



Downtown Improvement Board
Regular Monthly Meeting
Tuesday December 16th, 2025, 7:30
AGENDA

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

- I. Call to Order
 - a. The meeting is called to order at 7:34 AM

- II. Recurring Agenda
 - a. Mr. Walker Wilson confirmed the meeting is properly noticed.
 - b. The proposed meeting agenda for December 16th, 2025 is motioned by William Merrill, seconded by Rafael Simpson, and unanimously approved.
 - c. The minutes of the regular meeting held on November 18th, 2025 are motioned, seconded, and unanimously approved.
 - d. The November financials are motioned, seconded, and unanimously approved.
 - Palafox Market revenue continues to be over budget due to Holiday Market fees.
 - Expenses are overall down for the month.
 - Walker Wilson and Cailin Feagles monitoring a rolling P&L in order to compare monthly financials to our records.
 - There is a motion to send a letter to the Mayor notifying of the audit and steps that are put into action on ways to avoid any future mistakes.

- III. On-Going Business
 - a. PPD Report
 - The Jefferson Street parking garage continues to be monitored.
 - This is Sergeant Sloan's last meeting with us. Sergeant Ghigliotty will be taking over for future meetings.
 - b. Spotless Report
 - No report.
 - Walker Wilson to talk to Labarian about any changes in the schedule once the Portland Loo is on-site to see who will be monitoring the bathroom and unlocking and locking it.
 - c. Marketing Report
 - All I Want campaign launched on Nov 5th (flyers, QR code, coasters, sidewalk decals, press releases)
 - Economic Development campaign ended in November. Ideaworks will provide campaign breakdown soon.
 - Foo Foo Fest project, Afterburn, is still up.
 - The City of Pensacola weekend trolley ends on New Years Eve.

- Press Release to come out when the new restroom is ready in MLK Jr. Plaza.
- d. Palafox Market
- The Holiday Market has been very successful and will end on December 17th. Santa will visit the market four times in December at Holiday Market and Saturdays Palafox Market.
 - Applications will close for the last quarter of the market year during the first week of January.

IV. Old Business

- a. *Friends of Downtown Debt Forgiveness - \$19,780.07
- There is a motion to forgive \$5,000 and FOD to work on a plan to get the remainder paid off overtime. Motion is seconded and unanimously approved.

V. New Business

- a. *The New Palafox Marketing Plan
- There will be a monthly budget put aside for this project.
 - A page will be added to the current Downtown Pensacola website to link to the New Palafox website.
 - The construction fencing has been designed and sent to print.
 - There will be regular meetings to keep business owners informed on the progress of the project.
 - The city has hired a public engagement coordinator for this project.
- b. *Yiftee Gift Card Contract Approval
- Motioned, seconded, and unanimously approved.
- c. *Pedestrian Counter Hardware - \$1,100 Gateway, Sim-card Verizon (\$20-\$45/Month)
- Revisit at future meeting.
- d. Accounting Services Update- Walker Wilson
- Walker Wilson getting quotes for accounting services to present to the board in January.
- e. Jefferson Garage Alleyway Beautification Discussion – Nathan Holler or Walker Wilson
- Business owners looking into getting the alleyway may be gated for limited hours and access will be given to business owners.
 - Plans to revitalize the area include repainting and replanting the planters in the alleyway.
- f. All I Want Update- Walker Wilson
- All I Want campaign will run through Wednesday, December 17th and winner will be selected.

VIII. Public Comment

IX. Adjournment

- Meeting is adjourned at 9:17 AM

Next meeting – January 20th, 2026
(*) = approval item