AGENDA

In Attendance- Jean Pierre N'Dione, Malcolm Ballinger, John Hodgdon, and Walker Wilson

- 1) Call to Order-4:35
 - a) Meeting was properly noticed
 - b) Approval of October 19,2021 Agenda
 - Motion and 2nd; passed unanimously
- 2) New Business
 - a) September DIB financials
 - Motion and 2nd; passed unanimously
 - b) 2020-2021 Audit
 - Executive Director updated committee that Warren Averett had been contacted and was getting the audit process started.
- 3) On-Going Business
 - a) John Hodgdon questioned if we had gotten a second opinion about utilizing DIBs cash to invest instead of allowing it to sit idle.
- 4) Public Comment
- 5) Adjournment-4:51
- 6) On Hold

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

September 2021

| | Sep 21 | Budget | \$ Over Budget | Oct '20 - Sep 21 | YTD Budget | \$ Over Budget | Annual Budget |
|--|------------------|------------------|-----------------|---------------------|---------------------|------------------|---------------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 1301 · Co-Op Participation | 6,347.30 | 4,800.84 | 1,546.46 | 55,435.07 | 57,610.00 | -2,174.93 | 57,610.00 |
| 1302 · Compactor Construction Re-Paymt | 2,088.00 | 500.00 | 1,588.00 | 17,535.00 | 6,000.00 | 11,535.00 | 6,000.00 |
| 4000 · Misc Income | 0.00 | 0.00 | 0.00 | 1,060.82 | 0.00 | 1,060.82 | 0.00 |
| 4010 · Ad Valorem Revenue | 49,219.00 | 49,219.09 | -0.09 | 597,998.35 | 590,629.00 | 7,369.35 | 590,629.00 |
| 4015 · CRA Interlocal Income | 0.00 | 0.00 | 0.00 | 326,478.72 | 326,479.00 | -0.28 | 326,479.00 |
| 4020 · Website Membership and Map | 0.00 | 50.00 | -50.00 | 720.00 | 600.00 | 120.00 | 600.00 |
| Program Revenue | | | | | | | |
| 4030 · Palafox Market Vendor Payments | 9,645.00 | 6,725.00 | 2,920.00 | 87,584.99 | 80,700.00 | 6,884.99 | 80,700.00 |
| Total Program Revenue | 9,645.00 | 6,725.00 | 2,920.00 | 87,584.99 | 80,700.00 | 6,884.99 | 80,700.00 |
| 4040 · DPMD Cleaning Reimbursement | 5,275.38 | 6,641.34 | -1,365.96 | 59,287.31 | 79,696.00 | -20,408.69 | 79,696.00 |
| 4085 · LTU - Sidewalk Pressure Washing | 6,475.00 | 541.66 | 5,933.34 | 6,475.00 | 6,500.00 | -25.00 | 6,500.00 |
| 4900 · Sales Tax Collected | -630.98 | 0.00 | -630.98 | -5,728.56 | 0.00 | -5,728.56 | 0.00 |
| Total Income | 78,418.70 | 68,477.93 | 9,940.77 | 1,146,846.70 | 1,148,214.00 | -1,367.30 | 1,148,214.00 |
| Gross Profit | 78,418.70 | 68,477.93 | 9,940.77 | 1,146,846.70 | 1,148,214.00 | -1,367.30 | 1,148,214.00 |
| Expense | | | | | | | |
| 3001 · Compactor - Waste Services | 6,820.48 | 4,441.59 | 2,378.89 | 53,024.96 | 53,299.00 | -274.04 | 53,299.00 |
| 3002 · City Compactor Build Repayment | 0.00 | 500.00 | -500.00 | 6,000.00 | 6,000.00 | 0.00 | 6,000.00 |
| 3004 · Compactor - Security Fees | 87.84 | 291.66 | -203.82 | 2,395.67 | 3,500.00 | -1,104.33 | 3,500.00 |
| 3005 · Compactor - Repair | 0.00 | | | 1,012.00 | | | |
| 3007 · Compactor - Electric | 51.57 | 67.59 | -16.02 | 631.33 | 811.00 | -179.67 | 811.00 |
| 5227 · PPD Security | 0.00 | 5,000.00 | -5,000.00 | 45,000.00 | 60,000.00 | -15,000.00 | 60,000.00 |
| 5005 · Workers Comp Insurance | 0.00 | 166.66 | -166.66 | 0.00 | 2,000.00 | -2,000.00 | 2,000.00 |
| 5000 · CRA Interlocal Payment | 0.00 | 0.00 | 0.00 | 426,478.72 | 426,479.00 | -0.28 | 426,479.00 |
| 5001 · Salaries, Benefits & Taxes | | | | | | | |
| 5003.5 · 403(b) Employer Contribution | 485.49 | 0.00 | 485.49 | 6,849.83 | 0.00 | 6,849.83 | 0.00 |
| 5001 · Salaries, Benefits & Taxes - Other | 9,116.59 | 8,519.75 | 596.84 | 104,655.58 | 102,237.00 | 2,418.58 | 102,237.00 |
| Total 5001 · Salaries, Benefits & Taxes | 9,602.08 | 8,519.75 | 1,082.33 | 111,505.41 | 102,237.00 | 9,268.41 | 102,237.00 |
| 5006 · Board Meetings | 0.00 | 541.66 | -541.66 | 521.00 | 6,500.00 | -5,979.00 | 6,500.00 |
| 5007 · Annual Meeting | 0.00 | 83.34 | -83.34 | 0.00 | 1,000.00 | -1,000.00 | 1,000.00 |
| 5009 · Bank Charges | 0.00 | 41.66 | -41.66 | 443.90 | 500.00 | -56.10 | 500.00 |
| 5004 · Insurance Expense-Other | 834.17 | 1,404.16 | -569.99 | 9,890.04 | 16,850.00 | -6,959.96 | 16,850.00 |
| 5011 · Interest Expense | 0.00 | 29.16 | -29.16 | 0.00 | 350.00 | -350.00 | 350.00 |
| 5012 · Office Rent | 0.00 | 1,238.41 | -1,238.41 | 14,852.64 | 14,861.00 | -8.36 | 14,861.00 |
| 5013 · Office Supplies | 72.93 | 125.00 | -52.07 | 727.28 | 1,500.00 | -772.72 | 1,500.00 |
| 5014 · Office Equipment/Software | 50.60 | 449.50 | -398.90 | 3,976.13 | 5,394.00 | -1,417.87 | 5,394.00 |
| 5015 · Postage | 0.00 | 16.66 | -16.66 | 353.36 | 200.00 | 153.36 | 200.00 |
| 5016 · Telecommunications | 450.02 | 871.00 | -420.98 | 7,172.47 | 10,452.00 | -3,279.53 | 10,452.00 |
| 5017 · Website Support | 243.75 | 416.66 | -172.91 | 3,452.25 | 5,000.00 | -1,547.75 | 5,000.00 |
| 5018 · Website Hosting | | | | | | | |
| 5018 · Website Hosting - Other | 19.17 | 333.34 | -314.17 | 767.73 | 4,000.00 | -3,232.27 | 4,000.00 |
| Total 5018 · Website Hosting | 19.17 | 333.34 | -314.17 | 767.73 | 4,000.00 | -3,232.27 | 4,000.00 |
| 5019 · Computer Support/Email Leasing | 169.68 | 208.34 | -38.66 | 2,939.46 | 2,500.00 | 439.46 | 2,500.00 |
| 5020 · Dues, Subscriptions, Publicatio | 9.99 | 208.34 | -198.35 | 1,722.90 | 2,500.00 | -777.10 | 2,500.00 |
| 5021 · Travel Entertainment & Educ. | 0.00 | 99.16 | -99.16 | 292.00 | 1,190.00 | -898.00 | 1,190.00 |
| 5022 · Repair & Maintenance | 1,141.28 | | | 1,151.28 | 0.00 | 1,151.28 | 0.00 |
| 5023 · Marketing Consultants | | | | | | | |
| 5023 · Marketing Consultants - Other | 2,507.95 | 3,500.00 | -992.05 | 48,821.45 | 42,000.00 | 6,821.45 | 42,000.00 |
| Total 5023 · Marketing Consultants | 2,507.95 | 3,500.00 | -992.05 | 48,821.45 | 42,000.00 | 6,821.45 | 42,000.00 |
| 5024 · Bookkeeping | 620.00 | 1,041.66 | -421.66 | 9,965.00 | 12,500.00 | -2,535.00 | 12,500.00 |
| 5025 · Audit | 0.00 | 0.00 | 0.00 | 8,850.00 | 18,000.00 | -9,150.00 | 18,000.00 |
| 5026 · Legal Counsel | | | | | | | |
| 5026 · Legal Counsel - Other | 0.00 | 708.34 | -708.34 | 5,205.60 | 8,500.00 | -3,294.40 | 8,500.00 |
| Total 5026 · Legal Counsel | 0.00 | 708.34 | -708.34 | 5,205.60 | 8,500.00 | -3,294.40 | 8,500.00 |
| 5027 · Economic Development | 0.00 | 2,083.34 | -2,083.34 | 6,520.13 | 25,000.00 | -18,479.87 | 25,000.00 |
| 5029 · Donation to Friends of Downtown | 0.00 | 0.00 | 0.00 | 75,000.00 | 75,000.00 | 0.00 | 75,000.00 |
| 5080 · Florida Unemployment | 0.00 | | | 3,551.93 | | | |
| 6000 · Palafox Market | | | | | | | |
| 6001 · Palafox Market Project Mgmt | 2,596.17 | 3,333.34 | -737.17 | 28,904.17 | 40,000.00 | -11,095.83 | 40,000.00 |

