

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 January 2024

Accrual Basis

YTD Budget Jan 24 Budget \$ Over Budget Oct '23 - Jan 24 \$ 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 61,259.00 247.741.55 247,742.00 -0.45 295,302.06 247,742.00 47,560.06 986.805.00 4010 · Ad Valorem Revenue 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 41.66 -41.66 -166.64 0.00 0.00 166.64 500.00 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 20.857.95 24.909.84 -4.051.89 99.797.95 99.639.36 158.59 298.918.00 **Total Program Revenue** 4900 · Sales Tax Collected - Rent -1,180.64 -5,561.24 0.00 -5,561.24 0.00 272,358.81 277,798.41 -5,439.60 982,864.19 942,037.64 40,826.55 1,921,552.00 Total Income 272,358.81 982.864.19 942.037.64 Gross Profit 277.798.41 -5,439.60 40.826.55 1,921,552.00 Expense 5042 · Contract Labor 1.881.00 2.646.00 4,970.34 1,792.56 19,881.36 5,745.82 59,644.00 3001 · Compactor - Waste Services 6,762.90 25,627.18 3002 · Compactor Lease 0.00 0.84 -0.84 0.00 3.36 -3.36 10.00 3004 · Compactor - Security Fees 194.62 109.53 340.36 172.38 85.09 512.74 1 021 00 3007 · Compactor - Electric 44.44 48.66 -4.22 194.64 257.72 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 2,515.68 5003.5 · 403(b) Employer Contribution 838.56 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 30.33 30.33 5004 · Insurance Expense-Other 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 -2.992.3616.916.00 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 0.00 541.66 -541.66 2,863.75 2,166.64 6,500.00 5018 · Website Hosting 0.00 697.11 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 2,003.36 5021 · Travel Entertainment & Educ. 0.00 500.84 -500.84 1,603.98 -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 3,729.28 9,121.50 -5,392.22 23,873.68 36,486.00 -12,612.32 109,458.00 5027 · Economic Development 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 4,826.89 11,061.59 6,352.66 4,708.93 30,237.53 25,410.64 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 7,525.00 9,025.00 1,500.00 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	00.001.10	00 000 50		00 705 00	~~~~~	44.00	040.044.00
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	000.00	070.45	113.16	0.000.00	04.00	10,000,00
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 January 2024

ccrual Basis		Januar	y 2024				
	Jan 24	Budget	\$ Over Budget	Oct '23 - Jan 24	YTD Budget	\$ Over Budget	Annual Budge
Ordinary Income/Expense							
Income							
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.
Total Income	20,857.95	24,909.84	-4,051.89	99,797.95	99,639.36	158.59	298,918.0
Gross Profit	20,857.95	24,909.84	-4,051.89	99,797.95	99,639.36	158.59	298,918.
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 6015 · Bathroom Construction	1,400.00 3,390.00	3,390.00	0.00	8,420.00 13,560.00	0.00 13,560.00	8,420.00 0.00	0.00 40,680.00
6016 · Travel, Entertainment & Educati	0.00	208.34	-208.34	0.00	833.36	-833.36	2,500.00
6016 · Travel, Entertainment & Educati	0.00	200.34	-200.34	0.00		-033.30	2,300.00
Total 6000 · Palafox Market	19,206.09	20,025.18	-819.09	76,726.44	80,100.72	-3,374.28	240,302.
Total Expense	19,206.09	20,025.18	-819.09	76,726.44	80,100.72	-3,374.28	240,302.0
Net Ordinary Income	1,651.86	4,884.66	-3,232.80	23,071.51	19,538.64	3,532.87	58,616.0
et Income	1,651.86	4,884.66	-3,232.80	23,071.51	19,538.64	3,532.87	58,616.0

