



Downtown Improvement Board
Regular Monthly Meeting
Tuesday February 25th, 2025, 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 February 25th, 2025
 - c. *Approval of the minutes from the regular meeting of the DIB on January 28th, 2025
 - d. *Approval of the January Financials

- III. On-Going Business
 - a. PPD Report
 - b. Spotless Report
 - c. Marketing Report
 - d. Palafox Market
 - e. Executive Director Update

- IV. New Business
 - a. Spring Shop Hop March 9th – Katie & Sam
 - b. *MarketWurks - \$2,250 (Annual Subscription for Palafox Market)
 - c. *Mural Discussion – Kelsey Montague
 - d. Downtown Noise Issues – Allison Patton
 - e. Schedule Small Business Marketing Promotion Meeting – Caron
 - f. FooFoo Fest Project Discussion

- VIII. Public Comment

- IX. Adjournment

Next meeting – March 25th, 2025
(*) = approval item



Downtown Improvement Board

Regular Monthly Meeting

Tuesday January 28th, 2025, 7:30

AGENDA

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

I. Call to Order

- a. Chris McKean, Chairman, calls the meeting to order at 7:32 AM

II. Recurring Agenda

- a. Mr. Walker Wilson confirmed the meeting was properly noticed.
- b. The proposed meeting agenda for January 28th, 2025 is motioned by Nathan Holler, seconded by William Merrill, and unanimously approved.
- c. The minutes from the regular meeting held on December 17th, 2024 are motioned, seconded, and unanimously approved.
- d. The December financials are motioned, seconded, and unanimously approved.
 - The CRA check swap occurred and Ad Valorem revenue came in December.
 - The new waste co-op payment structure went out with January invoices.
 - Palafox Market revenue over budget for the month due to the Holiday Market.
 - Marketing was over budget for the month due to the All I Want campaign.

III. On-Going Business

a. PPD Report

- Sergeant Solan is the sergeant for the CRA and will be attending future board meetings.
- PPD is looking at the parking garage to identify certain times throughout the month to have extra patrol.
- There will be 2 new CRA officers. Officer McMahon and Officer Partrick have accepted new roles.
- Officers continue to give open container warnings and citations.

b. Spotless Report

- New ambassadors have joined the spotless team.
- The annual Christmas parade cleanup was not up to standards. The contracted cleaning team came back the next day on Sunday to finish the clean-up.
- There have been a couple of noise complaints due to the Spotless team blowing early in the morning. A new schedule has been created to try and avoid these issues.

c. Marketing Report

- Some of the events last month included New Years Eve, Palafox Markets, and Gallery Night.
- Palafox Market Instagram page has reached 10,000 followers.
- The board would like a "shop local" campaign to focus on the impact of shopping local within the community prior to the reconstruction of Palafox Street.

- Downtown business owners would like to continue getting updates leading up to the construction on Palafox as quickly as information becomes available in order to plan accordingly.

d. Palafox Market

- December was a busy month for the market with the market being at full capacity multiple times in December.
- The trolley has been running every week even when the markets have consolidated.

IV. New Business

a. List of Priorities for City & DIB collaboration

- A local shop campaign to support local retailers.
- Looking into parking concerns downtown and having conversations with the city regarding the Palafox construction as far as plans for loading zones, timeframe of construction, and ways to move customers around to avoid construction.
- Walker Wilson to reach out to Parking Services for more information on parking concerns.

b. Grant Applications Process

- Revisit at next month's meeting.

c. Foil Week Discussion

- Foiling week will take place on February 24th- March 2nd.
- There will be spectator events at Maritime Park and at the Hilton Pensacola Beach.
- Sail Pensacola will be hosting a variety of events over the week such as a race village, foiling film festival, and will use water taxis to transport guests between event spaces.
- There will be a Foiling Week Business Forum on Wednesday, February 26th.
- All events will be posted on the Sail Pensacola website.
- There is a motion to approve the trolley to run on the weekend of foiling week to support transporting guests to the race village. The motion is seconded, and unanimously approved.

VIII. Public Comment

- Palafox Construction is expected to start late summer. Updates can be expected in March.

IX. Adjournment- Meeting is adjourned at 9:30 AM

Next meeting – February 25th, 2025

(*) = approval item

Treasurer's Report - DIB

MEMORANDUM

To: DIB Board

From: Walker Wilson, Executive Director

Subject: Treasurer's Report

Date: Feb

Total Income DIB **Jan:** \$21,178.22

Total Expense DIB **Jan:** \$74,820.83

Notes:

DIB - Jan 25

<u>Code</u>	<u>Description</u>	<u>Current Month</u>	<u>YTD</u>
Income	Overview	<i>\$8,200 Under Budget</i>	<i>\$14,000 Under Budget</i>
1301	Co-Op Participation	\$1,300 Over Budget	\$3,000 Under Budget
4030	Palafox Market	\$8,000 Under Budget	\$7,000 Over Budget
Expense	Overview	<i>\$20,000 Under Budget</i>	<i>\$52,000 Under Budget</i>
3001	Compactor Co-Op	<i>\$100 Over Budget</i>	<i>\$2,700 Under Budget</i>
5001	Salaries, Benefits & Taxes	\$2,000 Over Budget	\$750 Over Budget
6007	Marketing	\$200 Under Budget	\$2,700 Over Budget
5027	Economic Development	\$9,500 Under Budget	\$21,000 Under Budget
6000	Palafox Market	\$1,600 Under Budget	\$9,900 Under Budget
7000	Ambassador Program	On Budget	On Budget

