



Downtown Improvement Board

Regular Monthly Meeting

Tuesday February 27, 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 February 27, 2024
 - c. *Approval of the minutes from the regular meeting of the DIB on January 23rd, 2024
 - d. *Approval of the minutes from the special DIB Audit meeting on February 15, 2024
 - e. *Approval of the January Financial's
- III. On-Going Business
 - a. PPD Report
 - b. Spotless Report
 - c. Marketing Report
 - d. Palafox Market
- IV. New Business
 - a. Presentation on Homeless Task Force- Connie Bookman (time sensitive)
 - b. Audit & Accounting Services Update
 - c. *Shops on Palafox Quarterly Events- \$5,000
 - d. Discussion on Event Grants for Downtown Businesses
 - e. Annual Report for DIB
- V. Old Business
- VIII. Public Comment
- IX. Adjournment

Next meeting – March 26, 2024

(*) = approval item



**Downtown Improvement Board
Regular Monthly Meeting**

Tuesday January 23rd, 2024,
7:30

AGENDA

Attendance: Chris McKean, Chairman, Jean Pierre N'Dione, William Merrill, Rafael Simpson, Gregg Harding, Jennifer Brahier, 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. Wilson confirmed that the meeting was properly noticed.
- b. The proposed meeting agenda was motioned by Jean Pierre N'Dione, seconded by William Merrill, and unanimously approved.
- c. The minutes of the regular meeting held on December 5th, 2023 were motioned, seconded, and unanimously approved.
- d. The December financials were motioned, seconded, and unanimously approved.
 - Income over budget due to receiving Ad Valorem revenue and Palafox Market revenue over budget for year.
 - The CRA check swap occurred in December.
 - Waste Co-Op expenses need to be adjusted on budget to reflect current monthly expenses.
 - Salary over budget due to holiday bonuses for Spotless ambassadors and Director of Operations and Events
 - Marketing and Ambassador program are on target.

III. On-Going Business

- a. PPD Report
 - No report from PPD
 - Camera location has been identified and the board would like an update when this camera can be installed.
- b. Spotless Report
 - Spotless would like to add a full-time employee to focus strictly on pressure washing. The funds set aside for pressure washing would be allocated to the ambassador program for this new employee.
- c. Marketing Report
 - The new website launched last week. Ideaworks spent December preparing for the launch.
 - Other December projects included Palafox Holiday Market and All I Want campaign.
 - An informative mailer and survey have been sent to all Downtown Businesses in the district.
 - The next step for the website will be to integrate the Visit Pensacola event calendar



with the current event calendar posted on the website.

d. Palafox Market

- Palafox Holiday Market had a successful last week in December and feedback for next year has been received.
- Vendors will be required to have white 10x10 tents by May 1st.
- Mardi Market is set for February 3, 2024
- The Portland Loo will be delivered and is set to be ready by April.

IV. New Business

- a. *Spotless Contract Renewal- two-year renewal and addition of full-time pressure washer
 - Motioned, seconded, and unanimously approved.
- b. *Budget Amendment- Increase for Director of Operations & Events, increase in cleaning services, corrections on insurance, Palafox market expenses, and use of carry forward funds.
 - Motioned, seconded, and unanimously approved.
- c. *Mulch- \$5,750.00
 - Motioned, seconded, and unanimously approved.
- d. Audit Update
 - The audit is delayed but should be ready soon. There will need to be a separate meeting to approve the audit.
- e. RFPs for Professional Services
 - Walker Wilson to put together an RFP for accounting and audit services.

V. Old Business

- a. Walker Wilson discusses a potential mural for the trash compactor room on Jefferson Street and a potential community bulletin board.
- b. **The board discusses the need for the vision of brand for downtown as well as potential projects for the new year. Discussion will be revisited at next month's meeting.**

VIII. Public Comment

IX. Adjournment

- Meeting is adjourned at 9:08 AM

Next meeting – February 27th, 2024
(*) = approval item



**Downtown Improvement Board
Special Meeting**

Thursday February, 15th, 2024,
12:45 p.m.