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

Total Checking/Savings 4 Other Current Assets 161 · Prepaid Expenses 140.9 · Due from Downtown Pens Alliance 140.5 · Due from Friends of Downtown 162 · City of P-Clean Up Deposit/Perm 164 · Prepaid Insurance Total Other Current Assets 4 Total Other Current Assets 4 Fixed Assets 4 Puppy Pit Stop Project 240 · Equipment 260 · Furniture & Fixtures 275 · Website Capitalized 300 · Less Accumulated Depreciation -1 Total ASSETS 5 LIABILITIES & EQUITY Liabilities Current Liabilities 5 Current Liabilities 450 · Accounts Payable 451 · Sales Tax Payable 453 · 403(b) Employer Contribution 458 · Due to 403(b) - Employee Contr 471 · Payroll Liabilities 4484 · Deferred Revenue Sign Maint 4484 · Deferred Revenue Sign Maint Total Current Liabilities 453 · 403(b) Employee Contr 471 · Payroll Liabilities 453 · 200 · Unrestricted Net Assets 587 · Fund Balance 487 · 510 · 4255 587 · Fund Balance 487 · 4255 587 · Fund Balance · Other -2050.017.0 <td< th=""><th>Jan 31, 24</th><th></th></td<>	Jan 31, 24	
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Total Checking/Savings 4 Other Current Assets 161 · Prepaid Expenses 140.9 · Due from Downtown Pens Alliance 140.5 · Due from Friends of Downtown 162 · City of P-Clean Up Deposit/Perm 164 · Prepaid Insurance Total Other Current Assets 4 Total Current Assets 4 Fixed Assets 4 Puppy Pit Stop Project 200 · Equipment 200 · Equipment 11 200 · Less Accumulated Depreciation -1 Total Assets -1 Total Fixed Assets -1 Total Assets -1 Total Assets -1 Total Fixed Assets -1 Total Assets -1 Total Assets -1 Total Assets -1 Total Assets -1 Current Liabilities -1 Accounts Payable -1 450 · Accounts Payable -1 451 · Sales Tax Payable -1 453 · 403(b) Employee Contribution -453 · 403(b) Employee Contribution 458 · Due to 403(b) - Employee Contribution -458 · Due to 403(b) - Employee Contribution 458 ·	13,531.40	
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162 · City of P-Clean Up Deposit/Perm 164 · Prepaid Insurance Total Other Current Assets Total Current Assets 4 Fixed Assets Puppy Pit Stop Project 240 · Equipment 250 · Furniture & Fixtures 275 · Website Capitalized 300 · Less Accumulated Depreciation -1 Total Fixed Assets 10TAL ASSETS LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 450 · Accounts Payable 451 · Sales Tax Payable 453 · 403(b) Employer Contribution 458 · Due to 403(b) - Employee Contr 471 · Payroll Liabilities 4849 · Deferred Revenue Sign Maint Total Liabilities Total Current Liabilities Total Liabilities Total Liabilities 2600 · Unrestricted Net Assets 302-001 · Audit Reclass 187,142.5 <tr< td=""><td>160.25</td><td></td></tr<>	160.25	
164 · Prepaid Insurance Total Other Current Assets Total Current Assets 4 7 <td>3,923.81</td> <td>140.5 · Due from Friends of Downtown</td>	3,923.81	140.5 · Due from Friends of Downtown
Total Other Current Assets 4 Fixed Assets 4 Puppy Pit Stop Project 240 · Equipment 260 · Furniture & Fixtures 275 · Website Capitalized 300 · Less Accumulated Depreciation -1 Total Fixed Assets 1 Total Assets 1 IABILITIES & EQUITY 1 Liabilities 2 Current Liabilities 2 Accounts Payable 2 Total Accounts Payable 2 Other Current Liabilities 481 · Sales Tax Payable Accrued Salaries 481 · Sales Tax Payable 458 · Due to 403(b) - Employee Contribution 458 · Oue to 403(b) - Employee Contribution 458 · Due to 403(b) - Employee Contribution 458 · Oue to 403(b) - Employee Contribution 458 · Due to 403(b) - Employee Contribution 458 · Oue to 403(b) - Employee Contribution 458 · Due to 403(b) - Cu	1,000.00	162 · City of P-Clean Up Deposit/Perm
