



**Downtown Improvement Board
Regular Monthly Meeting**

Tuesday February 25th, 2025, 7:30

AGENDA

Attendance: Chris McKean, Chairman, Nathan Holler, William Merrill, Jean Pierre N'Dione, Rafael Simpson, 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 7:36 AM

II. Recurring Agenda

- a. Mr. Walker Wilson confirmed the meeting was properly noticed.
- b. The proposed meeting agenda for February 25th, 2025 is motioned by William Merrill, seconded by Jean Pierre N'Dione, and unanimously approved.
- c. The minutes from the regular meeting held on January 28th, 2025 are motioned, seconded, and unanimously approved.
- d. The January financials are motioned, seconded, and unanimously approved.
 - Ad Valorem revenue received in February.
 - The Waste Co-Op began its new payment structure in January.

III. On-Going Business

a. PPD Report

- Ordinances continue to be enforced downtown.
- There have been car meets at Maritime Park and traffic issues across the district.
- The Mardi Gras Parade road closure map has been released. Walker Wilson sent out an email to merchants on Monday regarding these updates.
- DIB will be running the Palafox Market trolley throughout the day on Saturday.
- Parade signs will be going out three days prior. Business owners express concern over no parking signs going out too early.
- Walker Wilson to look into solutions to no parking signs for special events.

b. Spotless Report

- No report.
- Walker Wilson and Labarian Turner met to discuss the possibility of an ambassador in the parking garage to assist with helping downtown visitors with pay-to-park questions.
- There have been issues with cleanliness of trash receptacles downtown.

c. Marketing Report

- There will be a separate meeting to discuss the shop local campaign.
- The top website pages in January were Palafox Market, Market Map, Business Directory, and Palafox Market Vendor Application
- An informational reel on how to park was posted throughout January along with a link to the Park Pensacola website.

- d. Palafox Market
 - Revisit the payment fee structure for Palafox Market vendors next month.
 - The markets were consolidated multiple times in January due to weather.
- e. Executive Director Update
 - The start time for construction on Palafox is unknown at this time, but we will continue to be on the lookout for updates.
 - Walker to look into bathroom construction updates.

IV. New Business

- a. Spring Shop Hop March 9th – Katie & Sam
 - The quarterly Shops on Palafox event is scheduled for March 9th from 11 AM to 4 PM.
 - The next event will be Shopapalooza on June 12th
 - The goal of these events is to bring traffic downtown on typically light foot traffic days and most stores report a 30% increase in sales.
- b. *MarketWurks - \$2,250 (Annual Subscription for Palafox Market)
 - Motioned, seconded, and unanimously approved.
- c. *Mural Discussion – Kelsey Montague
 - The board would like to explore different options.
- d. Downtown Noise Issues – Allison Patton
 - Additional officer shifts for traffic enforcement will be reinstated in the future to address downtown noise complaints.
- e. Schedule Small Business Marketing Promotion Meeting – Caron
 - The meeting is scheduled for March 11th at 9 AM
- f. FooFoo Fest Project Discussion
 - More information to come regarding FooFoo Fest project. Currently finding a location for a potential project.
- g. Expansion of the DIB
 - Walker Wilson to get more information and revisit at next month's meeting.

VIII. Public Comment

IX. Adjournment

- Meeting is adjourned at 10:25 AM

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