AGENDA

Attendance: Chris McKean, Chairman, Jean Pierre N'Dione, William Merrill, 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 12:51 PM

II. New Business

a. 2022-2023 Audit- Kristen McAllister

- The 2022-2023 audit was delayed this year.
- There are no significant adjustments and the overall audit is consistent with previous years.
- Chris McKean, Chairman, would like to see multi-year comparisons during monthly finance meetings.
- There is a motion to approve the 2022-2023 audit. Motion is seconded and unanimously approved.

VIII. Public Comment

IX. Adjournment- Meeting is adjourned at 1:12 PM

**Next meeting – February 27th, 2024
(*) = approval item**

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

January 2024

	Jan 24	Budget	\$ Over Budget	Oct '23 - Jan 24	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
1301 · Co-Op Participation	4,939.95	5,104.91	-164.96	19,255.22	20,419.64	-1,164.42	61,259.00
4010 · Ad Valorem Revenue	247,741.55	247,742.00	-0.45	295,302.06	247,742.00	47,560.06	986,805.00
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	41.66	-41.66	0.00	166.64	-166.64	500.00
Program Revenue							
4030 · Palafox Market Vendor North	15,092.95	24,909.84	-9,816.89	73,902.95	99,639.36	-25,736.41	298,918.00
4031 · Palafox Market Vendor South	4,875.00			22,850.00			
4037 · Palafox Market App Fees	890.00			3,045.00			
Total Program Revenue	20,857.95	24,909.84	-4,051.89	99,797.95	99,639.36	158.59	298,918.00
4900 · Sales Tax Collected - Rent	-1,180.64			-5,561.24	0.00	-5,561.24	0.00
Total Income	272,358.81	277,798.41	-5,439.60	982,864.19	942,037.64	40,826.55	1,921,552.00
Gross Profit	272,358.81	277,798.41	-5,439.60	982,864.19	942,037.64	40,826.55	1,921,552.00
Expense							
5042 · Contract Labor	1,881.00			2,646.00			
3001 · Compactor - Waste Services	6,762.90	4,970.34	1,792.56	25,627.18	19,881.36	5,745.82	59,644.00
3002 · Compactor Lease	0.00	0.84	-0.84	0.00	3.36	-3.36	10.00
3004 · Compactor - Security Fees	194.62	85.09	109.53	512.74	340.36	172.38	1,021.00
3007 · Compactor - Electric	44.44	48.66	-4.22	257.72	194.64	63.08	584.00
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							
5001.9 · Payroll Admin Fees	3.50			5.25			
5003 · Health/Dental Insurance	456.25			1,657.84			
5003.5 · 403(b) Employer Contribution	838.56			2,515.68			
5001 · Salaries, Benefits & Taxes - Other	9,066.15	7,360.84	1,705.31	24,737.20	29,443.36	-4,706.16	88,330.00
Total 5001 · Salaries, Benefits & Taxes	10,364.46	7,360.84	3,003.62	28,915.97	29,443.36	-527.39	88,330.00
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	27.00	16.66	10.34	120.50	66.64	53.86	200.00
5004 · Insurance Expense-Other	30.33			30.33			
5005 · Workers Comp Insurance	41.42	42.59	-1.17	130.67	170.36	-39.69	511.00
5030 · Insurance- General Liability	951.33	643.34	307.99	4,981.32	2,573.36	2,407.96	7,720.00
5012 · Office Rent	0.00	1,409.66	-1,409.66	2,646.28	5,638.64	-2,992.36	16,916.00
5013 · Office Supplies	88.46	83.34	5.12	263.98	333.36	-69.38	1,000.00
5014 · Office Equipment/Software	61.23	291.66	-230.43	1,210.18	1,166.64	43.54	3,500.00
5015 · Postage	692.27	16.66	675.61	692.27	66.64	625.63	200.00
5016 · Telecommunications	295.41	500.00	-204.59	1,021.67	2,000.00	-978.33	6,000.00
5017 · Website Support	4,409.00			10,409.00	0.00	10,409.00	0.00
5018 · Website Hosting	0.00	541.66	-541.66	2,863.75	2,166.64	697.11	6,500.00
5019 · Computer Support/Email Leasing	309.30	208.34	100.96	947.46	833.36	114.10	2,500.00
5020 · Dues, Subscriptions, Publicatio	474.98	291.66	183.32	1,676.91	1,166.64	510.27	3,500.00
5021 · Travel Entertainment & Educ.	0.00	500.84	-500.84	1,603.98	2,003.36	-399.38	6,010.00
5023 · Marketing Consultants	6,653.78			25,700.78	0.00	25,700.78	0.00
5024 · Bookkeeping	1,580.00	1,000.00	580.00	4,240.00	4,000.00	240.00	12,000.00
5025 · Audit	0.00	0.00	0.00	0.00	11,750.00	-11,750.00	11,750.00
5026 · Legal Counsel	0.00	666.66	-666.66	0.00	2,666.64	-2,666.64	8,000.00
5027 · Economic Development	3,729.28	9,121.50	-5,392.22	23,873.68	36,486.00	-12,612.32	109,458.00
5040 · Events							
5040.90 · Holiday Lights Expense	0.00	0.00	0.00	0.00	0.00	0.00	85,000.00
Total 5040 · Events	0.00	0.00	0.00	0.00	0.00	0.00	85,000.00
5227 · PPD Security	15,000.00	26,000.00	-11,000.00	15,000.00	52,000.00	-37,000.00	104,000.00
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	11,061.59	6,352.66	4,708.93	30,237.53	25,410.64	4,826.89	76,232.00
6003 · Permits / Street Closure	0.00	183.34	-183.34	900.00	733.36	166.64	2,200.00
6004 · Portable Toilet Rental	970.00	375.00	595.00	9,025.00	1,500.00	7,525.00	4,500.00