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

September 2021

| | Sep 21 | Budget | \$ Over Budget | Oct '20 - Sep 21 | YTD Budget | \$ Over Budget | Annual Budget |
|--|------------------|------------------|------------------|---------------------|---------------------|-------------------|---------------------|
| 6003 · Permits / Street Closure | 0.00 | 100.00 | -100.00 | 0.00 | 1,200.00 | -1,200.00 | 1,200.00 |
| 6004 · Portable Toilet Rental | 0.00 | 1,645.84 | -1,645.84 | 14,220.00 | 19,750.00 | -5,530.00 | 19,750.00 |
| 6006 · Farm Visit- Mileage Reimburseme | 0.00 | 20.84 | -20.84 | 0.00 | 250.00 | -250.00 | 250.00 |
| 6007 · Marketing | 1,987.55 | 500.00 | 1,487.55 | 13,736.74 | 6,000.00 | 7,736.74 | 6,000.00 |
| 6008 · PMkt Credit Card Fees | 0.00 | 41.66 | -41.66 | 0.00 | 500.00 | -500.00 | 500.00 |
| 6010 · Sales Tax Interest | 0.00 | 416.66 | -416.66 | 0.00 | 5,000.00 | -5,000.00 | 5,000.00 |
| 6011 · Market App Program Fee | 0.00 | 166.66 | -166.66 | 1,033.43 | 2,000.00 | -966.57 | 2,000.00 |
| 6012 · Market Security | 528.00 | 500.00 | 28.00 | 4,875.45 | 6,000.00 | -1,124.55 | 6,000.00 |
| 6013 · Palafox Market Event | 0.00 | | | 211.71 | | | |
| 6000 · Palafox Market - Other | 0.00 | 0.00 | 0.00 | 1,188.00 | 0.00 | 1,188.00 | 0.00 |
| Total 6000 · Palafox Market | 5,111.72 | 6,725.00 | -1,613.28 | 64,169.50 | 80,700.00 | -16,530.50 | 80,700.00 |
| 7000 · Ambassador Program | | | | | | | |
| 7001 · Ambassador Program Labor | 10,321.64 | 13,282.59 | -2,960.95 | 128,896.00 | 159,391.00 | -30,495.00 | 159,391.00 |
| Total 7000 · Ambassador Program | 10,321.64 | 13,282.59 | -2,960.95 | 128,896.00 | 159,391.00 | -30,495.00 | 159,391.00 |
| 5041 · Pressure Washing | 6,475.00 | | | 6,475.00 | 0.00 | 6,475.00 | 0.00 |
| Total Expense | 44,589.87 | 52,394.57 | -7,804.70 | 1,051,765.14 | 1,148,214.00 | -96,448.86 | 1,148,214.00 |
| Net Ordinary Income | 33,828.83 | 16,083.36 | 17,745.47 | 95,081.56 | 0.00 | 95,081.56 | 0.00 |
| Other Income/Expense | | | | | | | |
| Other Income | | | | | | | |
| 4980 · Sales Tax Collection Allowance | 16.10 | 0.00 | 16.10 | 127.90 | 0.00 | 127.90 | 0.00 |
| Total Other Income | 16.10 | 0.00 | 16.10 | 127.90 | 0.00 | 127.90 | 0.00 |
| Net Other Income | 16.10 | 0.00 | 16.10 | 127.90 | 0.00 | 127.90 | 0.00 |
| Net Income | 33,844.93 | 16,083.36 | 17,761.57 | 95,209.46 | 0.00 | 95,209.46 | 0.00 |

DOWNTOWN IMPROVEMENT BOARD
Balance Sheet - For Management Use Only
As of September 30, 2021

| | Sep 30, 21 |
|---|-------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| 101 · Cash - Coastal- 0237 Operating | |
| 101.1 · BP Funds for Beautification | 68,146.07 |
| 101.2 · LEAP Funds for Sign Maintenance | 5,000.00 |
| 101 · Cash - Coastal- 0237 Operating - Other | 269,135.79 |
| Total 101 · Cash - Coastal- 0237 Operating | 342,281.86 |
| Total Checking/Savings | 342,281.86 |
| Other Current Assets | |
| 140.9 · Due from Downtown Pens Alliance | 1,261.25 |
| 140.5 · Due from Friends of Downtown | 1,091.30 |
| 162 · City of P-Clean Up Deposit/Perm | 1,000.00 |
| 164 · Prepaid Insurance | 8,213.96 |
| Total Other Current Assets | 11,566.51 |
| Total Current Assets | 353,848.37 |
| Fixed Assets | |
| Puppy Pit Stop Project | 72,745.00 |
| 240 · Equipment | 168,473.57 |
| 260 · Furniture & Fixtures | 5,288.22 |
| 275 · Website Capitalized | 10,850.00 |
| 300 · Less Accumulated Depreciation | -118,225.58 |
| Total Fixed Assets | 139,131.21 |
| TOTAL ASSETS | 492,979.58 |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | |
| 450 · Accounts Payable | 494.00 |
| Total Accounts Payable | 494.00 |
| Other Current Liabilities | |
| 481 · Sales Tax Payable | 630.98 |
| 453 · 403(b) Employer Contribution | 485.49 |
| 471 · Payroll Liabilities | 1,564.62 |
| 4849 · Deferred Revenue Sign Maint | 5,000.00 |
| Total Other Current Liabilities | 7,681.09 |
| Total Current Liabilities | 8,175.09 |
| Total Liabilities | 8,175.09 |
| Equity | |
| 32000 · Unrestricted Net Assets | 410,241.59 |
| 587 · Fund Balance | |
| 302-001 · Audit Reclass | 39,018.00 |
| 587 · Fund Balance - Other | -115,563.00 |
| Total 587 · Fund Balance | -76,545.00 |
| 589 · Add'l Paid in Capital | 55,898.44 |
| Net Income | 95,209.46 |
| Total Equity | 484,804.49 |
| TOTAL LIABILITIES & EQUITY | 492,979.58 |

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

September 2021

| | Sep 21 | Budget | \$ Over Budget | Oct '20 - Sep 21 | YTD Budget | \$ Over Budget | Annual Budget |
|--|----------|----------|----------------|------------------|------------|----------------|---------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| Program Revenue | | | | | | | |
| 4030 · Palafox Market Vendor Payments | 9,645.00 | 6,725.00 | 2,920.00 | 87,584.99 | 80,700.00 | 6,884.99 | 80,700.00 |
| Total Program Revenue | 9,645.00 | 6,725.00 | 2,920.00 | 87,584.99 | 80,700.00 | 6,884.99 | 80,700.00 |
| Total Income | 9,645.00 | 6,725.00 | 2,920.00 | 87,584.99 | 80,700.00 | 6,884.99 | 80,700.00 |
| Gross Profit | 9,645.00 | 6,725.00 | 2,920.00 | 87,584.99 | 80,700.00 | 6,884.99 | 80,700.00 |
| Expense | | | | | | | |
| 6000 · Palafox Market | | | | | | | |
| 6001 · Palafox Market Project Mgmt | 2,596.17 | 3,333.34 | -737.17 | 28,904.17 | 40,000.00 | -11,095.83 | 40,000.00 |
| 6003 · Permits / Street Closure | 0.00 | 100.00 | -100.00 | 0.00 | 1,200.00 | -1,200.00 | 1,200.00 |
| 6004 · Portable Toilet Rental | 0.00 | 1,645.84 | -1,645.84 | 14,220.00 | 19,750.00 | -5,530.00 | 19,750.00 |
| 6006 · Farm Visit- Mileage Reimburseme | 0.00 | 20.84 | -20.84 | 0.00 | 250.00 | -250.00 | 250.00 |
| 6007 · Marketing | 1,987.55 | 500.00 | 1,487.55 | 13,736.74 | 6,000.00 | 7,736.74 | 6,000.00 |
| 6008 · PMkt Credit Card Fees | 0.00 | 41.66 | -41.66 | 0.00 | 500.00 | -500.00 | 500.00 |
| 6010 · Sales Tax Interest | 0.00 | 416.66 | -416.66 | 0.00 | 5,000.00 | -5,000.00 | 5,000.00 |
| 6011 · Market App Program Fee | 0.00 | 166.66 | -166.66 | 1,033.43 | 2,000.00 | -966.57 | 2,000.00 |
| 6012 · Market Security | 528.00 | 500.00 | 28.00 | 4,875.45 | 6,000.00 | -1,124.55 | 6,000.00 |
| 6013 · Palafox Market Event | 0.00 | | | 211.71 | | | |
| Total 6000 · Palafox Market | 5,111.72 | 6,725.00 | -1,613.28 | 62,981.50 | 80,700.00 | -17,718.50 | 80,700.00 |
| Total Expense | 5,111.72 | 6,725.00 | -1,613.28 | 62,981.50 | 80,700.00 | -17,718.50 | 80,700.00 |
| Net Ordinary Income | 4,533.28 | 0.00 | 4,533.28 | 24,603.49 | 0.00 | 24,603.49 | 0.00 |
| Net Income | 4,533.28 | 0.00 | 4,533.28 | 24,603.49 | 0.00 | 24,603.49 | 0.00 |

DOWNTOWN IMPROVEMENT BOARD

Custom Transaction Detail Report

September 2021

| Type | Date | Memo | Split | Amount | | | | |
|--|------------|------------------|--------------------------------------|----------|-----------|---------|-----------------------|-----------|
| Program Revenue | | | | | | | As of Mar 2021 | |
| 4030 - Palafox Market Vendor Payments | | | | | | | Cummulative | |
| | | | | | Monthly | | | |
| Deposit | 09/15/2021 | Application Fees | 101 · Cash - Coastal- 0237 Operating | 245.00 | App Fees | 385 | \$ | 5,567.50 |
| Deposit | 09/30/2021 | Application Fees | 101 · Cash - Coastal- 0237 Operating | 140.00 | Late Fees | 70 | \$ | 155.00 |
| Deposit | 09/08/2021 | August 2021 | 101 · Cash - Coastal- 0237 Operating | 100.00 | Dec-20 | 0 | \$ | 286.00 |
| Deposit | 09/08/2021 | August 2021 | 101 · Cash - Coastal- 0237 Operating | 304.00 | Jan-21 | 0 | \$ | 843.00 |
| Deposit | 09/15/2021 | August 2021 | 101 · Cash - Coastal- 0237 Operating | 247.20 | Feb-21 | 0 | \$ | 1,516.40 |
| Deposit | 09/30/2021 | August 2021 | 101 · Cash - Coastal- 0237 Operating | 16.67 | Mar-21 | 0 | \$ | 4,460.00 |
| Deposit | 09/30/2021 | August 2021 | 101 · Cash - Coastal- 0237 Operating | 201.15 | Apr-21 | 0 | \$ | 3,989.40 |
| Deposit | 09/15/2021 | December 2021 | 101 · Cash - Coastal- 0237 Operating | 67.20 | May-21 | 0 | \$ | 5,602.20 |
| Deposit | 09/30/2021 | December 2021 | 101 · Cash - Coastal- 0237 Operating | 201.15 | Jun-21 | 57.15 | \$ | 6,941.93 |
| Deposit | 09/30/2021 | December 2021 | 101 · Cash - Coastal- 0237 Operating | 90.00 | Jul-21 | 277.95 | \$ | 9,892.97 |
| Deposit | 09/15/2021 | January 2022 | 101 · Cash - Coastal- 0237 Operating | 67.20 | Aug-21 | 869.02 | \$ | 8,740.19 |
| Deposit | 09/30/2021 | January 2022 | 101 · Cash - Coastal- 0237 Operating | 54.00 | Sep-21 | 4572.52 | \$ | 7,387.13 |
| Deposit | 09/08/2021 | July 2021 | 101 · Cash - Coastal- 0237 Operating | 60.00 | Oct-21 | 2255.4 | \$ | 3,878.53 |
| Deposit | 09/15/2021 | July 2021 | 101 · Cash - Coastal- 0237 Operating | 96.80 | Nov-21 | 678.41 | \$ | 1,398.83 |
| Deposit | 09/30/2021 | July 2021 | 101 · Cash - Coastal- 0237 Operating | 121.15 | Dec-21 | 358.35 | \$ | 794.98 |
| Deposit | 09/30/2021 | June 2021 | 101 · Cash - Coastal- 0237 Operating | 57.15 | Jan-22 | 121.2 | \$ | 417.15 |
| Deposit | 09/08/2021 | Late Fees | 101 · Cash - Coastal- 0237 Operating | 5.00 | Feb-22 | 0 | \$ | 129.24 |
| Deposit | 09/15/2021 | Late Fees | 101 · Cash - Coastal- 0237 Operating | 60.00 | | 9645 | \$ | 62,000.45 |
| Deposit | 09/30/2021 | Late Fees | 101 · Cash - Coastal- 0237 Operating | 5.00 | | | | |
| Deposit | 09/08/2021 | November 2021 | 101 · Cash - Coastal- 0237 Operating | 72.76 | | | | |
| Deposit | 09/15/2021 | November 2021 | 101 · Cash - Coastal- 0237 Operating | 121.20 | | | | |
| Deposit | 09/30/2021 | November 2021 | 101 · Cash - Coastal- 0237 Operating | 330.00 | | | | |
| Deposit | 09/30/2021 | November 2021 | 101 · Cash - Coastal- 0237 Operating | 33.30 | | | | |
| Deposit | 09/30/2021 | November 2021 | 101 · Cash - Coastal- 0237 Operating | 121.15 | | | | |
| Deposit | 09/08/2021 | October 2021 | 101 · Cash - Coastal- 0237 Operating | 144.95 | | | | |
| Deposit | 09/15/2021 | October 2021 | 101 · Cash - Coastal- 0237 Operating | 564.00 | | | | |
| Deposit | 09/30/2021 | October 2021 | 101 · Cash - Coastal- 0237 Operating | 6.00 | | | | |
| Deposit | 09/30/2021 | October 2021 | 101 · Cash - Coastal- 0237 Operating | 163.35 | | | | |
| Deposit | 09/30/2021 | October 2021 | 101 · Cash - Coastal- 0237 Operating | 377.10 | | | | |
| Deposit | 09/30/2021 | October 2021 | 101 · Cash - Coastal- 0237 Operating | 1,000.00 | | | | |
| Deposit | 09/08/2021 | September 2021 | 101 · Cash - Coastal- 0237 Operating | 80.00 | | | | |