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Fixed Assets Puppy Pit Stop Project 240 · Equipment 200 · Furniture & Fixtures 275 · Website Capitalized 300 · Less Accumulated Depreciation Total Fixed Assets 11 Total Fixed Assets 11 Total Fixed Assets 11 Total Accounts Payable 450 · Accounts Payable Other Current Liabilities 481 · Sales Tax Payable 453 · 403(b) Employer Contribution 458 · Due to 403(b) - Employee Contr 471 · Payroll Liabilities Total Current Liabilities Total Current Liabilities Total Current Liabilities 537 · Fund Balance 302-001 · Audit Reclass 587 · Fund Balance Net Income	20,844.22	Total Other Current Assets
Puppy Pit Stop Project 240 · Equipment 1 260 · Furniture & Fixtures 275 · Website Capitalized 1 300 · Less Accumulated Depreciation -1 Total Fixed Assets 1 TOTAL ASSETS 5 LIABILITIES & EQUITY 5 Liabilities 6 Current Liabilities 6 Accounts Payable 450 · Accounts Payable Total Accounts Payable 6 Other Current Liabilities Accrued Salaries 481 · Sales Tax Payable 453 · 403(b) Employer Contribution 458 · Due to 403(b) - Employee Contr 471 · Payroll Liabilities 4849 · Deferred Revenue Sign Maint 7 Total Current Liabilities 7 Soloo · Unrestricted Net Assets 187,142.5 Soloo · Unrestrict	452,659.37	Total Current Assets
240 · Equipment 1 260 · Furniture & Fixtures 275 · Website Capitalized 300 · Less Accumulated Depreciation -1 Total Fixed Assets 1 TOTAL ASSETS 2 LIABILITIES & EQUITY 2 Liabilities 450 · Accounts Payable Accounts Payable 450 · Accounts Payable Total Accounts Payable		Fixed Assets
240 · Equipment 1 260 · Furniture & Fixtures 275 · Website Capitalized 300 · Less Accumulated Depreciation -1 Total Fixed Assets 1 TOTAL ASSETS 2 LIABILITIES & EQUITY 2 Liabilities 2 Current Liabilities 4 Accounts Payable -2 Accounts Payable -2 Other Current Liabilities -2 Accrued Salaries 481 · Sales Tax Payable 453 · 403(b) Employer Contribution 458 · Due to 403(b) - Employee Contr 471 · Payroll Liabilities -2 4849 · Deferred Revenue Sign Maint -2 Total Other Current Liabilities -2 4849 · Deferred Revenue Sign Maint -2 Total Current Liabilities -2 4300 · Unrestricted Net Assets -4 587 · Fund Balance -205,017.0 32000 · Unrestricted Net Assets -205,017.0 587 · Fund Balance -205,017.0 70tal 587 · Fund Balance -205,017.0 70tal 587 · Fund Balance -205,017.0 70tal 587 · Fund Balance -205,017.0	72,745.00	
260 · Furniture & Fixtures 275 · Website Capitalized 300 · Less Accumulated Depreciation Total Fixed Assets 1 Total Fixed Assets 1 TOTAL ASSETS LIABILITIES & EQUITY Liabilities Accounts Payable 450 · Accounts Payable Total Accounts Payable Other Current Liabilities Accrued Salaries 481 · Sales Tax Payable 483 · Due to 403(b) - Employee Contr 471 · Payroll Liabilities 4849 · Deferred Revenue Sign Maint Total Other Current Liabilities Total Current Liabilities 2000 · Unrestricted Net Assets 302-001 · Audit Reclass 302-001 · Audit Reclass 302-001 · Audit Reclass 302-001 · Audit Reclass 302-001 · Current Liabilatice 302-001 · Audit Reclass 302-001 · Audit Reclass 302-001 · Audit Reclass 302 · Fund Balance Net Income	169,220.56	