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

January 2024

	Jan 24	Budget	\$ Over Budget	Oct '23 - Jan 24	YTD Budget	\$ Over Budget	Annual Budget
6005 · Market Anniversary Celebration	0.00	250.00	-250.00	0.00	1,000.00	-1,000.00	3,000.00
6006 · Farm Visit- Mileage Reimburseme	0.00	41.66	-41.66	0.00	166.64	-166.64	500.00
6007 · Marketing	2,384.50	9,065.84	-6,681.34	14,583.91	36,263.36	-21,679.45	108,790.00
6011 · Market App Program Fee	0.00	158.34	-158.34	0.00	633.36	-633.36	1,900.00
6012 · Market Security	1,400.00			8,420.00	0.00	8,420.00	0.00
6015 · Bathroom Construction	3,390.00	3,390.00	0.00	13,560.00	13,560.00	0.00	40,680.00
6016 · Travel, Entertainment & Educati	0.00	208.34	-208.34	0.00	833.36	-833.36	2,500.00
6000 · Palafox Market - Other	2,786.61	4,884.66	-2,098.05	7,236.61	19,538.64	-12,302.03	58,616.00
Total 6000 · Palafox Market	21,992.70	24,909.84	-2,917.14	83,963.05	99,639.36	-15,676.31	298,918.00
7000 · Ambassador Program							
7001 · Ambassador Program Labor	20,681.42	20,692.59	-11.17	82,725.68	82,770.36	-44.68	248,311.00
Total 7000 · Ambassador Program	20,681.42	20,692.59	-11.17	82,725.68	82,770.36	-44.68	248,311.00
5041 · Pressure Washing	0.00	2,304.75	-2,304.75	0.00	9,219.00	-9,219.00	27,657.00
Total Expense	96,265.33	101,749.20	-5,483.87	896,131.30	940,816.80	-44,685.50	1,683,810.00
Net Ordinary Income	176,093.48	176,049.21	44.27	86,732.89	1,220.84	85,512.05	237,742.00
Other Income/Expense							
Other Income							
Voided Checks	0.00			1,517.07			
4980 · Sales Tax Collection Allowance	23.16			113.16			
4960 · Interest Income	1,103.78	833.33	270.45	3,414.42	3,333.36	81.06	10,000.00
Total Other Income	1,126.94	833.33	293.61	5,044.65	3,333.36	1,711.29	10,000.00
Net Other Income	1,126.94	833.33	293.61	5,044.65	3,333.36	1,711.29	10,000.00
Net Income	177,220.42	176,882.54	337.88	91,777.54	4,554.20	87,223.34	247,742.00

