



**Downtown Improvement Board  
Regular Monthly Meeting**

Tuesday August 19<sup>th</sup>, 2025, 7:30

**AGENDA**

**Attendance: Chris McKean, Chairman, William Merrill, Sara Papantonio, Rafael Simpson, Allison Patton, Walker Wilson, Executive Director, Cailin Feagles, Director of Operations & Events**

**I. Call to Order**

- a. The meeting is called to order at 7:36 AM

**II. Recurring Agenda**

- a. Mr. Walker Wilson confirmed the meeting has been properly noticed.
- b. The proposed meeting agenda for August 19th, 2025 is motioned by William Merrill,
- c. seconded by Sara Papantonio, and unanimously approved.
- d. The minutes from the regular meeting held on July 15th, 2025 are motioned, seconded, and unanimously approved.
- e. The July financials are motioned, seconded, and unanimously approved.
  - Waste Co-Op on track for the year
  - Palafox Market revenue under budget for the year due to low attendance in July

**III. On-Going Business**

**a. PPD Report**

- PPD continues to address ongoing issues at the Jefferson Street Parking Garage. This past weekend, the traffic enforcement detail was reassigned to the garage for monitoring purposes.
- Walker Wilson has been in discussion with the City regarding the potential use of CRA PPD security funds to support additional security shifts in the upcoming fiscal year.
- There have been some issues with the camping ordinance but PPD continues to monitor this.

**b. Spotless Report**

- Pressure washing is on schedule. Ambassadors are focusing additional attention on garbage cans and conducting pressure washing beneath them as needed.
- Dog bag dispensers have arrived and have been installed on trash cans. Stickers are being produced with a QR code that will allow the public to notify the team when bags need to be refilled.

**c. Marketing Report**

- July marketing projects included the Christmas in July market promotion and a vendor Instagram workshop, which was reported as very successful.
- Website issues that had been affecting operations have been resolved.
- Preparations are underway for Repast and FooFoo Fest

**d. Palafox Market**

- Attendance has been lower during July and August, which is typical due to the heat.

- Planning is underway for the fall season, including special events such as the Fall Festival and the Holiday Market.
- The board expressed interest in exploring additional opportunities and experiences to enhance the Holiday Market.

#### IV. New Business

- a. Tax Discussion Update
  - Walker to reach out to Tax Collector Scott Lunsford & Property Appraiser Bubba Peters to discuss options for tax rebates for homesteaded property owners.
- b. \*Palafox Market Vendor Fee Change
  - Motioned, seconded, and unanimously approved.
- c. \*Assistant of Operations & Events Part - Time Job Description
  - Motioned, seconded, and unanimously approved.
- d. Downtown Pensacola AI / Loyalty Program / App Discussion
  - The app will streamline information for downtown visitors, helping them stay informed about events, businesses, and parking. The app could include a loyalty program to encourage continued shopping downtown.
  - Board members expressed concerns regarding the app's rollout and the likelihood of adoption among locals and visitors.
  - The board did express interest in incorporating features such as a loyalty program for downtown businesses and a chat function to keep the public informed, particularly during the upcoming Palafox resurfacing project and related street closures.
  - The board agreed to continue discussions and revisit the topic at the next meeting.
- e. \*2025/2026 FY Final Budget
  - Motioned, seconded, and unanimously approved.
- f. \*Donation to Friends of Downtown - \$85,000
  - Motioned, seconded, and unanimously approved.
- g. New Palafox Project Update
  - Caron is finalizing a marketing plan for the Palafox project, including quotes for all proposed ideas and rollout costs. She will provide an update to the board at the next meeting
  - Walker Wilson continues to explore the feasibility of a downtown delivery service and is compiling cost estimates. The board expressed concerns about potential utilization and encouraged discussions with business owners, as well as a customer survey to gauge community interest. The board requested a cost comparison with other delivery services to evaluate alternatives.
  - Gallery Night will continue to hold their event throughout the construction period, relocating their footprint to Jefferson Street, from Romana to Main Street, Plaza Ferdinand, and Museum Plaza.
  - Gallery Night expressed interest in collaborating with business owners to explore opportunities for inclusion during the construction period and for future events.

#### VIII. Public Comment

#### IX. Adjournment

- The meeting is adjourned at 9:27 AM

**Next meeting – September 16<sup>th</sup>, 2025**

**(\*) = approval item**