DOWNTOWN IMPROVEMENT BOARD

Custom Transaction Detail Report

September 2021

| Type | Date | Memo | Split | Amount |
|--------------|------------|----------------|--------------------------------------|------------------------|
| Deposit | 09/08/2021 | September 2021 | 101 · Cash - Coastal- 0237 Operating | 813.29 |
| Deposit | 09/15/2021 | September 2021 | 101 · Cash - Coastal- 0237 Operating | 1,851.40 |
| Deposit | 09/30/2021 | September 2021 | 101 · Cash - Coastal- 0237 Operating | 820.00 |
| Deposit | 09/30/2021 | September 2021 | 101 · Cash - Coastal- 0237 Operating | 606.68 |
| Deposit | 09/30/2021 | September 2021 | 101 · Cash - Coastal- 0237 Operating | 401.15 |
| Total | | | | <u>9,645.00</u> |

| DIB - Aug | | |
|------------------|----------------------------|--|
| <u>Code</u> | <u>Description</u> | <u>DIB Notes</u> |
| Income | <i>Overview</i> | <i>\$9,900 Over Budget (Pressure Washing Reimbursement City)</i> |
| 1301 | Co-Op Participation | \$1,500 Over Budget |
| 4030 | Palafox Market | \$2,900 Over Budget |
| 4040 | DPMD Reimbursement | \$1,300 Under Budget |
| Expense | | |
| Expense | <i>Overview</i> | <i>\$17k Over Budget (Compactor, Pressure Washing)</i> |
| 5001 | Salaries, Benefits & Taxes | \$1,000 Over Budget |
| 5023 | Marketing | \$1,000 Under Budget |
| 5027 | Economic Development | \$2,000 Under Budget |
| 6000 | Palafox Market | \$1,600 Under Budget |
| 7000 | Ambassador Program | \$2,900 Under budget |

Treasurer's Report - DIB

MEMORANDUM

To: DIB Board

From: Walker Wilson, Executive Director

Subject: Treasurer's Report

Date: September

Total Income DIB **September:** \$78,418.70

Total Expense DIB **September:** \$44,589.87

Notes:

Street Report



CLEANING AND HOSPITALITY AMBASSADOR SERVICES | SEPTEMBER 2021

The following data and information is provided to the Pensacola Downtown Improvement Board for tracking purposes. The information contained in this report is for activities reported in September 2021. The data and information are obtained from Ambassadors conducting patrols and entered in Statview.



Street Report

PENSACOLA DOWNTOWN IMPROVEMENT BOARD

CLEAN, SAFE AND FRIENDLY REPORT | AUGUST 2021



Lori Hughes is the Ambassador of the month.



Sally is a 25-year-old Macaw and she is enjoying the atmosphere at the Dog House Deli on Palafox Place.



Success, The Sea food Festival thrives after Covid 19 shut down

September after the storms – Weed Abatement



Street Report

PENSACOLA DOWNTOWN IMPROVEMENT BOARD

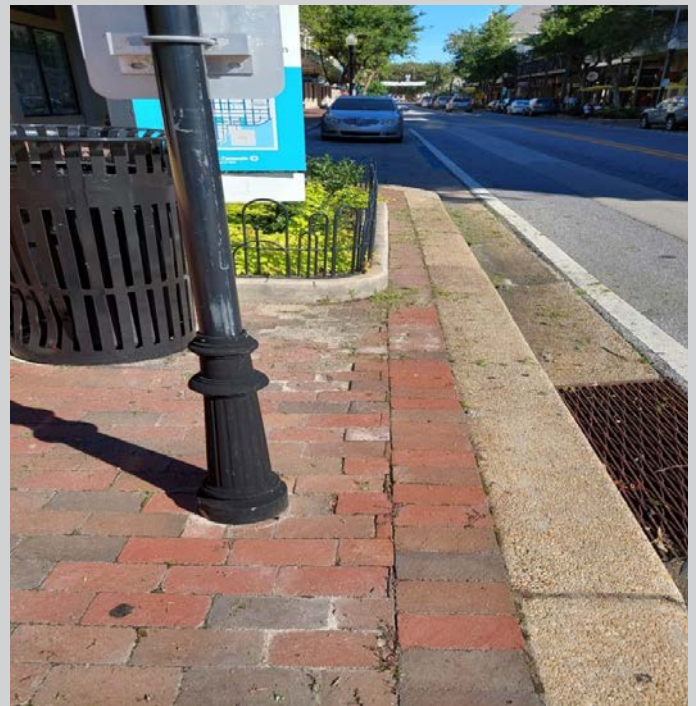
CLEAN, SAFE AND FRIENDLY REPORT | SEPTEMBER 2021



Street Report

PENSACOLA DOWNTOWN IMPROVEMENT BOARD

CLEAN, SAFE AND FRIENDLY REPORT | SEPTEMBER 2021



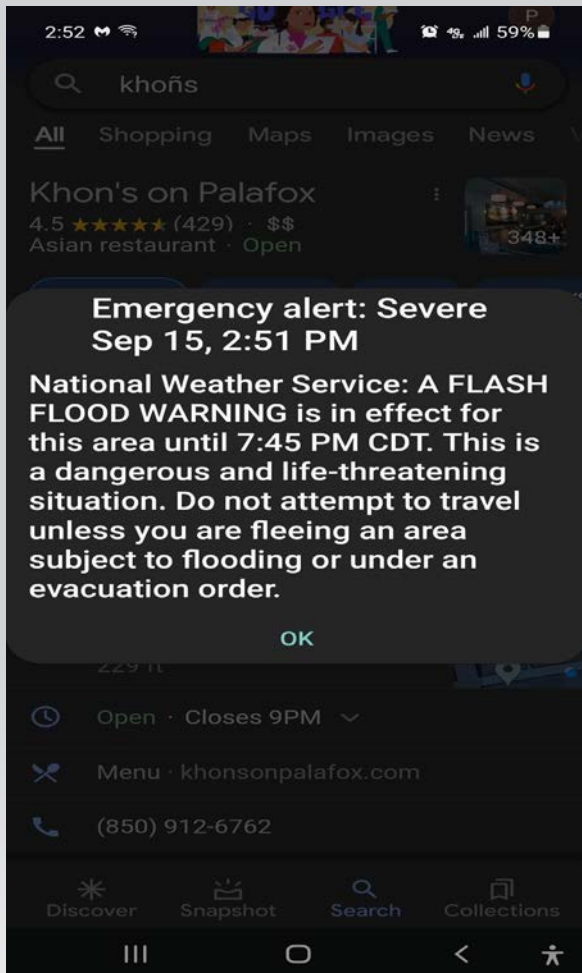
Street Report

PENSACOLA DOWNTOWN IMPROVEMENT BOARD

CLEAN, SAFE AND FRIENDLY REPORT | SEPTEMBER 2021

The Jefferson St. Garage on September 15th experienced multiple drains over flowing from the flash flooding waters accumulating so quickly. On the 2nd floor level, the water and pavement covering clogged the expansion drain causing patrons to be in water levels ankle high or more to get out of their parked vehicles.

