



**Downtown Improvement Board
Regular Monthly Meeting
Tuesday April 30th, 2024, 7:30
AGENDA**

- I. Call to Order
 - a. Remarks from Chairman

- II. Recurring Agenda
 - a. Meeting was properly noticed.
 - b. *Approval of the proposed meeting agenda for April 30th, 2024
 - c. *Approval of the minutes from the regular meeting of the DIB on March 26th, 2024
 - d. *Approval of the March Financials

- III. On-Going Business
 - a. PPD Report
 - b. Spotless Report
 - c. Marketing Report
 - d. Palafox Market (Bathroom Update)

- IV. New Business
 - a. *Vinyl Stickers of Old Pictures for Trash Compactor – Update
 - b. Mini Grant Update
 - c. Summer Shop Event- Shops on Palafox Grant
 - d. Summer Music in the Park- Discussion
 - e. Summer Sunday Markets- Discussion
 - f. City of Pensacola LTU Meeting overview
 - g. Foo Foo Fest Update
 - h. PPD Gallery Night
 - i. Flags on Palafox
 - j. Gangway Construction activity in DIB

- VIII. Old Business
Public Comment

- IX. Adjournment

**Next meeting – May 28th, 2024 (*) =
approval item**



Downtown Improvement Board

Regular Monthly Meeting

Tuesday March 26, 2024,

7:30

AGENDA

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

I. Call to Order

- a. Chris McKean, Chairman, calls the meeting to order at 7:35 AM.

II. Recurring Agenda

- a. Mr. Walker Wilson confirmed the meeting was properly noticed.
- b. The proposed meeting agenda for March 26, 2024 is motioned by Jean Pierre N'Dionne, seconded by Nathan Holler, and unanimously approved.
- c. The minutes from the regular meeting of the DIB held on February 27rd, 2024 were motioned, seconded, and unanimously approved.
- d. The February financials are motioned, seconded, and unanimously approved.
 - Waste Co-Op income is under budget due to some late checks, but will be back on track with next month's financials
 - Palafox Market payments under budget due to Mardi Gras weekend closure.
 - Marketing expenses over budget, both DIB and Palafox Market marketing under Palafox Market marketing expenses.
 - Waste Co-Op grease disposal wagon has been purchased. Waste Co-Op agreement to be updated with grease disposal addition.

III. On-Going Business

- a. PPD Report
 - PPD will continue to share quarterly reports.
 - No further updates.
- b. Spotless Report
 - Spotless is looking into more preventive measures to prevent weeds to cut down on weed abatement.
 - The Jefferson Street parking garage alleyway is being pressure washed at minimum twice a month.
 - The compactor room is pressure washed every Wednesday after Republic services the compactor.
- c. Marketing Report
 - Ideaworks has conducted a photoshoot at Pensacon, promoted Mardi Gras market, planned Easter and summer events at Palafox Market, and began planning for FooFoo Fest.
 - Ideaworks is in a trial run with CoverageBook to track metrics.



- DIB's new website is up and running.

d. Palafox Market

- Palafox Market will be hosting an Easter market this weekend with an Easter Bunny at both Palafox Market North and South
- New vinyl signs have been ordered for A-frames that will hopefully be more weather resistant.
- Vendors will all be required to have a white 10x10 by May 1st.
- The trees in both parks need to be trimmed.

IV. New Business

a. LTU Sidewalk Discussion- City Staff (Time Sensitive)

- License to Use updates coming to LTU owners. Three main objectives of the LTU updates will be to create a consistent rate structure, streamline when payments are due, and create a uniform look for LTU spaces.
- An info session will take place on April 29th.

b. Construction site remediation in DIB - Chris McKean

- DIB would like to be notified of any construction projects in the district at monthly board meetings.

c. Event Grants for Downtown Retail and on going program

- Quarterly event grant program with up to 10 fully funded events annually.
- Explore a music in the park series to activate downtown on a night during the week.

d. Vinyl Stickers of Old Pictures for Trash Compactor – Update

- Walker Wilson to continue working to get vinyl stickers for trash compactor room.

e. Gallery Night Meeting Discussion - Chris & Nathan

- Gallery night organizers and local business owners met to discuss Gallery Night logistics.
- Food trucks will likely be moved to Government Street between Palafox and Jefferson Street.
- Security seemed to be a top concern for this event due to additional officers only scheduled until end of event.
- There is a motion to fund the extended hours of five officers on Gallery Night Fridays. Motion is seconded, and unanimously approved.