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

January 2025

	Jan 25	Budget	\$ Over Budget	Oct '24 - Jan 25	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
1301 · Co-Op Participation	7,550.20	6,156.66	1,393.54	21,605.46	24,626.64	-3,021.18	73,880.00
4010 · Ad Valorem Revenue	0.00			24,214.29	24,214.29	0.00	24,214.29
4015 · CRA Interlocal Income	0.00			628,759.19	628,759.00	0.19	628,759.00
4020 · Website Membership and Map	0.00	41.66	-41.66	0.00	166.64	-166.64	500.00
4025 · FY Starting Balance	0.00			0.00	11,498.00	-11,498.00	11,498.00
Program Revenue	14,105.00	22,166.66	-8,061.66	95,760.00	88,666.64	7,093.36	266,000.00
4900 · Sales Tax Collected - Rent	-476.98	1,000.00	-1,476.98	-3,266.40	4,000.00	-7,266.40	12,000.00
Total Income	21,178.22	29,364.98	-8,186.76	767,072.54	781,931.21	-14,858.67	1,016,851.29
Gross Profit	21,178.22	29,364.98	-8,186.76	767,072.54	781,931.21	-14,858.67	1,016,851.29
Expense							
3001 · Compactor - Waste Services	6,102.65	6,000.00	102.65	21,211.92	24,000.00	-2,788.08	72,000.00
3002 · Compactor Lease	0.00	0.84	-0.84	0.00	3.36	-3.36	10.00
3004 · Compactor - Security Fees	117.27	116.66	0.61	469.08	466.64	2.44	1,400.00
3007 · Compactor - Electric	42.51	39.16	3.35	163.27	156.64	6.63	470.00
5000 · CRA Interlocal Payment	0.00			628,759.19	628,759.00	0.19	628,759.00
5001 · Salaries, Benefits & Taxes	10,205.02	8,106.23	2,098.79	37,236.89	36,478.04	758.85	105,381.00
5004 · Insurance Expense-Other	32.58			130.32			
5005 · Workers Comp Insurance	38.25	0.00	38.25	153.00	0.00	153.00	511.00
5006 · Board Meetings	0.00	20.84	-20.84	0.00	83.36	-83.36	250.00
5007 · Annual Meeting	0.00	20.84	-20.84	0.00	83.36	-83.36	250.00
5009 · Bank Charges	9.00	16.66	-7.66	140.00	66.64	73.36	200.00
5012 · Office Rent	1,323.14	1,412.59	-89.45	3,921.13	5,650.36	-1,729.23	16,951.00
5013 · Office Supplies	99.33	125.00	-25.67	541.92	500.00	41.92	1,500.00
5014 · Office Equipment/Software	88.84	250.00	-161.16	1,232.87	1,000.00	232.87	3,000.00
5015 · Postage	0.00	16.66	-16.66	73.00	66.64	6.36	200.00
5016 · Telecommunications	356.20	291.66	64.54	1,412.65	1,166.64	246.01	3,500.00
5018 · Website Hosting	0.00	541.66	-541.66	520.20	2,166.64	-1,646.44	6,500.00
5019 · Computer Support/Email Leasing	155.79	208.34	-52.55	1,787.11	833.36	953.75	2,500.00
5020 · Dues, Subscriptions, Publicatio	1,434.23	291.66	1,142.57	1,790.15	1,166.64	623.51	3,500.00
5021 · Travel Entertainment & Educ.	0.00	166.66	-166.66	961.90	666.64	295.26	2,000.00
5024 · Bookkeeping	3,540.00	958.34	2,581.66	6,330.00	3,833.36	2,496.64	11,500.00
5025 · Audit	0.00			14,000.00	14,000.00	0.00	14,000.00
5026 · Legal Counsel	0.00	250.00	-250.00	0.00	1,000.00	-1,000.00	3,000.00
5027 · Economic Development	2,510.97	12,051.25	-9,540.28	26,342.87	48,205.00	-21,862.13	144,615.00
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	1,156.08	1,083.34	72.74	4,624.32	4,333.36	290.96	13,000.00
5227 · PPD Security	4,600.00	18,750.00	-14,150.00	25,630.00	45,000.00	-19,370.00	105,000.00
6000 · Palafox Market	18,494.22	20,106.57	-1,612.35	78,427.30	88,306.97	-9,879.67	254,000.00
7000 · Ambassador Program	24,514.75	24,512.00	2.75	98,059.00	98,048.00	11.00	294,144.00
Total Expense	74,820.83	95,336.96	-20,516.13	953,918.09	1,006,040.65	-52,122.56	1,773,141.00
Net Ordinary Income	-53,642.61	-65,971.98	12,329.37	-186,845.55	-224,109.44	37,263.89	-756,289.71
Other Income/Expense							
Other Income							
4980 · Sales Tax Collection Allowance	33.07			96.77			
4960 · Interest Income	173.36	1,000.00	-826.64	1,533.24	4,000.00	-2,466.76	12,000.00
Total Other Income	206.43	1,000.00	-793.57	1,630.01	4,000.00	-2,369.99	12,000.00
Net Other Income	206.43	1,000.00	-793.57	1,630.01	4,000.00	-2,369.99	12,000.00
Net Income	-53,436.18	-64,971.98	11,535.80	-185,215.54	-220,109.44	34,893.90	-744,289.71