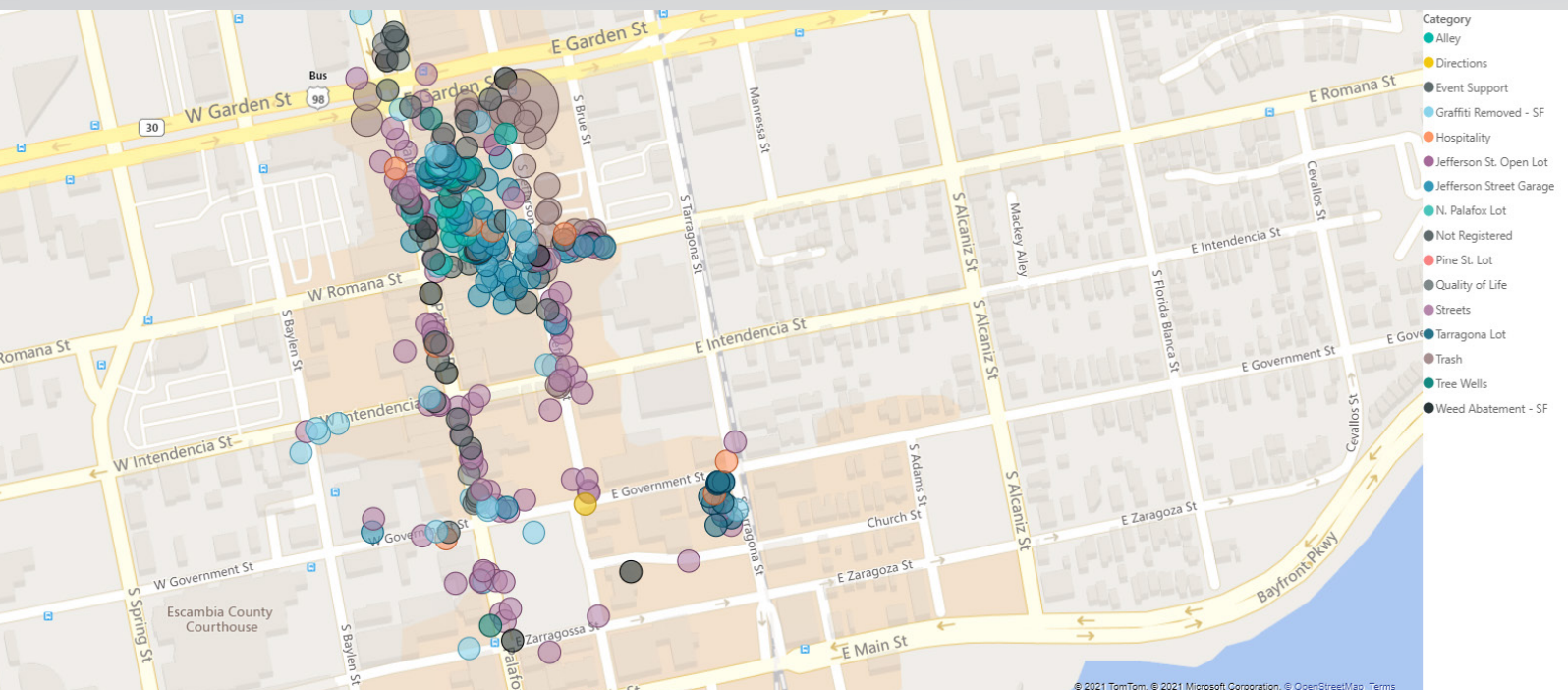
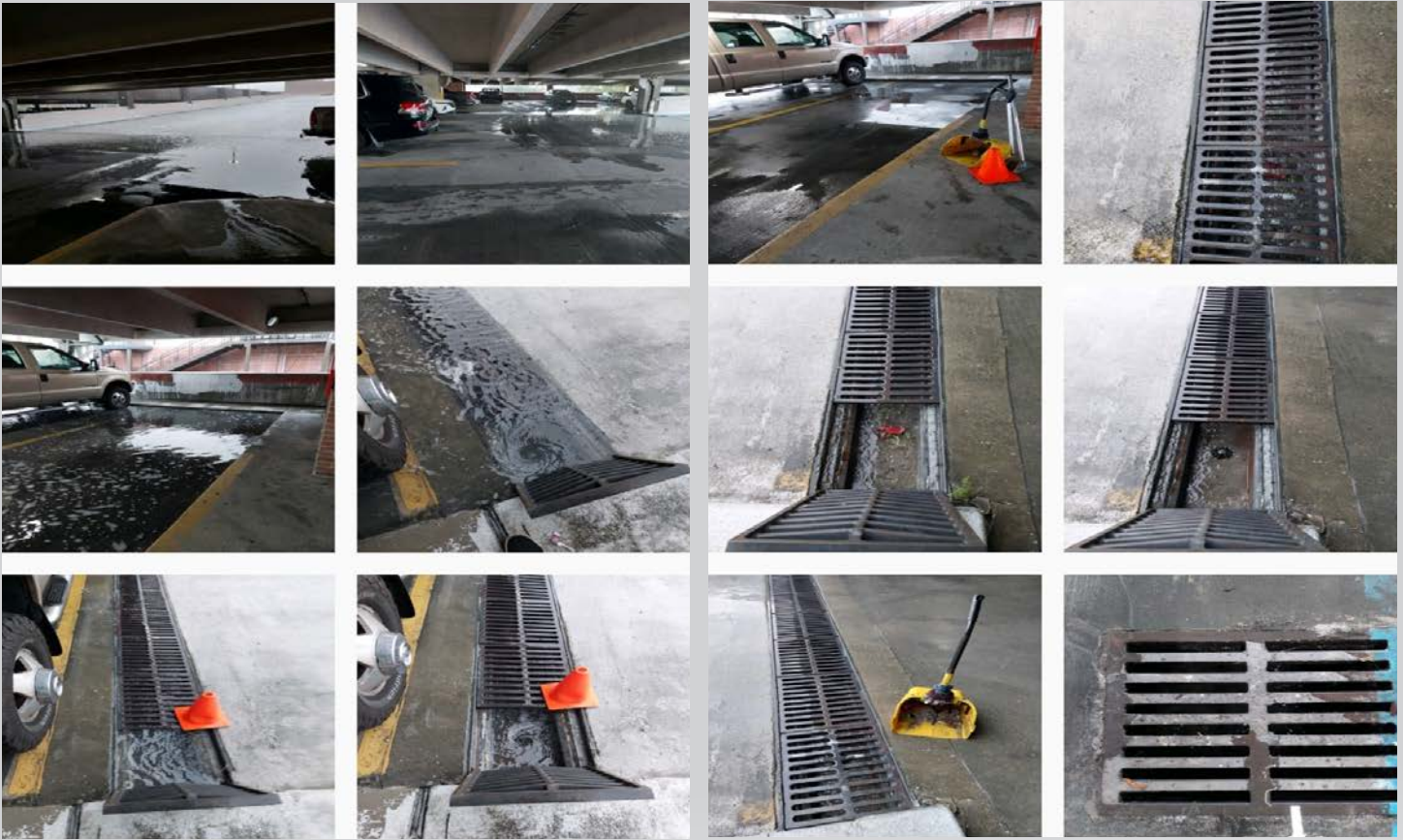
In an attempt to relieve the fast-rising water, I removed the grates on either end of the expansion drain to expose the filter drain leading into the drainage pipes. I was able to remove enough debris that was causing the backup which allowed the water to recede and flow without obstruction.



Street Report

PENSACOLA DOWNTOWN IMPROVEMENT BOARD

CLEAN, SAFE AND FRIENDLY REPORT | SEPTEMBER 2021

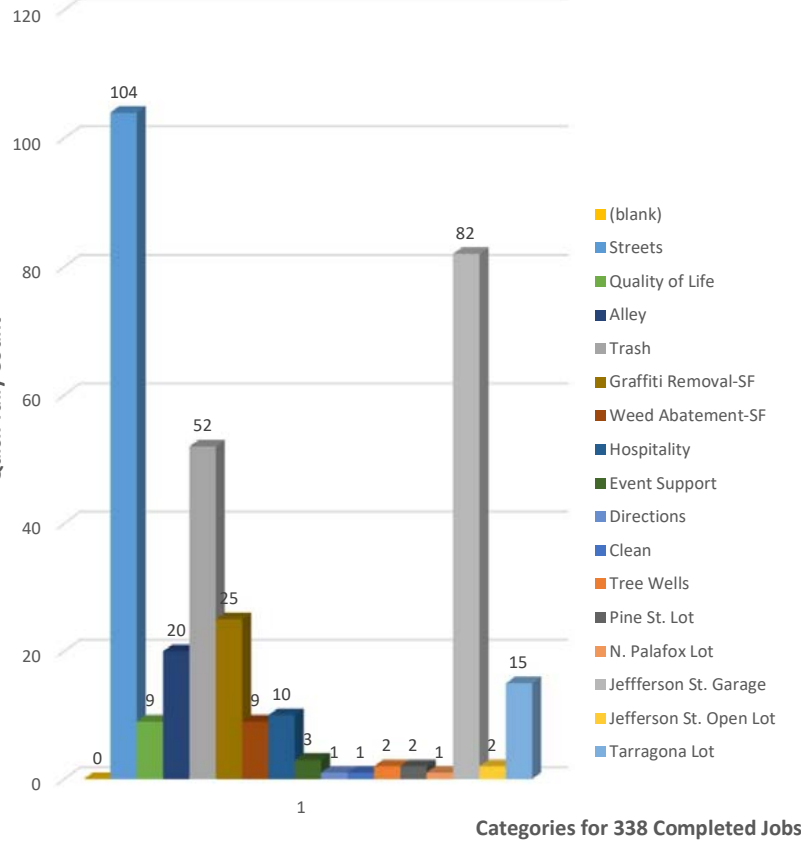


Street Report

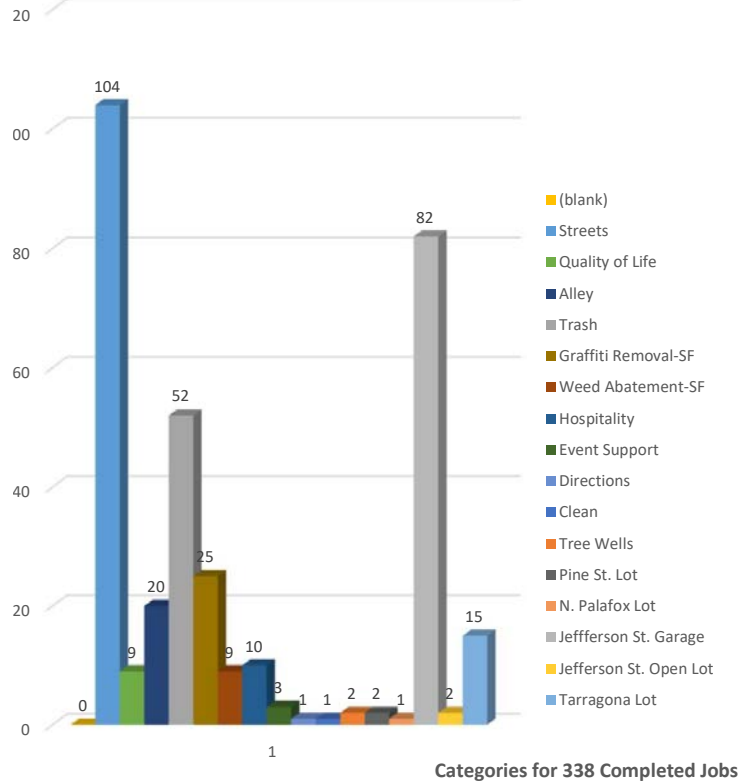
PENSACOLA DOWNTOWN IMPROVEMENT BOARD

CLEAN, SAFE AND FRIENDLY REPORT | SEPTEMBER 2021

Quick Tally Summary for September 2021



Quick Tally Summary for September 2021



DIB Q3 2021 Marketing

Powered By
ideawörks



SON ET LUMIÈRE
SOUND & LIGHT

November 4-7
7:00-9:30PM
Artel Gallery

Q3 Downtown Pensacola Marketing

The Q3 marketing strategy included social media, email marketing, PR and media outreach, the Downtown Pensacola website, and grants/events.



In addition to the list below, the agency also monitored and reported PR coverage, e-marketing, social media and website statistics; prepared monthly board reports; and conducted multiple internal marketing meetings.