275 · Website Capitalized -1 300 · Less Accumulated Depreciation -1 Total Fixed Assets 11 TOTAL ASSETS 5 LIABILITIES & EQUITY 5 Liabilities 6 Current Liabilities 450 · Accounts Payable Accounts Payable -1 Other Current Liabilities Accrued Salaries 481 · Sales Tax Payable -1 453 · 403(b) Employer Contribution 453 · 403(b) Employer Contribution 458 · Due to 403(b) - Employee Contr -1 471 · Payroll Liabilities -1 4849 · Deferred Revenue Sign Maint -1 Total Current Liabilities -1 Total Current Liabilities -1 Total Current Liabilities -1 Total Current Liabilities -1 S02-001 · Unrestricted Net Assets -1 302-001 · Unrestricted Net Assets -1 302-001 · Audit Reclass 187,142.6 587 · Fund Balance -205,017.0 Total 587 · Fund Balance -205,017.0 Net Income -205,017.0	6,982.81	
300 · Less Accumulated Depreciation -1 Total Fixed Assets 1 TOTAL ASSETS 2 LIABILITIES & EQUITY Liabilities Liabilities Accounts Payable 450 · Accounts Payable	10,850.00	
TOTAL ASSETS E LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 450 · Accounts Payable	-139,306.58	•
LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 450 · Accounts Payable Total Accounts Payable Other Current Liabilities Accrued Salaries 481 · Sales Tax Payable 453 · 403(b) Employer Contribution 458 · Due to 403(b) - Employee Contr 471 · Payroll Liabilities 4849 · Deferred Revenue Sign Maint Total Other Current Liabilities Total Current Liabilities Total Current Liabilities Equity 32000 · Unrestricted Net Assets 587 · Fund Balance 302-001 · Audit Reclass 587 · Fund Balance Net Income	120,491.79	Total Fixed Assets
LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 450 · Accounts Payable Total Accounts Payable Other Current Liabilities Accrued Salaries 481 · Sales Tax Payable 453 · 403(b) Employer Contribution 458 · Due to 403(b) - Employee Contr 471 · Payroll Liabilities 4849 · Deferred Revenue Sign Maint Total Other Current Liabilities Total Current Liabilities Total Current Liabilities Equity 32000 · Unrestricted Net Assets 587 · Fund Balance 302-001 · Audit Reclass 587 · Fund Balance Net Income	573,151.16	TOTAL ASSETS
Other Current Liabilities Accrued Salaries 481 · Sales Tax Payable 453 · 403(b) Employer Contribution 458 · Due to 403(b) - Employee Contr 471 · Payroll Liabilities 4849 · Deferred Revenue Sign Maint Total Other Current Liabilities Total Current Liabilities Equity 32000 · Unrestricted Net Assets 302-001 · Audit Reclass 187,142.5 587 · Fund Balance 302-001 · Audit Reclass 187,142.5 587 · Fund Balance Net Income	-6,082.41	Current Liabilities Accounts Payable
Accrued Salaries 481 · Sales Tax Payable 453 · 403(b) Employer Contribution 458 · Due to 403(b) - Employee Contr 471 · Payroll Liabilities 4849 · Deferred Revenue Sign Maint Total Other Current Liabilities Total Current Liabilities Equity 32000 · Unrestricted Net Assets 587 · Fund Balance 302-001 · Audit Reclass 187,142.5 587 · Fund Balance Net Income	-6,082.41	Total Accounts Payable
481 · Sales Tax Payable 453 · 403(b) Employer Contribution 458 · Due to 403(b) - Employee Contr 471 · Payroll Liabilities 489 · Deferred Revenue Sign Maint Total Other Current Liabilities Total Current Liabilities Equity 32000 · Unrestricted Net Assets 587 · Fund Balance 302-001 · Audit Reclass 187,142.5 587 · Fund Balance Net Income		Other Current Liabilities