DOWNTOWN IMPROVEMENT BOARD

Palafox Profit & Loss Budget Performance- For Mgmt Use Only

January 2025

Accrual Basis

	Jan 25	Budget	\$ Over Budget	Oct '24 - Jan 25	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Program Revenue							
4030 · Palafox Market Vendor	14,105.00	22,166.66	-8,061.66	95,760.00	88,666.64	7,093.36	266,000.00
Total Program Revenue	14,105.00	22,166.66	-8,061.66	95,760.00	88,666.64	7,093.36	266,000.00
Total Income	14,105.00	22,166.66	-8,061.66	95,760.00	88,666.64	7,093.36	266,000.00
Gross Profit	14,105.00	22,166.66	-8,061.66	95,760.00	88,666.64	7,093.36	266,000.00
Expense							
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	6,606.61	6,681.39	-74.78	27,077.22	30,066.25	-2,989.03	86,858.00
6003 · Permits / Street Closure	0.00	220.84	-220.84	0.00	883.36	-883.36	2,650.00
6004 · Portable Toilet Rental	0.00	916.66	-916.66	3,580.00	3,666.64	-86.64	11,000.00
6005 · Market Anniversary Celebration	0.00	0.00	0.00	0.00	0.00	0.00	1,500.00
6006 · Farm Visit- Mileage Reimburseme	0.00	20.84	-20.84	0.00	83.36	-83.36	250.00
6007 · Marketing	8,469.11	8,676.84	-207.73	37,416.61	34,707.36	2,709.25	104,122.00
6011 · Market App Program Fee	0.00	158.34	-158.34	0.00	633.36	-633.36	1,900.00
6015 · Bathroom Construction	3,390.00	3,390.00	0.00	10,170.00	13,560.00	-3,390.00	40,680.00
6016 · Travel, Entertainment & Educati	0.00	41.66	-41.66	0.00	166.64	-166.64	500.00
6017 · P. M. Holiday Market (Perm/Cop)	0.00			0.00	4,540.00	-4,540.00	4,540.00
Total 6000 · Palafox Market	18,465.72	20,106.57	-1,640.85	78,243.83	88,306.97	-10,063.14	254,000.00
Total Expense	18,465.72	20,106.57	-1,640.85	78,243.83	88,306.97	-10,063.14	254,000.00
Net Ordinary Income	-4,360.72	2,060.09	-6,420.81	17,516.17	359.67	17,156.50	12,000.00
Net Income	-4,360.72	2,060.09	-6,420.81	17,516.17	359.67	17,156.50	12,000.00

DOWNTOWN IMPROVEMENT BOARD
Balance Sheet - For Management Use Only
As of January 31, 2025

	Jan 31, 25
ASSETS	
Current Assets	
Checking/Savings	
101 · Cash - Synovus- 0237 Operating	708.61
103 · Synovus - Money Market	23,233.57
Total Checking/Savings	23,942.18
Other Current Assets	
161 · Prepaid Expenses	572.00
140.9 · Due from Downtown Pens Alliance	160.25
140.5 · Due from Friends of Downtown	17,193.82
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	10,178.36
Total Other Current Assets	29,104.43
Total Current Assets	53,046.61
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	-161,333.37
Total Fixed Assets	98,465.00
TOTAL ASSETS	151,511.61
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
450 · Accounts Payable	-1,260.43
Total Accounts Payable	-1,260.43
Other Current Liabilities	
Accrued Salaries	3,843.68
453 · 403(b) Employer Contribution	965.08
458 · Due to 403(b) - Employee Contr	784.62
471 · Payroll Liabilities	1,867.86
4849 · Deferred Revenue Sign Maint	5,000.00
Total Other Current Liabilities	12,461.24
Total Current Liabilities	11,200.81
Total Liabilities	11,200.81
Equity	
32000 · Unrestricted Net Assets	343,400.36
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	-185,215.54
Total Equity	140,310.80
TOTAL LIABILITIES & EQUITY	151,511.61