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

Accrual Basis

January 2024

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Income							
Program Revenue							
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4037 · Palafox Market App Fees	890.00			3,045.00			
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Gross Profit	20,857.95	24,909.84	-4,051.89	99,797.95	99,639.36	158.59	298,918.00
Expense							
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	11,061.59	6,352.66	4,708.93	30,237.53	25,410.64	4,826.89	76,232.00
6003 · Permits / Street Closure	0.00	183.34	-183.34	900.00	733.36	166.64	2,200.00
6004 · Portable Toilet Rental	970.00	375.00	595.00	9,025.00	1,500.00	7,525.00	4,500.00
6005 · Market Anniversary Celebration	0.00	250.00	-250.00	0.00	1,000.00	-1,000.00	3,000.00
6006 · Farm Visit- Mileage Reimburseme	0.00	41.66	-41.66	0.00	166.64	-166.64	500.00
6007 · Marketing	2,384.50	9,065.84	-6,681.34	14,583.91	36,263.36	-21,679.45	108,790.00
6011 · Market App Program Fee	0.00	158.34	-158.34	0.00	633.36	-633.36	1,900.00
6012 · Market Security	1,400.00			8,420.00	0.00	8,420.00	0.00
6015 · Bathroom Construction	3,390.00	3,390.00	0.00	13,560.00	13,560.00	0.00	40,680.00
6016 · Travel, Entertainment & Educati	0.00	208.34	-208.34	0.00	833.36	-833.36	2,500.00
Total 6000 · Palafox Market	19,206.09	20,025.18	-819.09	76,726.44	80,100.72	-3,374.28	240,302.00
Total Expense	19,206.09	20,025.18	-819.09	76,726.44	80,100.72	-3,374.28	240,302.00
Net Ordinary Income	1,651.86	4,884.66	-3,232.80	23,071.51	19,538.64	3,532.87	58,616.00
Net Income	1,651.86	4,884.66	-3,232.80	23,071.51	19,538.64	3,532.87	58,616.00

DOWNTOWN IMPROVEMENT BOARD

Balance Sheet - For Management Use Only

As of January 31, 2024

	Jan 31, 24
ASSETS	
Current Assets	
Checking/Savings	
101 · Cash - Synovus- 0237 Operating	13,531.40
103 · Synovus - Money Market	418,283.75
Total Checking/Savings	431,815.15
Other Current Assets	
161 · Prepaid Expenses	5,496.48
140.9 · Due from Downtown Pens Alliance	160.25
140.5 · Due from Friends of Downtown	3,923.81
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	10,263.68
Total Other Current Assets	20,844.22
Total Current Assets	452,659.37
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	573,151.16
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
450 · Accounts Payable	-6,082.41
Total Accounts Payable	-6,082.41
Other Current Liabilities	
Accrued Salaries	3,440.84
481 · Sales Tax Payable	480.64
453 · 403(b) Employer Contribution	5,604.76
458 · Due to 403(b) - Employee Contr	3,923.09
471 · Payroll Liabilities	2,558.76
4849 · Deferred Revenue Sign Maint	5,000.00
Total Other Current Liabilities	21,008.09
Total Current Liabilities	14,925.68
Total Liabilities	14,925.68
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	91,777.54
Total Equity	558,225.48
TOTAL LIABILITIES & EQUITY	573,151.16

DIB - Jan 24

<u>Code</u>	<u>Description</u>	<u>Current Month</u>	<u>YTD</u>
Income	<i>Overview</i>	<i>\$5,400 Under Budget</i>	<i>\$40K Over Budget</i>
1301	Co-Op Participation	\$164 Under	\$1,164 Under Budget
4030	Palafox Market	\$4K Under	On Budget
Expense			
Expense	<i>Overview</i>	<i>\$5K Under</i>	<i>\$44K Under Budget</i>
3001	<i>Compactor Co-Op</i>	<i>\$1,700 Over Budget</i>	<i>\$5,700 Over Budget</i>
5001	Salaries, Benefits & Taxes	\$3,000 Over (Christmas Bonuses)	\$500 Under Budget
6007	Marketing	On Budget	On Budget
5027	Economic Development	\$5K Under	\$12K Under Budget
6000	Palafox Market	\$2,900 Under Budget	\$15K Under Budget
7000	Ambassador Program	On Budget	On Budget

Treasurer's Report - DIB

MEMORANDUM

To: DIB Board

From: Walker Wilson, Executive Director

Subject: Treasurer's Report

Date: Feb

Total Income DIB **Jan:** \$272,358.81

Total Expense DIB **Jan:** \$96,265.33

Notes:



