



## **Downtown Improvement Board**

### **Regular Monthly Meeting**

Wednesday April 2<sup>nd</sup>, 2025, 7:30

#### **AGENDA**

**Attendance- Chris McKean, Chairman, Jean Pierre N'Dione, Rafael Simpson, William Merrill, Allison Patton, Walker Wilson, Executive Director, Cailin Feagles, Director of Operations & Events**

#### **I. Call to Order**

- a. Chris McKean, Chairman, calls the meeting to order at 7:40 AM

#### **II. Recurring Agenda**

- a. Mr. Walker Wilson confirmed the meeting was properly noticed.
- b. The proposed meeting agenda for April 2<sup>nd</sup>, 2025 is motioned by Jean Pierre N'Dione, seconded by William Merrill and unanimously approved.
- c. The minutes from the regular meeting held on February 25<sup>th</sup>, 2025 are motioned, seconded, and unanimously approved.
- d. The February financials are motioned, seconded, and unanimously approved.
  - Waste Co-Op income under budget for the month due to late checks.
  - The budget has been adjusted to separate Marketing expenses between DIB and Palafox Market and to separate PPD Security for Palafox Market security expenses and DIB additional policing.

#### **III. On-Going Business**

- a. PPD Report
  - There were many successful events with minimal issues in March. Events included the Sunbelt Conference, McGuire's 5k Run, Spring Break, and Gallery Night.
  - PPD is continuing to monitor the parking garages and Maritime parking lot.
  - The city has agreed to work with the DIB to address noise ordinance enforcement for vehicles downtown.
- b. Spotless Report
  - There have been many damaged flags that need to be replaced on Palafox.
  - An ambassador has been working in the parking garage to assist visitors downtown with parking primarily on Thursdays and Fridays.
  - Pressure washing has started downtown, and Spotless is pressure washing the trash cans as needed.
- c. Marketing Report
  - There was a boosted post for the Mardi Gras Market that was very successful in February.
  - Ideaworks has started the process of creating the three videos approved at the Small Business Marketing Promotion meeting on March 11<sup>th</sup>.
- d. Palafox Market
  - An email was sent out to all vendors regarding the potential fee adjustments and the main concerns included the status of the restrooms on Palafox, opportunities for park improvements, electricity across all blocks, and parking concerns.

- Vendors are interested in the possibility of a parking pass or discounted parking on Saturdays.
- A follow up email will go out to vendors to schedule a meeting with the board to receive more feedback before moving forward with any fee adjustments.

#### IV. New Business

- a. Blue Morning Gallery Event – Jim Sweida
  - Blue Morning Gallery will have receptions that are free and open to the public to meet local artists. These receptions will be held on the first Friday of every month.
- b. Pensacola Bay Center – Michael Capps
  - There have been multiple concepts developed for the Pensacola Bay Center and a meeting will be held on April 3rd, 2025 at 9 AM at the County Commission Building to discuss the future of these concepts.
- c. \*Palafox Market Vendor Fees
  - Revisit at next month's meeting.
- d. \*Marketing Revised Budget – Caron
  - Motioned, seconded, and unanimously approved.
- e. Foot Traffic Counter Demo
  - The traffic counter would use thermal data to count foot traffic and may not be as accurate as other traffic counters. The node has a 4-5 year battery life and a user-friendly dashboard and easy reporting.
  - The board would like to look into other competing products to compare pricing.

#### VIII. Public Comment

#### IX. Adjournment

- The meeting is adjourned at 9:44 AM

**Next meeting – April 22<sup>nd</sup>, 2025**  
**(\*) = approval item**