DIB Marketing Highlights

JANUARY 2025

QUICK STATS



PRODUCTION
PROJECTS



GOOGLE
REVIEWS



EVENT + PROMO
PROJECTS



SOCIAL MEDIA
CONTENT



PHOTOS
SHOT

SOCIAL MEDIA HIGHLIGHTS

543K

Total Views

1,607

New Social Followers

101

Stories Featuring Merchants

170,049

Total Social Followers

5

Video Reels

6.3M

Combined Social Reach

17

Message Responses

22.4K

Top Post Reach

PROJECTS COMPLETED

Website troubleshooting	Sunday brunch spots
"All I Want" campaign overview	promo
New trash compactor sign	IN News print ad
Downtown photo shoot	Repast call
Gallery Night promotion	Social reel collabs
Marketing meetings	New Repast chef letters
Downtown events on visitpensacola.com	Coordinate music for Repast
Mardi Gras promotion	10,000 Followers graphic
Pawdi-Gras promotion	Mardi Gras Market plan
MLK, Jr. Parade promotion	Palafox Market vendor
Free trolley promotion	Facebook page
Downtown ice photos	Google reviews response
December marketing report	Consolidated market information
Free parking promotion	Palafox Market photo & video shoot
Pensacon promotion	Market trolley promotion

SEARCH & WEB METRICS

1,885

Clicks from Google

6,144

Active Users

17,878

Views

5.9K

Found Via Search

TOP WEBSITE PAGES

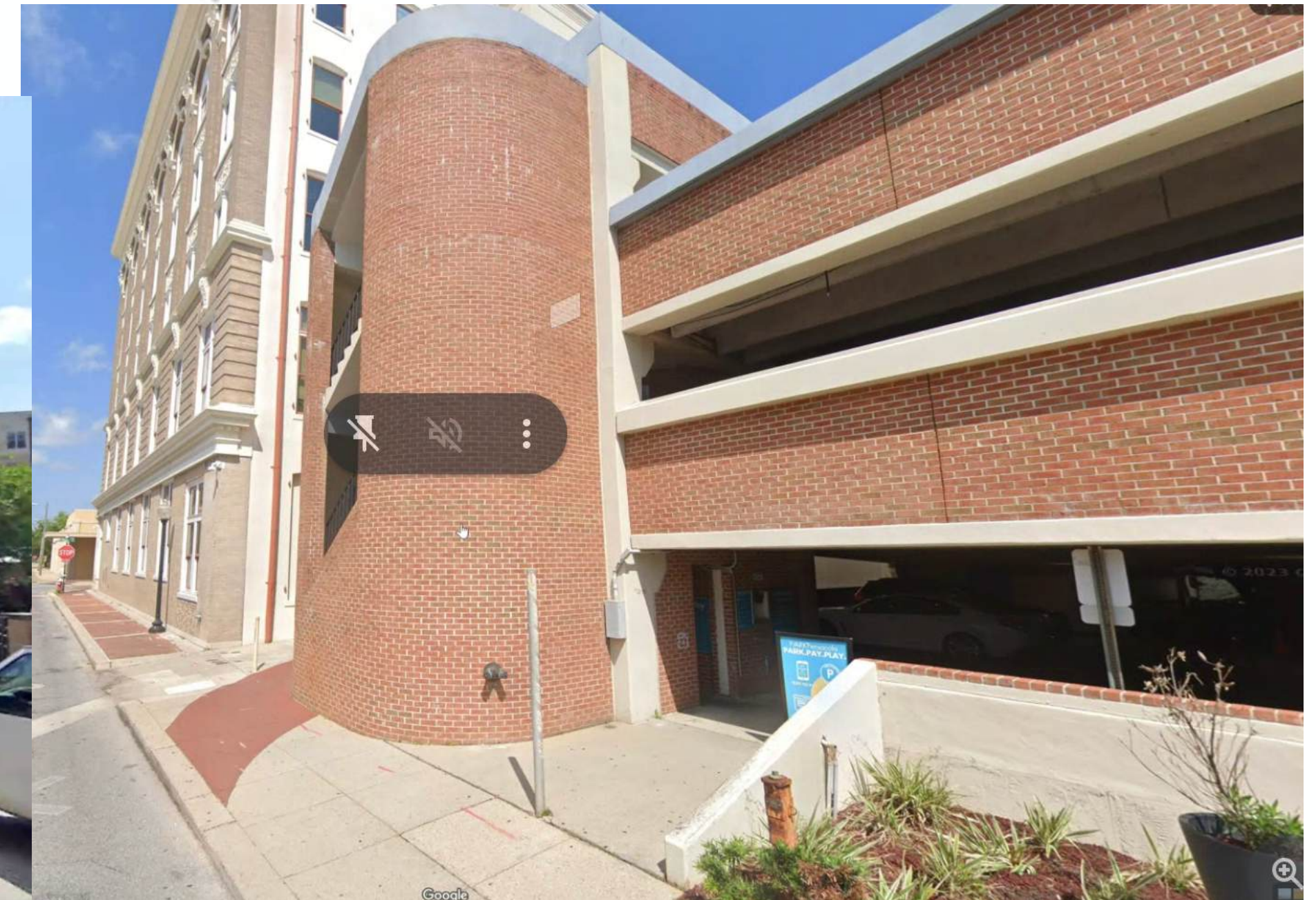
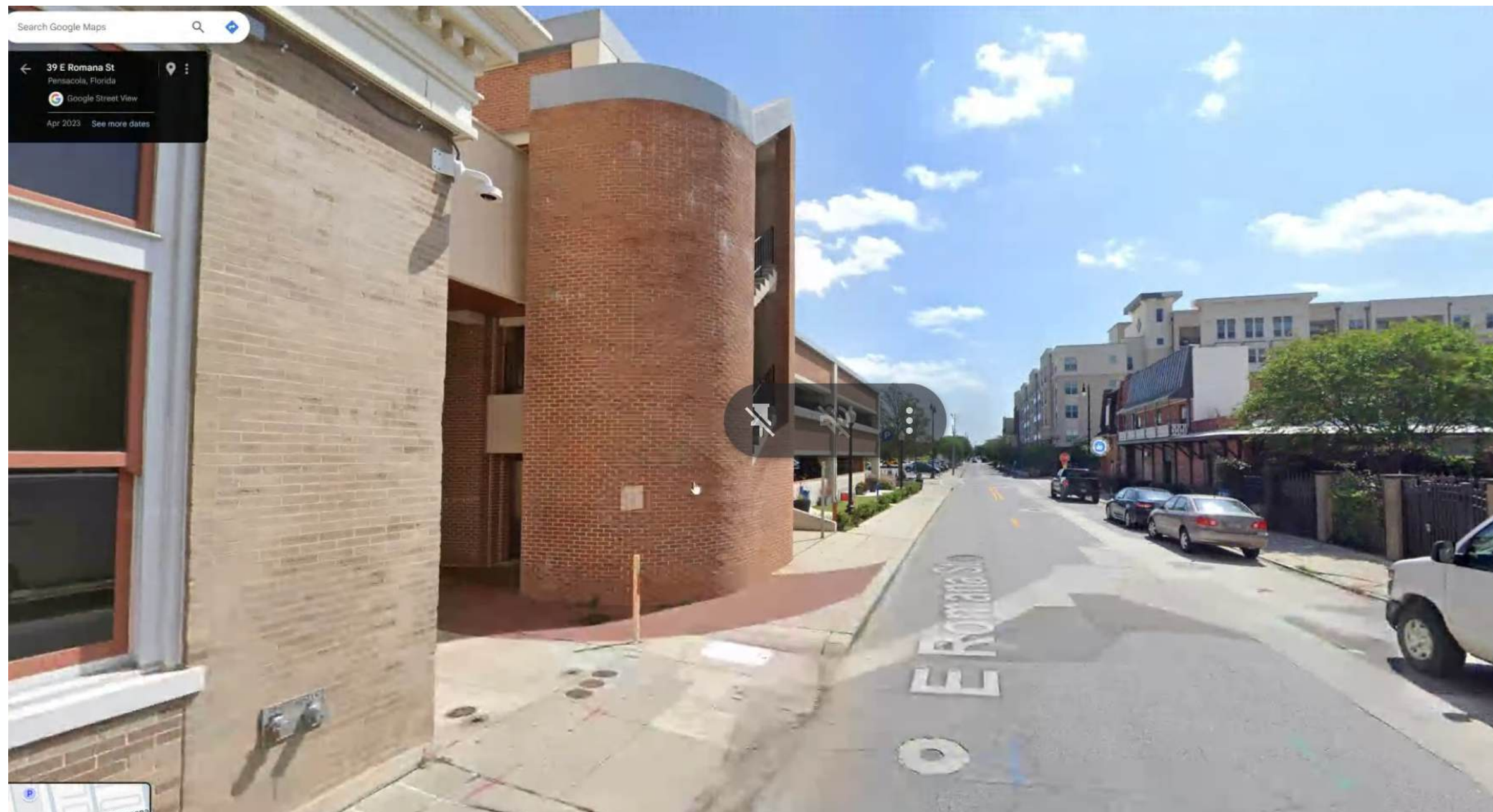
- 1 Palafox Market
- 2 Palafox Market Map
- 3 Home Page
- 4 Business Directory
- 5 Palafox Market Vendor Application