V. Old Business

- a. The Portland Loo will be placed within the next couple of months. The board would like some clarity on the previous agreement in place on the location of the second restroom.
- b. The DIB would like to get information on the light post banners and possibly have a future calendar for banners on Palafox.

VIII. Public Comment

IX. Adjournment



- The meeting is adjourned at 9:43 AM

Next meeting – April 23, 2024 (*)
= approval item

DOWNTOWN IMPROVEMENT BOARD
Profit & Loss Budget Performance- For Mgmt Use Only

March 2024

Accrual Basis

	Mar 24	Budget	\$ Over Budget	Oct '23 - Mar 24	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
1301 · Co-Op Participation	9,159.58	6,505.00	2,654.58	33,105.18	39,030.00	-5,924.82	78,060.00
4010 · Ad Valorem Revenue	0.00	0.00	0.00	514,761.40	467,201.00	47,560.40	739,063.00
4015 · CRA Interlocal Income	0.00	0.00	0.00	574,070.20	574,070.00	0.20	574,070.00
4020 · Website Membership and Map	0.00	41.67	-41.67	0.00	249.98	-249.98	500.00
4025 · FY Starting Balance	0.00			0.00	37,120.04	-37,120.04	37,120.04
Program Revenue	16,120.00	23,840.83	-7,720.83	133,357.95	143,045.02	-9,687.07	286,090.00
4900 · Sales Tax Collected - Rent	-912.45	-1,639.69	727.24	-7,464.54	-9,838.16	2,373.62	-19,676.30
Total Income	<u>24,367.13</u>	<u>28,747.81</u>	<u>-4,380.68</u>	<u>1,247,830.19</u>	<u>1,250,877.88</u>	<u>-3,047.69</u>	<u>1,695,226.74</u>
Gross Profit	24,367.13	28,747.81	-4,380.68	1,247,830.19	1,250,877.88	-3,047.69	1,695,226.74
Expense							
5042 · Contract Labor	1,476.00			5,220.00			
3001 · Compactor - Waste Services	5,392.27	6,352.50	-960.23	36,275.56	38,115.00	-1,839.44	76,230.00
3002 · Compactor Lease	0.00	0.83	-0.83	0.00	5.02	-5.02	10.00
3004 · Compactor - Security Fees	106.04	106.67	-0.63	724.82	639.98	84.84	1,280.00
3007 · Compactor - Electric	42.43	45.00	-2.57	345.89	270.00	75.89	540.00
5000 · CRA Interlocal Payment	0.00	0.00	0.00	574,070.20	574,070.00	0.20	574,070.00
5001 · Salaries, Benefits & Taxes	6,212.86	7,771.20	-1,558.34	41,341.68	50,512.81	-9,171.13	101,025.61
5004 · Insurance Expense-Other	30.33			90.99			
5005 · Workers Comp Insurance	41.42	40.33	1.09	213.51	242.02	-28.51	484.00
5006 · Board Meetings	0.00	20.83	-20.83	221.78	125.02	96.76	250.00
5007 · Annual Meeting	0.00	20.83	-20.83	0.00	125.02	-125.02	250.00
5009 · Bank Charges	0.00	16.67	-16.67	147.50	99.98	47.52	200.00
5012 · Office Rent	1,323.14	1,371.43	-48.29	5,292.56	8,228.58	-2,936.02	16,457.16
5013 · Office Supplies	107.06	160.13	-53.07	487.46	960.78	-473.32	1,921.56
5014 · Office Equipment/Software	67.35	250.00	-182.65	2,066.96	1,500.00	566.96	3,000.00
5015 · Postage	75.34	16.67	58.67	833.61	99.98	733.63	200.00
5016 · Telecommunications	317.20	500.00	-182.80	1,644.46	3,000.00	-1,355.54	6,000.00
5017 · Website Support	0.00			11,918.75	0.00	11,918.75	0.00
5018 · Website Hosting	0.00	541.67	-541.67	3,929.09	3,249.98	679.11	6,500.00
5019 · Computer Support/Email Leasing	341.94	208.33	133.61	2,225.74	1,250.02	975.72	2,500.00
5020 · Dues, Subscriptions, Publicatio	24.98	291.67	-266.69	2,920.23	1,749.98	1,170.25	3,500.00
5021 · Travel Entertainment & Educ.	0.00	375.00	-375.00	4,151.25	2,250.00	1,901.25	4,500.00
5024 · Bookkeeping	1,104.00	1,000.00	104.00	6,494.00	6,000.00	494.00	12,000.00
5025 · Audit	0.00	0.00	0.00	3,500.00	13,500.00	-10,000.00	13,500.00
5026 · Legal Counsel	420.00	581.88	-161.88	420.00	3,491.27	-3,071.27	6,982.55
5027 · Economic Development	3,271.15	9,121.50	-5,850.35	45,574.59	54,729.25	-9,154.66	109,458.25
5029 · Donation to Friends of Downtown	0.00	0.00	0.00	0.00	0.00	0.00	85,000.00
5030 · Insurance- General Liability	951.33	1,264.75	-313.42	6,883.98	7,588.50	-704.52	15,177.00
5227 · PPD Security	1,800.00	2,500.00	-700.00	25,820.00	52,000.00	-26,180.00	104,000.00
6000 · Palafox Market	21,866.45	21,712.46	153.99	147,087.26	133,206.79	13,880.47	266,413.57
7000 · Ambassador Program	24,514.75	24,481.42	33.33	131,621.85	146,888.52	-15,266.67	293,777.04
Total Expense	<u>69,486.04</u>	<u>78,751.77</u>	<u>-9,265.73</u>	<u>1,061,523.72</u>	<u>1,103,898.50</u>	<u>-42,374.78</u>	<u>1,705,226.74</u>
Net Ordinary Income	-45,118.91	-50,003.96	4,885.05	186,306.47	146,979.38	39,327.09	-10,000.00
Other Income/Expense							
Other Income							
Voided Checks	0.00			1,517.07			
4980 · Sales Tax Collection Allowance	24.77			167.45			
4960 · Interest Income	1,544.42	833.33	711.09	6,030.80	5,000.02	1,030.78	10,000.00
Total Other Income	<u>1,569.19</u>	<u>833.33</u>	<u>735.86</u>	<u>7,715.32</u>	<u>5,000.02</u>	<u>2,715.30</u>	<u>10,000.00</u>
Net Other Income	1,569.19	833.33	735.86	7,715.32	5,000.02	2,715.30	10,000.00
Net Income	<u>-43,549.72</u>	<u>-49,170.63</u>	<u>5,620.91</u>	<u>194,021.79</u>	<u>151,979.40</u>	<u>42,042.39</u>	<u>0.00</u>