Q3 Agency Project Highlights

07

JULY

- WRNE interview speaking points
- Annual report production
- First City Lights Festival annual report
- Utility box wraps
- Leisure Learning promotion/copy
- Repast event planning
- Palafox Market PR
- Facebook daily content/response
- Instagram content/account mgmt.
- “Before I Die” stencils
- Palafox Market sidewalk markers
- Fourth of July market promotion
- *Best of the Coast* promotion
- Winterfest Christmas in July at Palafox Market coordination
- TripAdvisor and Google accounts management
- Q2 analytics and marketing report

08

AUGUST

- Friends of Downtown annual report
- Downtown historical research
- FCLF planning
- Repast planning
- VSP mini grants planning
- Sidewalk marker designs
- Palafox Market trademark
- Palafox Market rack card production
- Facebook daily content/response
- Instagram content/account mgmt.
- Downtown events promotion
- TripAdvisor account updates
- Google review responses
- August news release
- Quarterly board report / data compilation
- Palafox Market website technical support

09

SEPTEMBER

- Facebook daily content/response
- Instagram content/account mgmt.
- Website *About* page updates
- New board member news release
- Finance committee news release
- Board and staff nameplates
- Committee application form updates
- Google reviews and TripAdvisor account updates
- *INNews* “Best of the Coast” ad
- Halloween Market logo
- Foo Foo at Palafox Market coordination
- Halloween Market PR + promotion
- Scavenger hunt planning
- Palafox Market website triage and site rebuild
- Monthly analytics and reporting

downtownpensacola.com

Q3 content updates

CONTENT ADDED

- Claire Campbell Joins DIB Board
- DIB Seeks Finance Committee Member
- Local Farmers, Artists Gearing up for Special Edition “Halloween Market” Oct. 30
- Son et Lumière Lights Up Downtown
- 44 downtown events created and promoted

PROGRAMMING UPDATES

- About Page Reorganization
- Board Member and Staff Updates
- Committee Form Updated

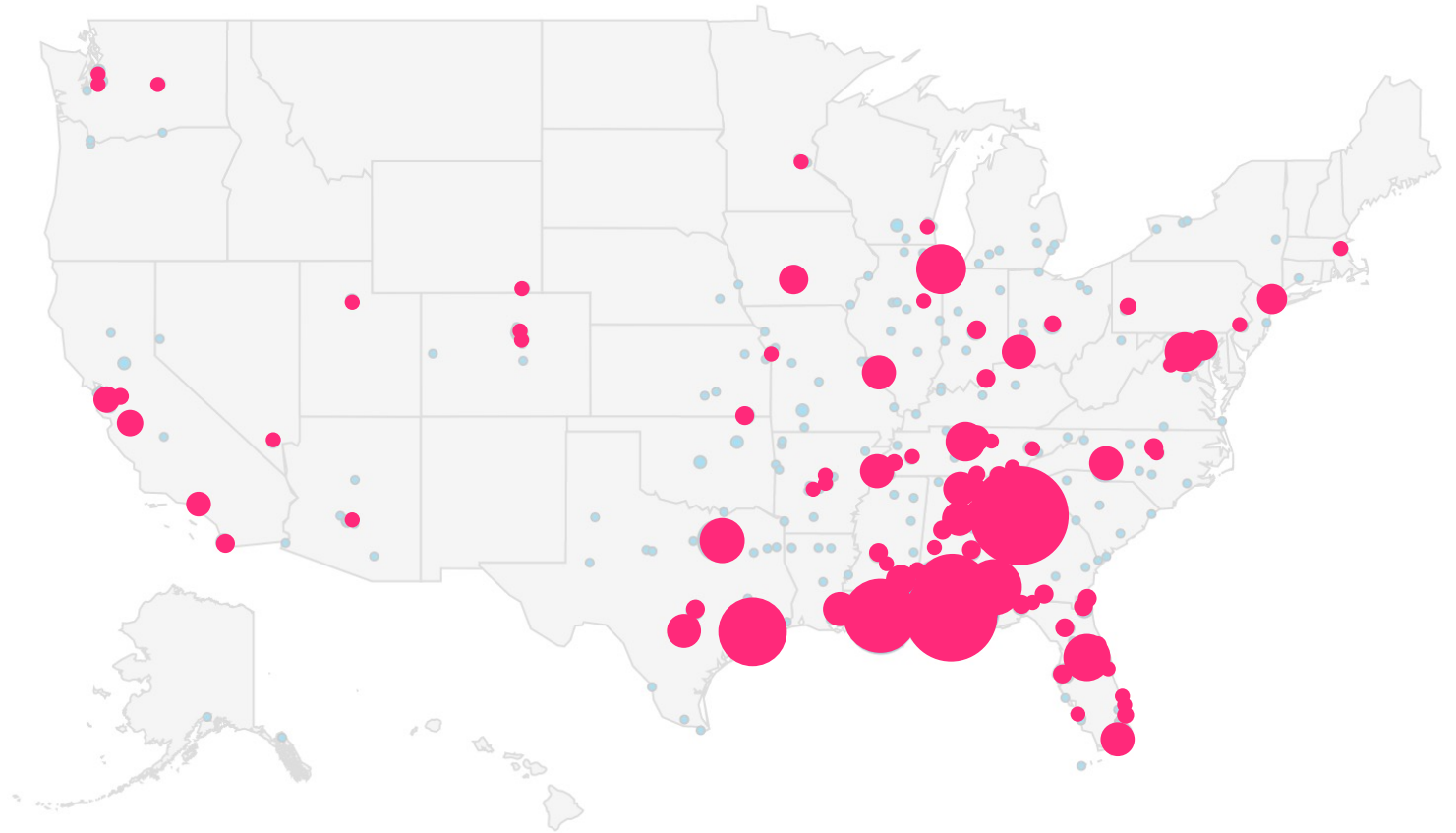
11,154
Total unique
website visitors
in Q3



The "heat map" shows the origins of website visitors to downtownpensacola.com during Jul, Aug and Sep 2021

Q3 Web Visitors

1. **Florida** 46.2%
2. **Georgia** 11.5%
3. **Alabama** 10.2%
4. **Louisiana** 6.7%
5. **Texas** 5.9%
6. **Virginia** 1.8%
7. **Tennessee** 1.6%
8. **Mississippi** 1.5%
9. **North Carolina** 1.5%
10. **Oklahoma** 1.3%



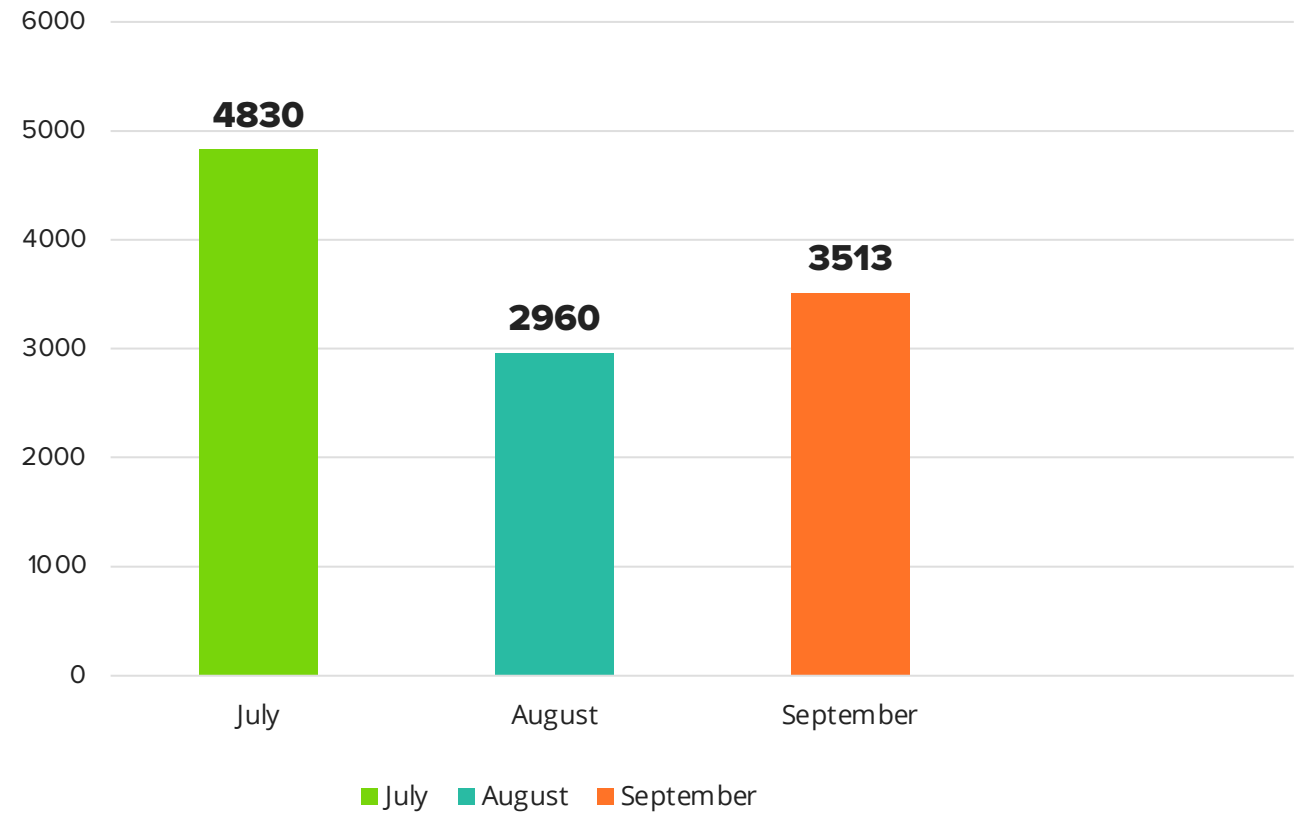
Most Visited Website Pages in Q3



Q3 Website Visitors By Month

downtownpensacola.com

Website traffic continued to increase over Q2, which can likely be attributed to post-Covid return of events.