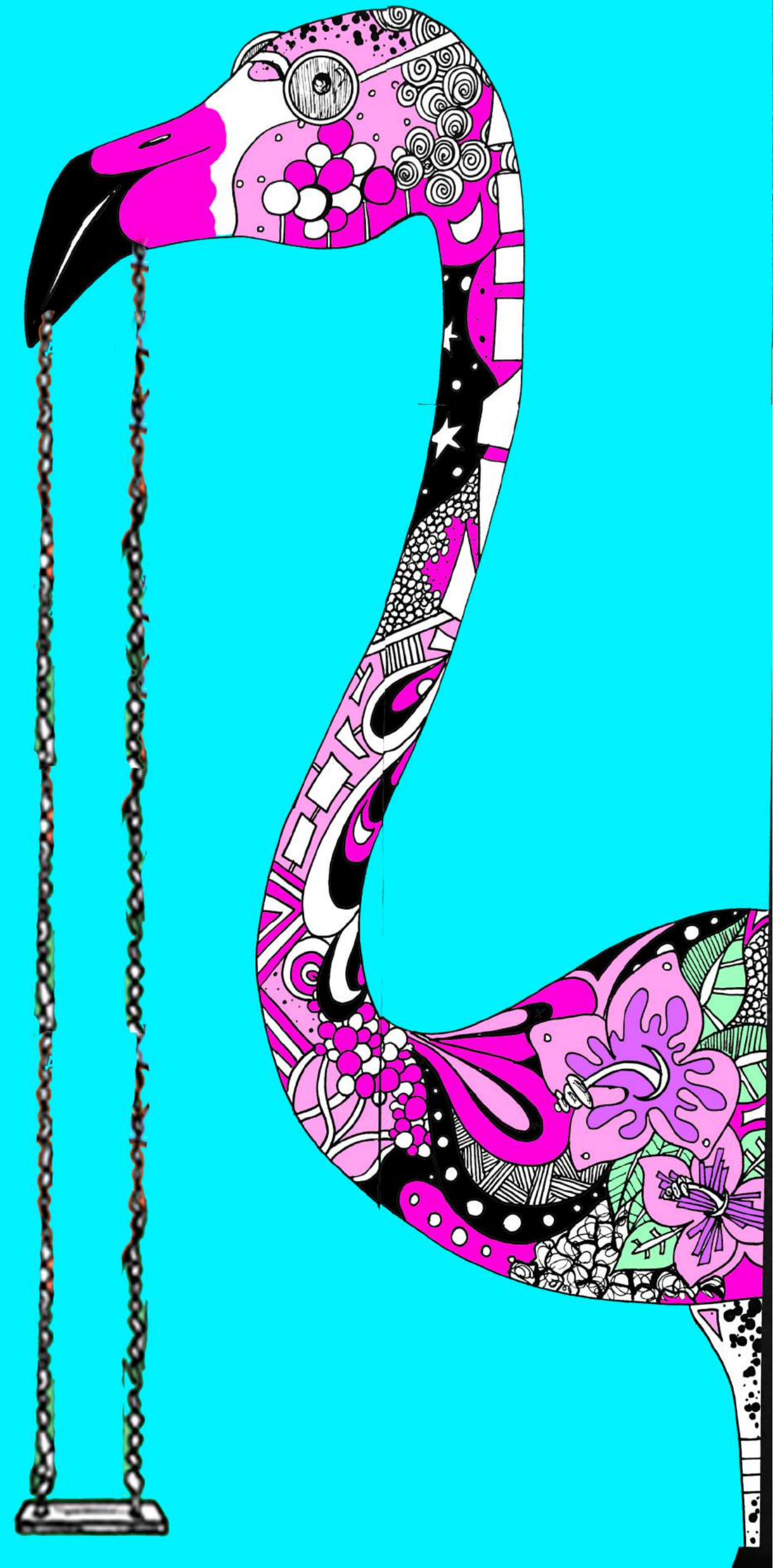
KELSEY MONTAGUE ART



Proposed wall



The Wise Flamingo



Pelican

(The foot could be fabricated
to be an actual seat.

The beak could also be fabricated)