DOWNTOWN IMPROVEMENT BOARD
Profit & Loss Budget Performance- For Mgmt Use Only

March 2024

Accrual Basis

	Mar 24	Budget	\$ Over Budget	Oct '23 - Mar 24	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Program Revenue							
4030 · Palafox Market Vendor North	10,750.00	23,840.83	-13,090.83	95,392.95	143,045.02	-47,652.07	286,090.00
4031 · Palafox Market Vendor South	5,250.00			34,425.00			
4037 · Palafox Market App Fees	120.00			3,540.00			
Total Program Revenue	<u>16,120.00</u>	<u>23,840.83</u>	<u>-7,720.83</u>	<u>133,357.95</u>	<u>143,045.02</u>	<u>-9,687.07</u>	<u>286,090.00</u>
Total Income	<u>16,120.00</u>	<u>23,840.83</u>	<u>-7,720.83</u>	<u>133,357.95</u>	<u>143,045.02</u>	<u>-9,687.07</u>	<u>286,090.00</u>
Gross Profit	16,120.00	23,840.83	-7,720.83	133,357.95	143,045.02	-9,687.07	286,090.00
Expense							
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	6,847.86	5,864.01	983.85	43,933.26	38,116.09	5,817.17	76,232.17
6003 · Permits / Street Closure	0.00	166.67	-166.67	900.00	999.98	-99.98	2,000.00
6004 · Portable Toilet Rental	1,015.00	1,339.17	-324.17	11,780.00	8,034.98	3,745.02	16,070.00
6006 · Farm Visit- Mileage Reimburseme	0.00	20.83	-20.83	0.00	125.02	-125.02	250.00
6007 · Marketing	10,177.63	9,065.87	1,111.76	59,762.32	54,395.18	5,367.14	108,790.40
6011 · Market App Program Fee	35.96	158.33	-122.37	2,002.41	950.02	1,052.39	1,900.00
6012 · Market Security	400.00			400.00	0.00	400.00	0.00
6015 · Bathroom Construction	3,390.00	3,390.00	0.00	20,340.00	20,340.00	0.00	40,680.00
6017 · P. M. Holiday Market (Perm/Cop)	0.00	378.33	-378.33	0.00	2,270.02	-2,270.02	4,540.00
Total 6000 · Palafox Market	<u>21,866.45</u>	<u>20,383.21</u>	<u>1,483.24</u>	<u>139,117.99</u>	<u>125,231.29</u>	<u>13,886.70</u>	<u>250,462.57</u>
Total Expense	<u>21,866.45</u>	<u>20,383.21</u>	<u>1,483.24</u>	<u>139,117.99</u>	<u>125,231.29</u>	<u>13,886.70</u>	<u>250,462.57</u>
Net Ordinary Income	<u>-5,746.45</u>	<u>3,457.62</u>	<u>-9,204.07</u>	<u>-5,760.04</u>	<u>17,813.73</u>	<u>-23,573.77</u>	<u>35,627.43</u>
Net Income	<u><u>-5,746.45</u></u>	<u><u>3,457.62</u></u>	<u><u>-9,204.07</u></u>	<u><u>-5,760.04</u></u>	<u><u>17,813.73</u></u>	<u><u>-23,573.77</u></u>	<u><u>35,627.43</u></u>