453 · 403(b) Employer Contribution 458 · Due to 403(b) - Employee Contr 471 · Payroll Liabilities 4849 · Deferred Revenue Sign Maint Total Other Current Liabilities Total Current Liabilities Total Liabilities Equity 32000 · Unrestricted Net Assets 587 · Fund Balance 302-001 · Audit Reclass 187,142.5 587 · Fund Balance Net Income	3,440.84	Accrued Salaries
453 · 403(b) Employer Contribution 458 · Due to 403(b) - Employee Contr 471 · Payroll Liabilities 4849 · Deferred Revenue Sign Maint Total Other Current Liabilities Total Current Liabilities Total Liabilities Equity 32000 · Unrestricted Net Assets 587 · Fund Balance 302-001 · Audit Reclass 187,142.5 587 · Fund Balance Net Income	480.64	481 · Sales Tax Pavable
458 · Due to 403(b) - Employee Contr 471 · Payroll Liabilities 4849 · Deferred Revenue Sign Maint Total Other Current Liabilities Total Current Liabilities Total Liabilities Equity 32000 · Unrestricted Net Assets 587 · Fund Balance 302-001 · Audit Reclass 187,142.5 587 · Fund Balance Net Income	5,604.76	
4849 · Deferred Revenue Sign Maint Total Other Current Liabilities Total Current Liabilities Total Liabilities Equity 32000 · Unrestricted Net Assets 587 · Fund Balance 302-001 · Audit Reclass 587 · Fund Balance - Other -205,017.0 Total 587 · Fund Balance Net Income	3,923.09	
4849 · Deferred Revenue Sign Maint Total Other Current Liabilities Total Current Liabilities Total Liabilities Equity 32000 · Unrestricted Net Assets 587 · Fund Balance 302-001 · Audit Reclass 587 · Fund Balance - Other -205,017.0 Total 587 · Fund Balance Net Income	2,558.76	471 · Pavroll Liabilities
Total Current LiabilitiesTotal LiabilitiesEquity 32000 · Unrestricted Net Assets587 · Fund Balance302-001 · Audit Reclass587 · Fund Balance - Other-205,017.0Total 587 · Fund BalanceNet Income	5,000.00	
Total LiabilitiesEquity32000 · Unrestricted Net Assets32000 · Unrestricted Net Assets302-001 · Audit Reclass302-001 · Audit Reclass587 · Fund Balance - Other-205,017.0Total 587 · Fund BalanceNet Income	21,008.09	Total Other Current Liabilities
Equity432000 · Unrestricted Net Assets4587 · Fund Balance187,142.9302-001 · Audit Reclass187,142.9587 · Fund Balance - Other-205,017.0Total 587 · Fund Balance-Net Income-	14,925.68	Total Current Liabilities
32000 · Unrestricted Net Assets4587 · Fund Balance187,142.5302-001 · Audit Reclass187,142.5587 · Fund Balance - Other-205,017.0Total 587 · Fund Balance-Net Income-	14,925.68	Total Liabilities
587 · Fund Balance187,142.9302-001 · Audit Reclass187,142.9587 · Fund Balance - Other-205,017.0Total 587 · Fund Balance-205,017.0Net Income		Equity
302-001 · Audit Reclass187,142.5587 · Fund Balance - Other-205,017.0Total 587 · Fund Balance-Net Income-	484,321.96	32000 · Unrestricted Net Assets
587 · Fund Balance - Other -205,017.0 Total 587 · Fund Balance - Net Income		587 · Fund Balance
587 · Fund Balance - Other -205,017.0 Total 587 · Fund Balance - Net Income	187,142.98	302-001 · Audit Reclass
Net Income	-205,017.00	
	-17,874.02	Total 587 · Fund Balance
Total Equity 5	91,777.54	Net Income
	558,225.48	Total Equity
TOTAL LIABILITIES & EQUITY	573,151.16	TOTAL LIABILITIES & EQUITY