MARKETING REPORT

DOWNTOWN PENSACOLA



January 2024 Marketing, PR and Production

Production Highlights

In January, the new Downtown Pensacola website went live! We spent much of the first 3 weeks refining the live site, working on SEO features, linking the Instagram feed and populating events. We created a print ad for IN News, promoted MLK, Jr. Day Parade and events, Paw-di Gras, Mardi Gras and the Illuminated Krewe of Lafitte Parade. We also wrote and distributed three press releases to the media (holiday lights dates, pressure washing and Mardi Gras Market), and responded to media requests. We added two new blogs to the new website, as well as new News content, and created an updated cheat sheet for downtown businesses on how to set up a business profile on the new website.

January Challenges and Opportunities

A glitch in a plugin affected the Instagram feed on the homepage which stopped the feed for a few days. The feed is still having intermittent issues.

Project Snapshot

3

Press releases
distributed to media

24

Events added to website
calendar

242



Social media posts
+ stories produced

3

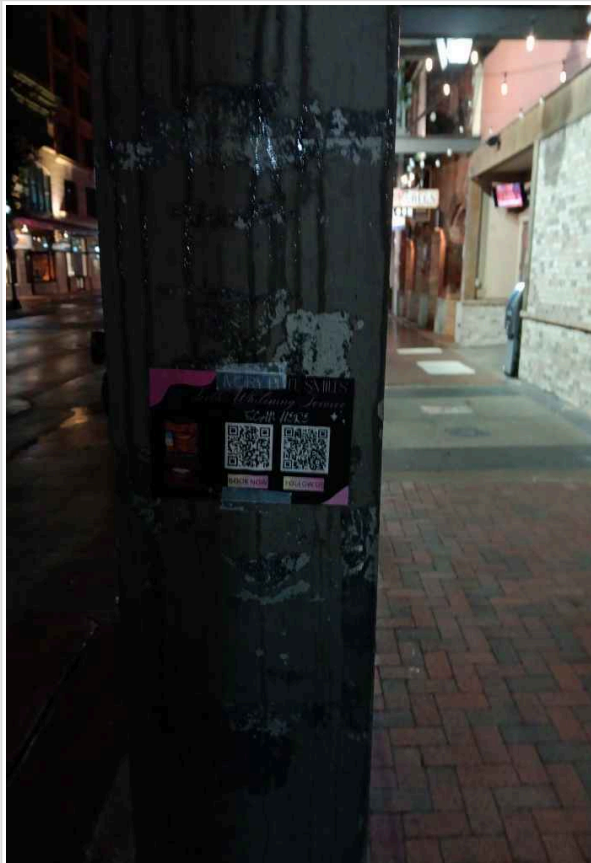
Downtown mini photo
shoots completed

Daily report

Section 5

Date/Time	01-22-2024	
	 30.452020, -87.218925	01-26-2024 09:03 AM
Start Time	04:41 AM (-6 GMT)	
End Time	06:06 AM (-6 GMT)	
Total Time	1 hour 25 minutes	
Option List	Street Debris	
Multi Photo		