DOWNTOWN IMPROVEMENT BOARD
Balance Sheet - For Management Use Only
As of March 31, 2024

	Mar 31, 24
ASSETS	
Current Assets	
Checking/Savings	
101 · Cash - Synovus- 0237 Operating	12,893.82
103 · Synovus - Money Market	524,656.38
Total Checking/Savings	537,550.20
Other Current Assets	
161 · Prepaid Expenses	572.00
140.9 · Due from Downtown Pens Alliance	160.25
140.5 · Due from Friends of Downtown	14,167.56
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	8,217.52
Total Other Current Assets	24,117.33
Total Current Assets	561,667.53
Fixed Assets	
Puppy Pit Stop Project	72,745.00
240 · Equipment	169,220.56
260 · Furniture & Fixtures	6,982.81
275 · Website Capitalized	10,850.00
300 · Less Accumulated Depreciation	-139,306.58
Total Fixed Assets	120,491.79
TOTAL ASSETS	682,159.32
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
450 · Accounts Payable	-1,264.81
Total Accounts Payable	-1,264.81
Other Current Liabilities	
Accrued Salaries	3,440.84
481 · Sales Tax Payable	212.45
453 · 403(b) Employer Contribution	7,370.16
458 · Due to 403(b) - Employee Contr	5,192.33
471 · Payroll Liabilities	1,738.62
4849 · Deferred Revenue Sign Maint	5,000.00
Total Other Current Liabilities	22,954.40
Total Current Liabilities	21,689.59
Total Liabilities	21,689.59
Equity	
32000 · Unrestricted Net Assets	484,321.96
587 · Fund Balance	
302-001 · Audit Reclass	187,142.98
587 · Fund Balance - Other	-205,017.00
Total 587 · Fund Balance	-17,874.02
Net Income	194,021.79
Total Equity	660,469.73
TOTAL LIABILITIES & EQUITY	682,159.32



MARKETING REPORT

DOWNTOWN PENSACOLA

March 2024 Marketing, PR and Production

Production Highlights

In March, the marketing team worked with Cailin to promote a special Easter Market at Palafox Market North and South through Facebook event, a social media video, social posts, Instagram story, and coordinating and escorting the Easter Bunny for photos and visits at both markets. The event included live music, face painting, the Winterfest mini-train, easter eggs and vendor treats, and perfect weather and the free trolley helped to bring the crowds to both markets that day. We conducted two Palafox Market photo shoots & several interviews to capture photos of vendors, families, products, trolley, mini-train, musicians, etc. and coordinated a petting zoo for a "Wild About Wildlife" month Palafox Market event in July. We attended a downtown merchant meeting to discuss the details of a June retail promotion.

March Challenges and Opportunities

Our biggest challenges in March were logistical issues regarding this year's Foo Foo Festival event.

Project Snapshot

4 Special events in progress

49 Events added to website calendar

211 Social media posts + stories produced

150 New Palafox Market photos



Metric

Details

Notes

576,593

Combined Instagram + Facebook Reach

Top post: 60.5K Reach, 7,000+ Minutes Viewed (10 sec video)

162,471

Social Media Followers

Total includes Facebook, Instagram and Twitter

8.7K

Website users in March

Top views: Palafox Market, homepage, Market Map, Hours & Locations, and Event Index

1,003

New Likes & Follows

Includes Facebook/Instagram only

Earned Media Value YTD

\$68,422.75

Coming in April

- July special event planning (Palafox Mkt)
- Palafox Market new website content
- June downtown retail event support / planning
- Foo Foo Fest 2024 mandatory meeting
- Palafox Market photo shoots at North & South
- Research for 2024 Foo Foo Fest event
- DIB Event Grant online application
- Begin integrating calendar with Visit Pcola