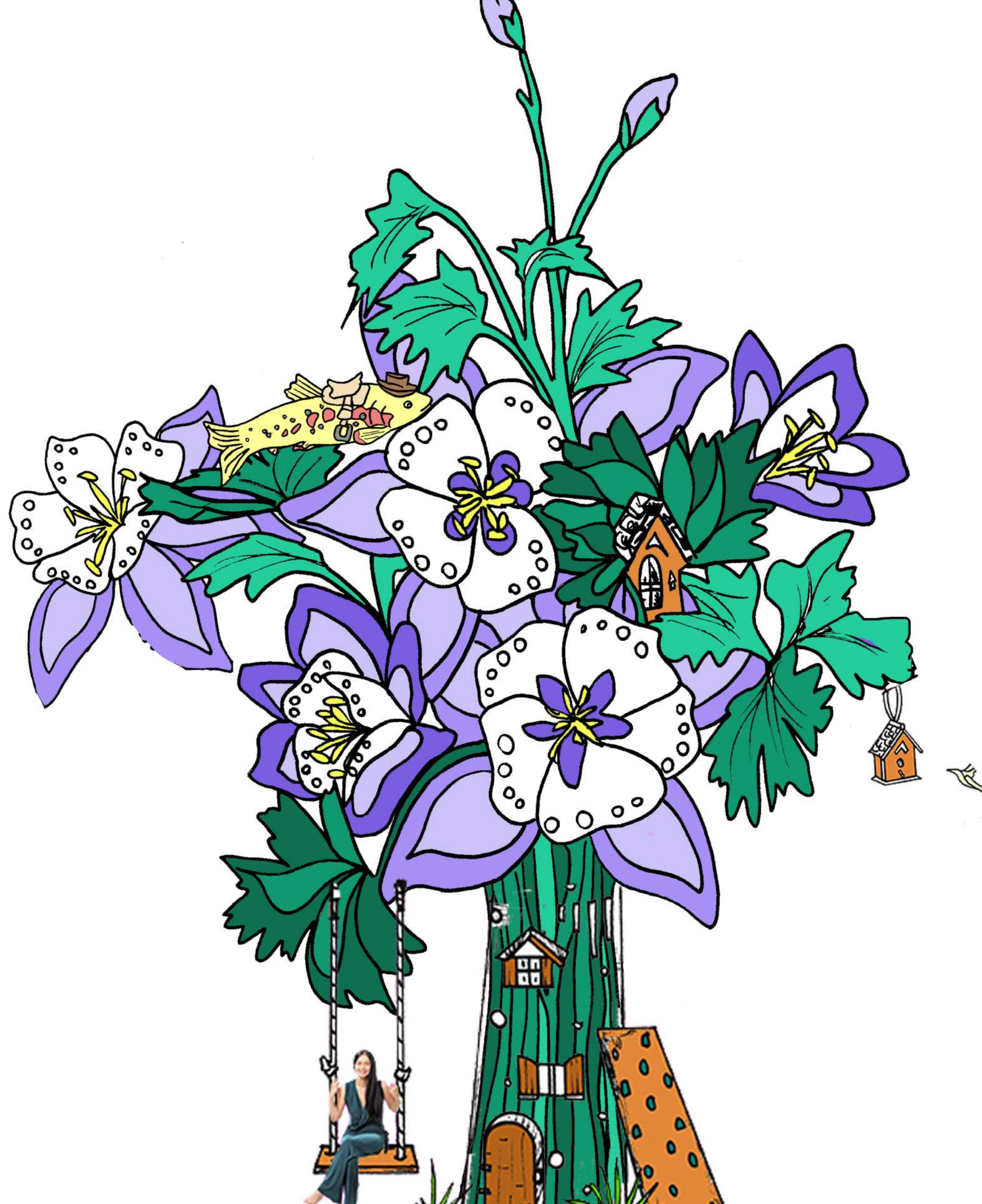




The Floating Ship

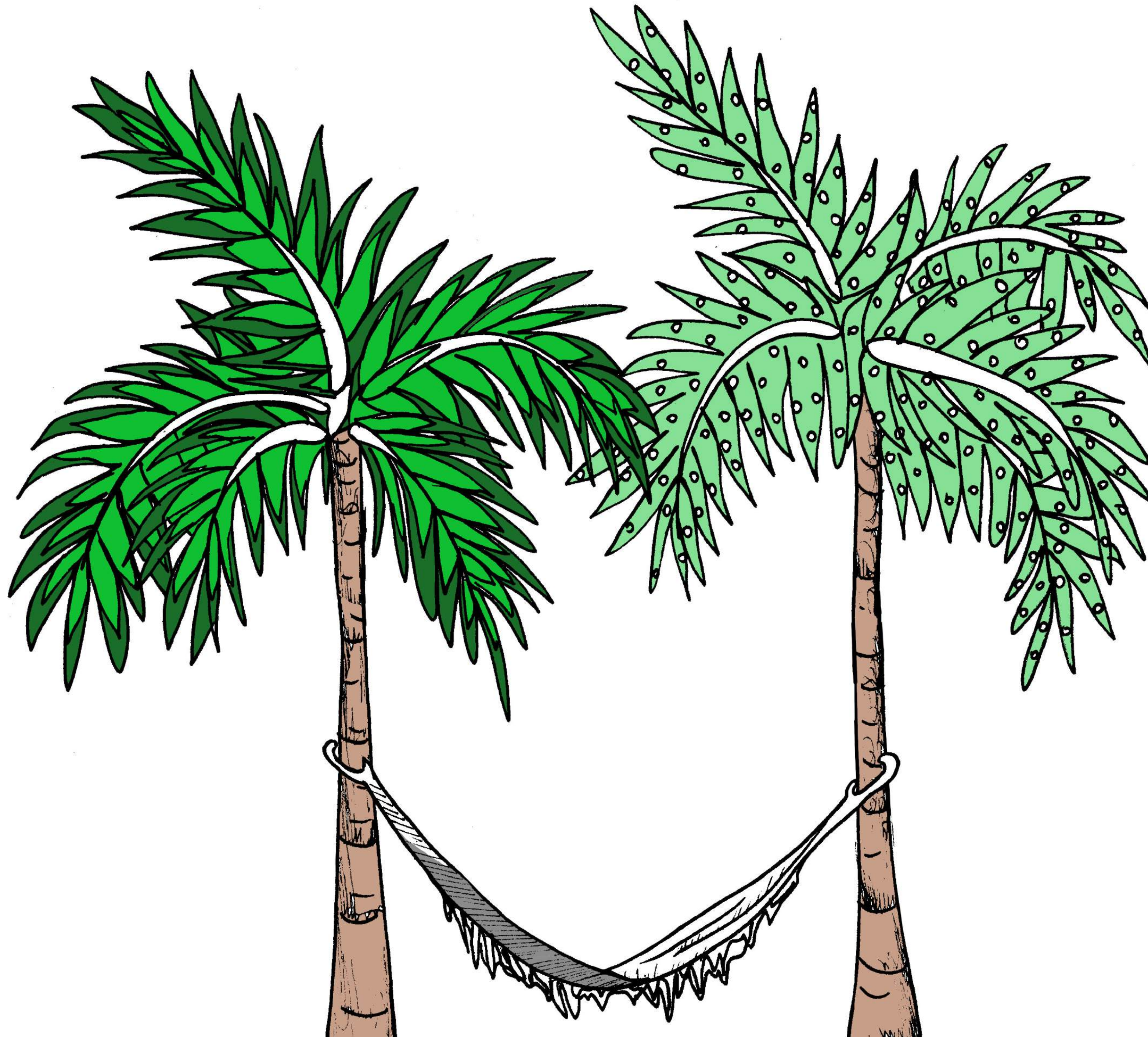


Whale Chair



Flower Tree House or Orange House

Hammock



Ocean Escape





Blow Up Balloon



Butterfly Flock



**Flamingo
Swing**



A Whale Of A Gift



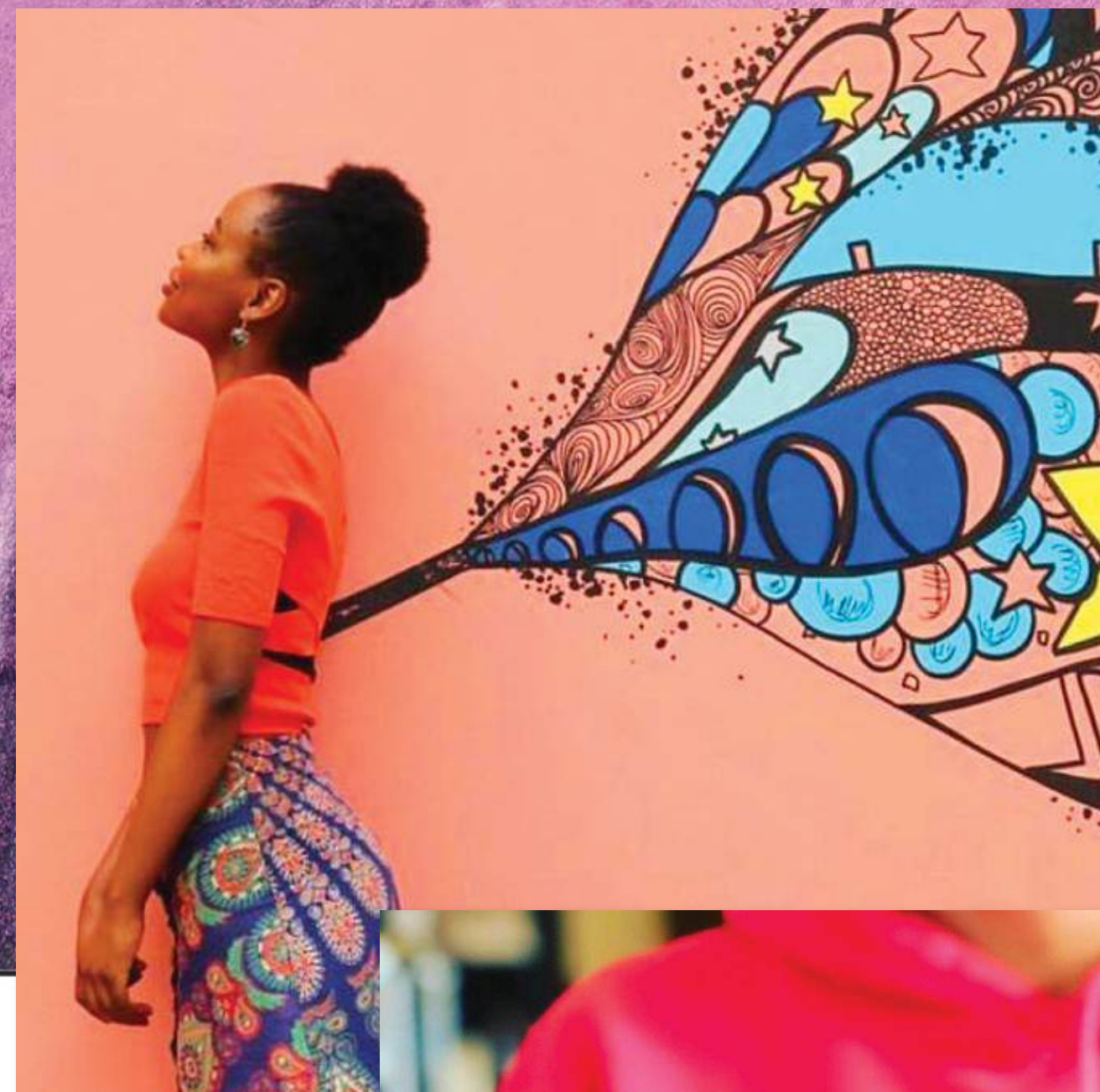
Mural: What's Included

- 1 hashtag for the client on the piece
- @kelseymontagueart on the piece
- Custom mockup creation for the client
- 1 revision round for the mock-up
- Inclusion on the Kelsey Montague Art interactive map

Price

- Transportation costs for Artist and Manager (hotel, per diem)
- Artist fee
 - 15 ft x 60 ft = \$45,000

*This fee includes paint pens and supplies to create the piece. It does not include the base coat for the wall, any fabrication, varnish or a lift.



@KelseyMontagueArt
kelseymontagueart.com