Daily report



Daily report



Daily report



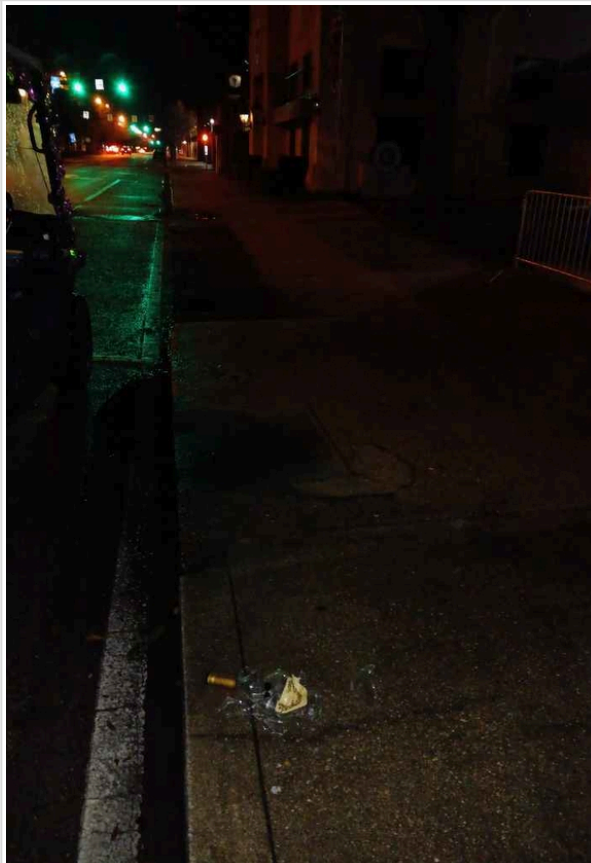
Daily report



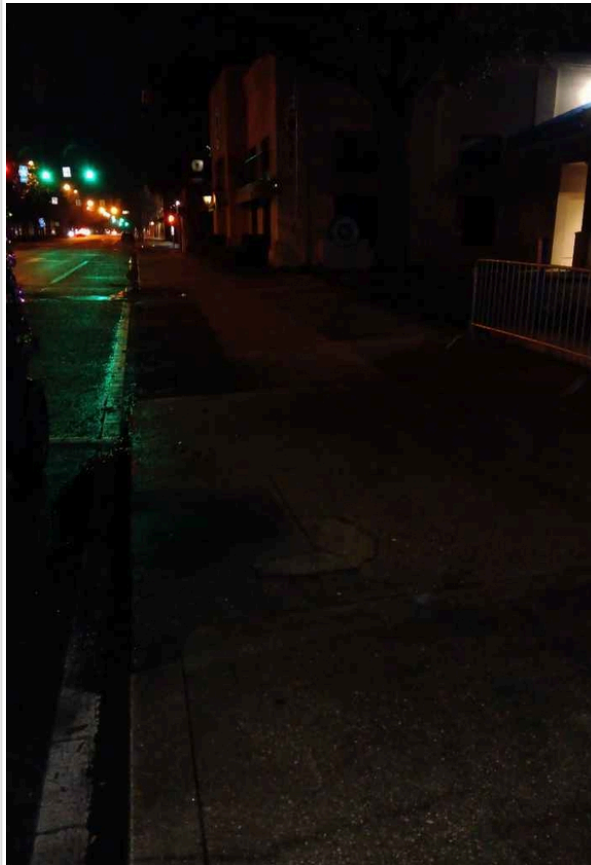
Daily report



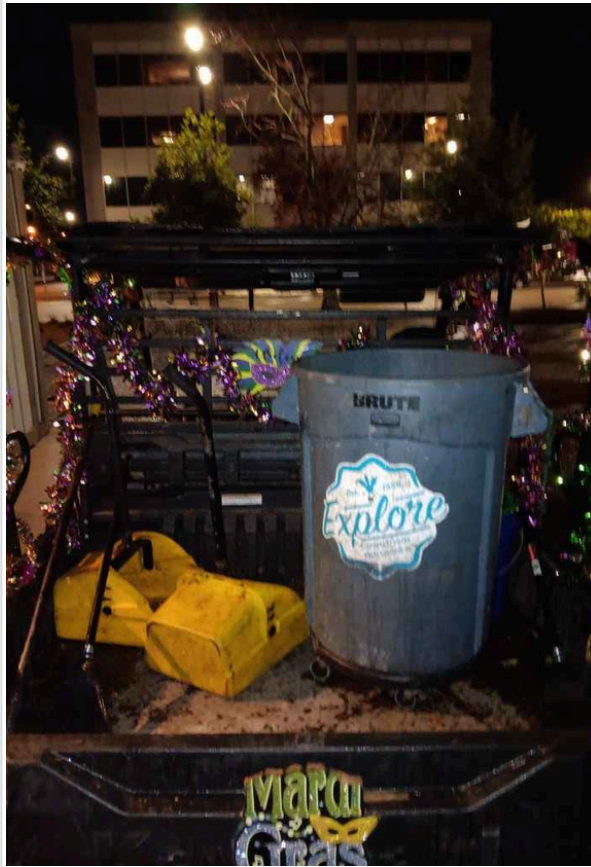
Daily report



Daily report



Daily report



Long Text

Streets cleaned of trash and debris on Palafox and Jefferson from Wright St. to Main St. In 2 locations on Palafox I had to clean up behind the homeless. collected 200lbs of trash

Signature

[Handwritten Signature]

Daily report

Form Locations