palafoxmarket.com

News Posts

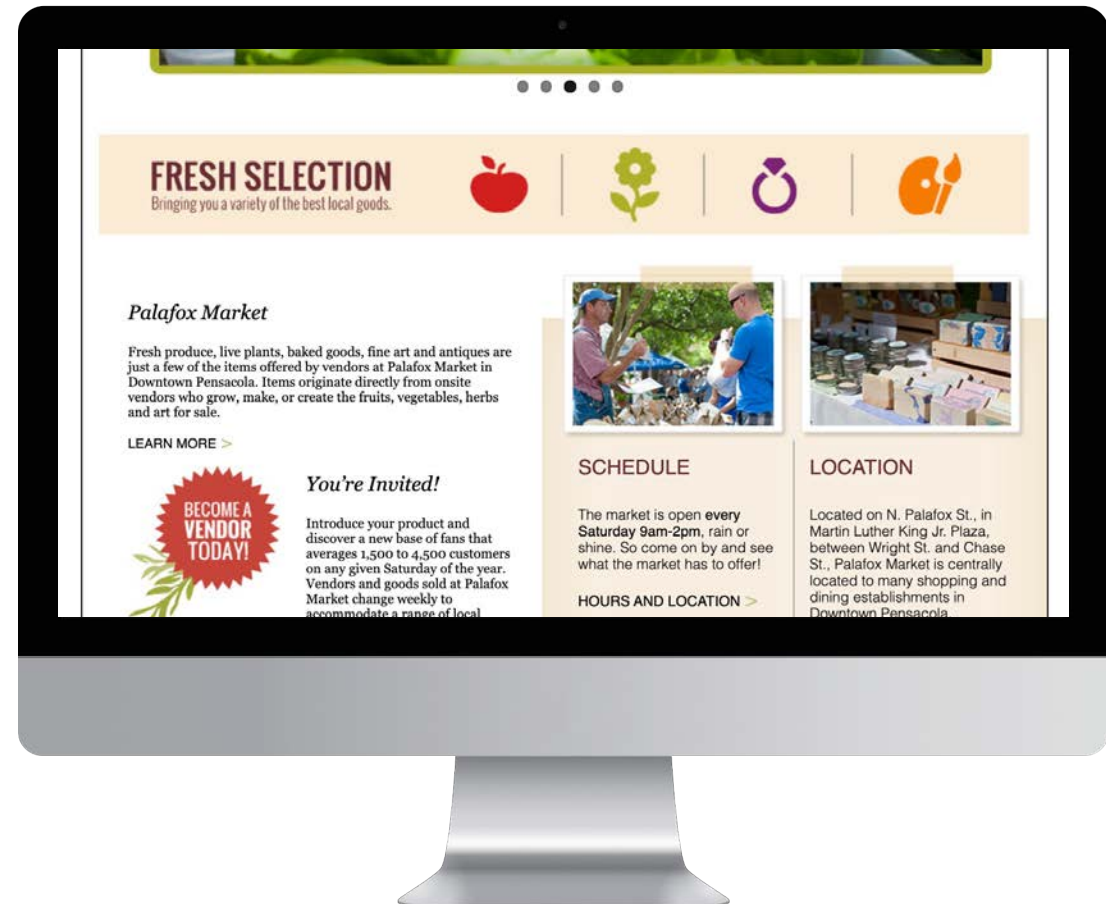
- Home page content

Site Recovery

- Site taken down by GoDaddy (Old Birdwell website built on older platform that is no longer supported)

Site Maintenance and New Hosting Platform

- Moved off GoDaddy to hosted server with protection and maintenance

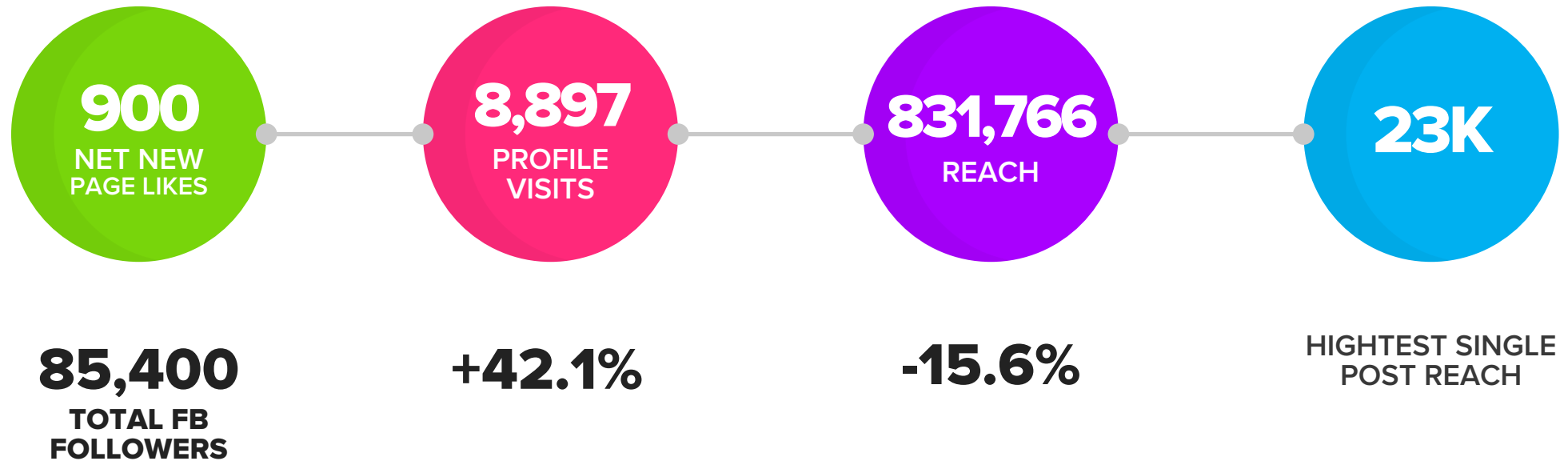


DIB Social Media

Combined Social Media Audience Up from 134K Q2

139.8K (↑ **4.33%**)

Q3 Facebook Quick Stats





Q3 FB Sample Post

Post

Downtown Pensacola
Published by Caron Sjöberg · September 22 ·

Would you believe: in just nine weeks and two days, half a million white lights will light up
[Downtown Pensacola](#) 🤔 🤔 🤔



[See Insights](#) [Boost Post](#)

👍❤️ 1.2K 96 Comments 204 Shares

Sample Comments

8:45

Photo

[floridadowntownassociation](#)
Beautiful!
12h 2 likes Reply Message

Reply to floridadowntownass...

[levinrinkerealty](#) So beautiful 🥰
1d 2 likes Reply Message

[visitpensacola](#) We simply C A N N O T wait! 🙌
11h 2 likes Reply Message

[200_south](#) The BEST time of the year! ✨
15h 2 likes Reply Message

[sucropensacola](#) Can't wait!!
23h 2 likes Reply Message

[jadecoastllc](#) Yaaasssss
1d 2 likes Reply Message

[mrselizabethanne](#) Ready for it! ✨
14h 2 likes Reply Message


[rehootandco](#) We cannot wait! 🥰 🙌 🙌 🙌 🙌 🙌 🙌 🙌 🙌 🙌

[Explore](#) Add a comment as downtown...

Post Insights

6:46

Post Insights

 Would you believe: in just nine weeks and two days, half a mil...
Wednesday at 2:35 PM ·

Impressions **23,082** Reach **23,082**

Engagement **1,966**

Interactions

👍 792 ❤️ 315 😏 1 😮 26 😭 1 😡 0

😊 Reactions **1,143**

💬 Comments **117**

➦ Shares **157**

👁 Other Clicks **459**

[Page Insights](#) [Boost Post](#)

🏠 News Feed 👤 Page 🍷 Groups 🔔 Notifications 📱 Menu

Jul-Sep




Facebook Messages

Facebook Messages

Dates

21 Total Requests


Jul-Sep



Hillaree Michelle

Oct 12, 2021, 10:09 AM

Hello! We are hosting the first ever BrunchFest in Downtown Pensacola at Seville Quarter on Sunday, Nov. 7th from 11am-2pm. An array of local restaurants will compete for the best brunch in town. All proceeds benefit the Boys and Girls Clubs of the Emerald Coast. We would love it if you would please help us spread the word for this awesome event on your FB page. Thank you!!



BrunchFest
Sunday, November 7, 2021 at 11:00 AM
Seville Quarter
You've checked in to Seville Quarter before

<https://www.facebook.com/events/3878528008923094>

Oct 12, 2021, 12:54 PM


We are happy to submit our event on your website - will this include sharing the event on social?


Oct 12, 2021, 2:17 PM

We've added the event to our Facebook events!

Oct 13, 2021, 6:44 AM

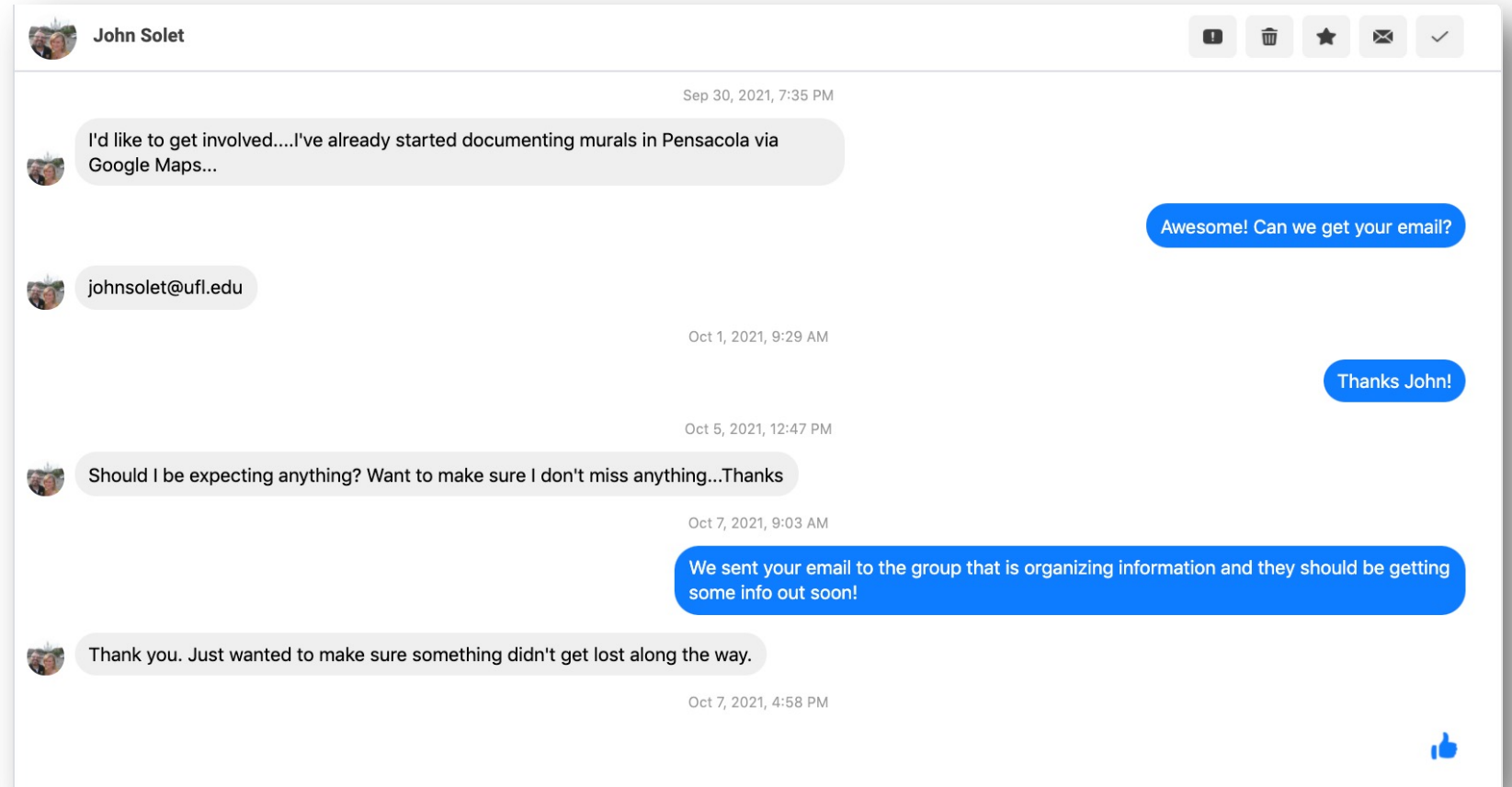
Thank you so much!





13

Facebook Messages



Facebook Messages

Dates

21 Total Requests

Jul-Sep

The DIB has several social media accounts, but the daily activity and management are on Facebook and Instagram.

Q3 Instagram Quick Stats

Top Posts

Based on reach



21,980

Jul 26



18,486

Aug 25



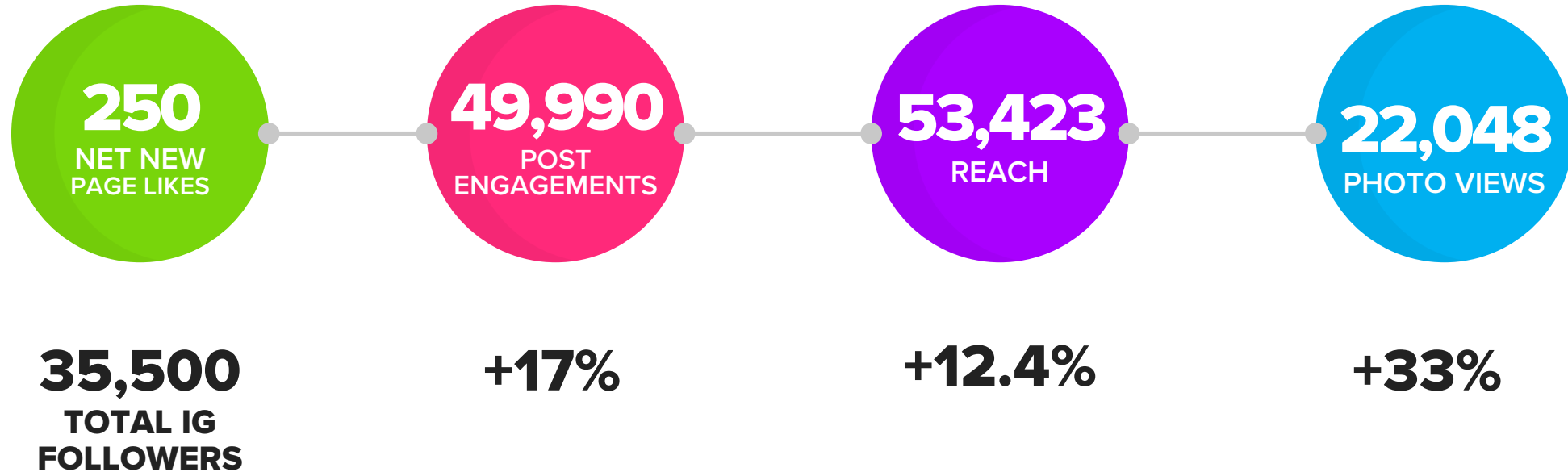
17,836

Jul 14



16,693

Sep 22



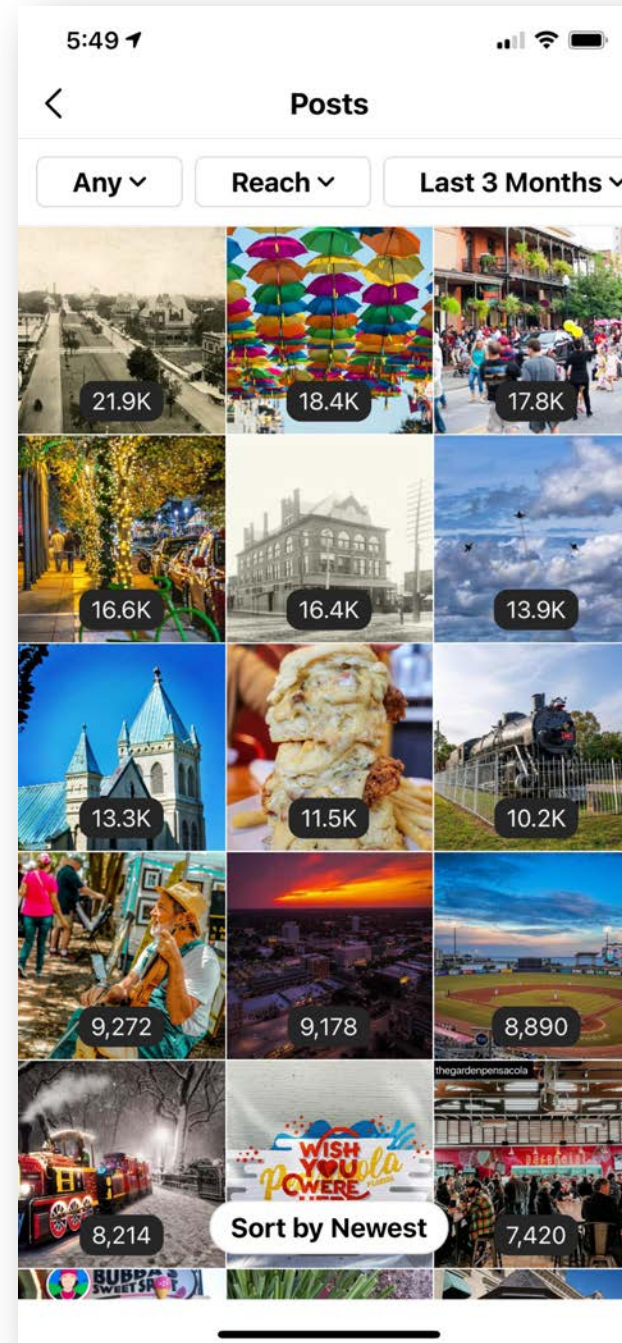
Instagram Top Posts in Q3 Based on Total Reach

Instagram Interactions

16,681 Content
Interactions

Dates

Jul-Sep



16,656
POST
INTERACTIONS



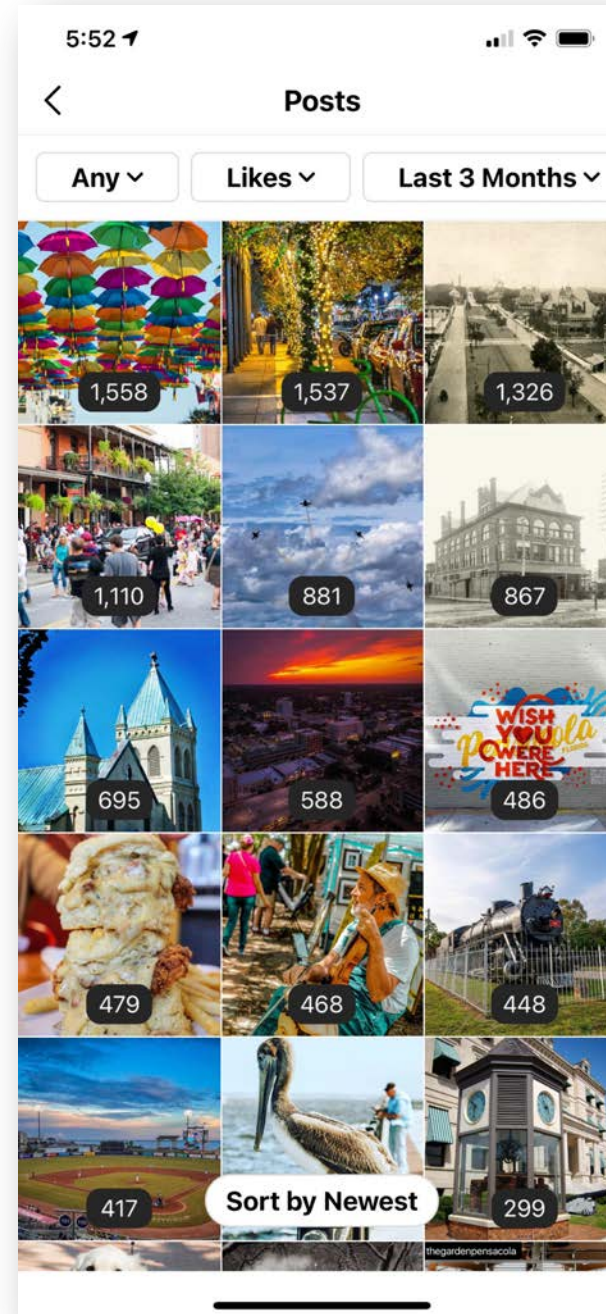
Instagram Top Posts in Q3 Based on Likes

Instagram Likes

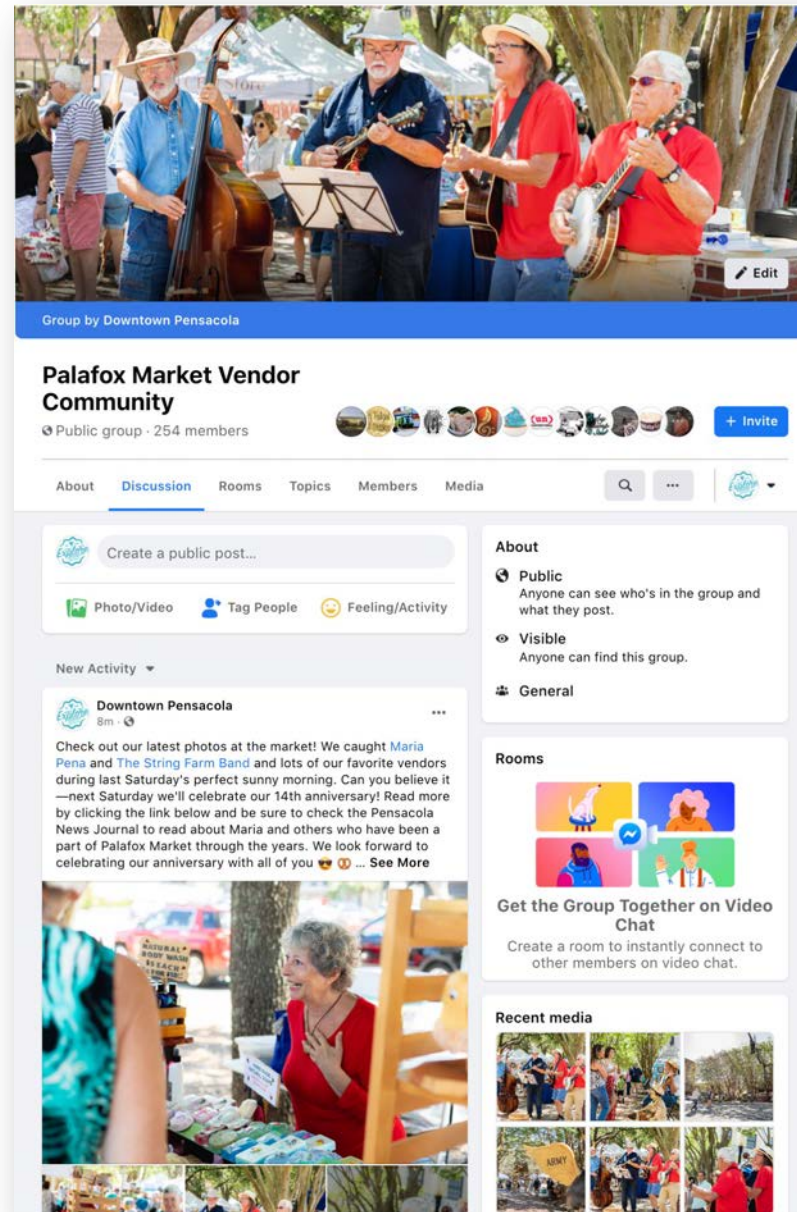
15,192 Total Likes

Dates

Jul-Sep



Palafox Market Facebook Vendor Community





Palafox Market

Sidewalk Markers



Rack Cards



Ideaworks responds to reviews,
answers questions and provides
information to visitors who leave
feedback on Google and TripAdvisor.

Google Reviews

Search Topic

Palafox Market

Date

Ongoing

S

Shannon Fox

★★★★★ 6 days ago

The user didn't write a review, and has left just a rating.

Palafox Market (owner)

24 mins ago

Thank you for your great review, Shannon!

Edit

Delete

J

Joshua Farthing

★★★★★ 1 week ago

Awesome little "Hippie Shack" 🍌 Selling tie dye shirts and jewelry. 'The office' and 'Star Wars' dog bananas are just the cherry to top off a Sweet spot 🍌

Palafox Market (owner)

24 mins ago

Thank you for your great review, Joshua—we hope to see you again soon!

Edit

Delete

Brian Dandelakis

★★★★★ 1 week ago

Enjoyable place. Also helping local businesses

Palafox Market (owner)

23 mins ago

Thank you for taking time to post a review, Brian!

Edit

Delete

T

Trevor Duncan

★★★★★ 2 weeks ago

The user didn't write a review, and has left just a rating.

Palafox Market (owner)

23 mins ago

Thanks for the five stars, Trevor—all of us at Palafox Market appreciate it very much :)

Edit

Delete

Q3 News Releases

Topic

Palafox Market
Halloween Market

Date

09/29/21



News Release For Immediate Release

Media Contact:
Caron Sjöberg, APR, CPRC
Ideaworks
(850) 434-9095 • carons@ideaworks.co

Costumes, candy, and Spider-Man to transform Palafox Market into 'Halloween Market' Oct. 30

PENSACOLA, Fla. (Sept. 29, 2021) — Children are encouraged to dress in their most outrageous costumes for a special "Halloween Market" edition of the Palafox Market on Saturday, Oct. 30.

Vendor booths will be decorated for the autumn holiday, offering candy to trick-or-treaters. Kids can get their faces painted for awesome Halloween selfie opportunities. Also, candy prizes will be awarded in a costume contest and in a Halloween-themed scavenger hunt.

In addition to the sweet treats, everybody's favorite arachnid superhero, Spider-Man, as well as Disney's Princess Rapunzel, will be mingling with fans.

Palafox Market, coordinated by the Downtown Improvement Board, is staged in Martin Luther King, Jr., Plaza, every Saturday from 9 a.m. to 2 p.m. As many as 8,000 people meander along the plaza's red brick walkway on the busiest of days.

"Our vendors love interacting with their patrons, and Halloween is an exceptional opportunity for that," said Emily Kopas, DIB chief operating officer. "The weather is beautiful this time of year and the produce is abundant, so we think Halloween is a great time for a special celebration at Palafox Market."

from local farmers and bakers to artists and
at Palafox Market are grown, created or produced

duce is available according to local farmers'
to be in season at Halloween include locally
greens, radishes, carrots and apples.

cal honey, cut flowers, many different kinds of art
oween Market" is a great opportunity to snap up

String Farm bluegrass band near the MLK bust.

fox Market as the best farmer's market in Florida.
rds in categories like "Best Farmers Market,"
Local Produce."

lafox Market
laza, Downtown Pensacola

#

DIB Board

(DIB) is a dependent special agency funded by a
ries. The district consists of 44 blocks that
cola, an area that was proclaimed "Florida's Best
in Planning Association's Florida Chapter. The DIB
composed of downtown property owners and
ch from the Pensacola City Council and Escambia
rn more about the DIB and all that is going on in
pensacola.com.

MEDIA ASSISTS

- IN Weekly
- WSRE
- PEP Talk/1620AM
- WEAR-TV

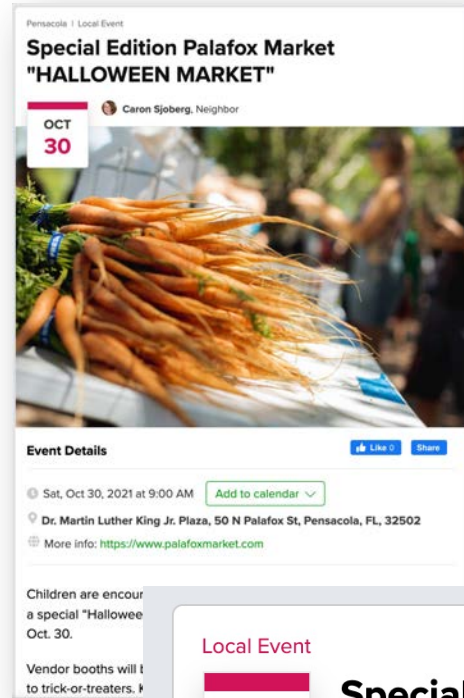
Q3 Media Clips

Topic

Halloween Market

Date

Sept. 2021



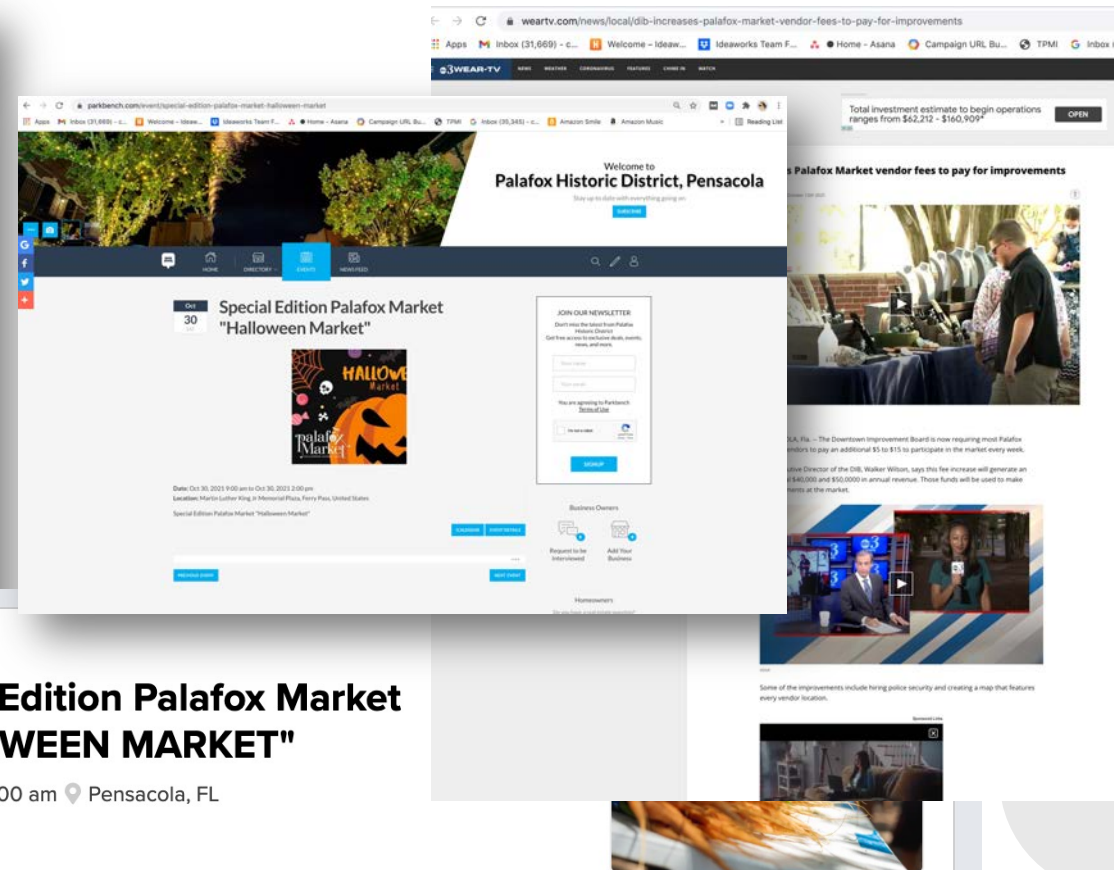
Local Event

OCT 30

Special Edition Palafox Market "HALLOWEEN MARKET"

Saturday, 9:00 am • Pensacola, FL

Interested Reply Share



Next Quarter

Here's a look at some ongoing and upcoming projects for Q4 2021.



Q4 2021:

- Son et Lumière
- Palafox Market Monthly PR
- Holidays "All I Want"
- First City Lights Festival
- Halloween Market

Thank You

ideawörks

4th QTR 2020

Executive Director Accomplishments:

- Worked on Foo Foo Festival project with Ideaworks and UWF Archology Institute
- Worked with Ideaworks and Nevin Shaffer on securing reinstatement for Palafox Market Trademark. Trademark is in final days of public input and then should be finalized for our use.
- Worked with City and Dog House Deli to mitigate drainage issue in Jefferson St Alley way. City is completing work to fix issue.
- Presented tentative work plan for 2022/2023 to CRA
- Had DIB office work with Public Art initiative to assist bringing walking art tour to Pensacola.
- Met with Caron Sjoberg and David Penniman to discuss bringing Repast Dinner back in Spring of 2022
- Met with Mayor on appointment for open DIB Board Seat.
- Had initial conversations with Visit Pensacola on plan for this year's SunBelt conference and how DIB could help facilitate.
- Participated in 200th Anniversary of Escambia County Committee and Event
- Had Beggs Construction fix issue with trash compactor door.
- Began initial logistic calls for First City Lights Fest and scheduled install of Lights. Also met with Gulf Power reps to secure funding from GP and their contractors.
- Rolled out new Palafox Market Vendor fees and began work to bring immediate improvements like mulch to the park and had the City's Park and Rec team lay down mulch.
- Held initial meetings with Warren Averett to get Audit underway for the 2020/21 fiscal year.
- Coordinated with Gulf Power to move work on Palafox to nights so that retailers are not burdened during the beginning of Holiday shopping