	DIB - Jan 24				
Code	Description	Current Month	<u>YTD</u>		
Income	Overview	\$5,400 Under Budget	\$40K Over Budget		
1301	Co-Op Participation	\$164 Under	\$1,164 Under Budget		
4030	Palafox Market	\$4K Under	On Budget		
Expense					
Expense	Overview	\$5K Under	\$44K Under Budget		
3001	Compactor Co-Op	\$1,700 Over Budget	\$5,700 Over Budget		
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 **ENS** IHI

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

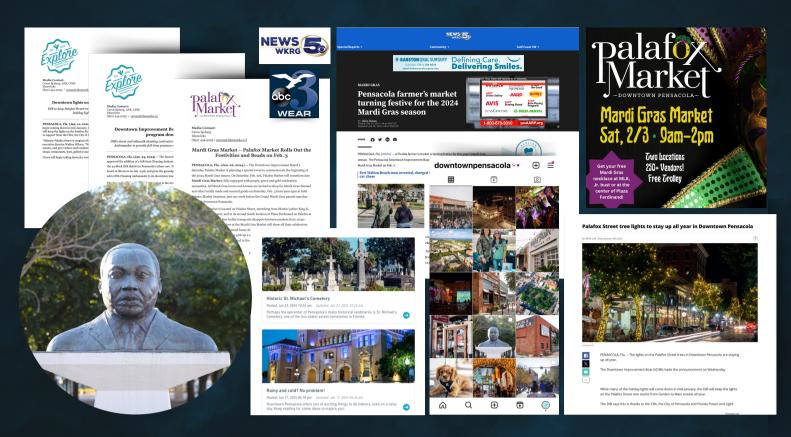
Press releases distributed to media



Events added to website calendar



Downtown mini photo shoots completed



Metric	Details	Notes
750,296	Combined Instagram + Facebook Reach	Top post: 276K Reach, 2.7K Reactions
161,044	Social Media Followers	1,158 new followers in January
6,731	Instagram Followers on @palafoxmarket	Up 4.6% vs. last month
1,697	New Likes & Follows	Includes Facebook/Instagram

Grant Funds Raised YTD

\$62,751.25

Coming in February

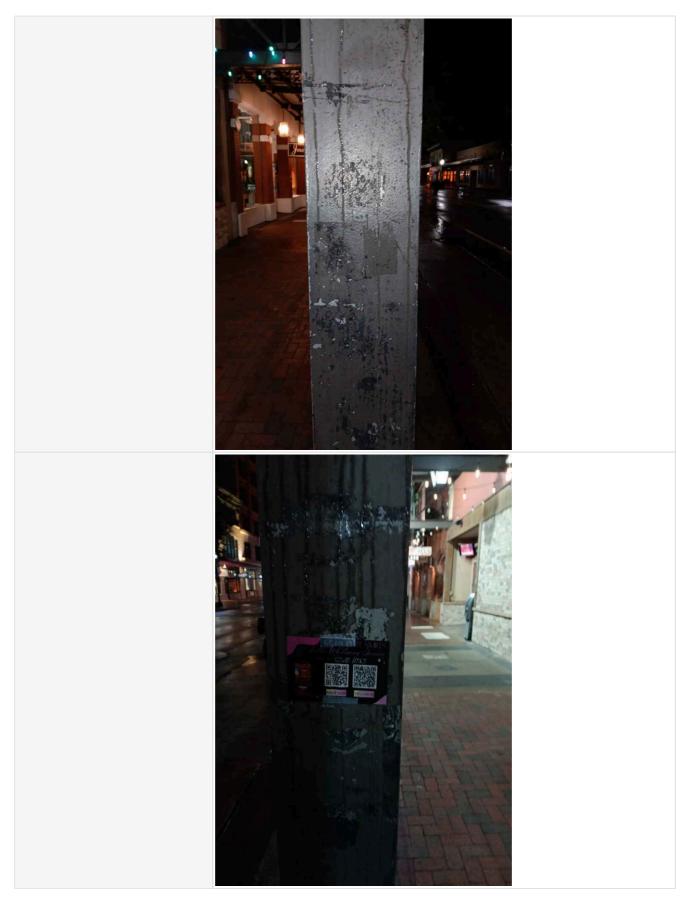
- Mardi Gras Market
- Mardi Gras promotion
- New website content
- Spring Shop Hop support / planning
- Foo Foo Fest 2024 meeting
- Palafox Market Vendor Facebook Group
- Research for 2024 Foo Foo Fest Event
- Downtown Explorers' Guide & Map
- Begin integrating calendar with Visit Pcola



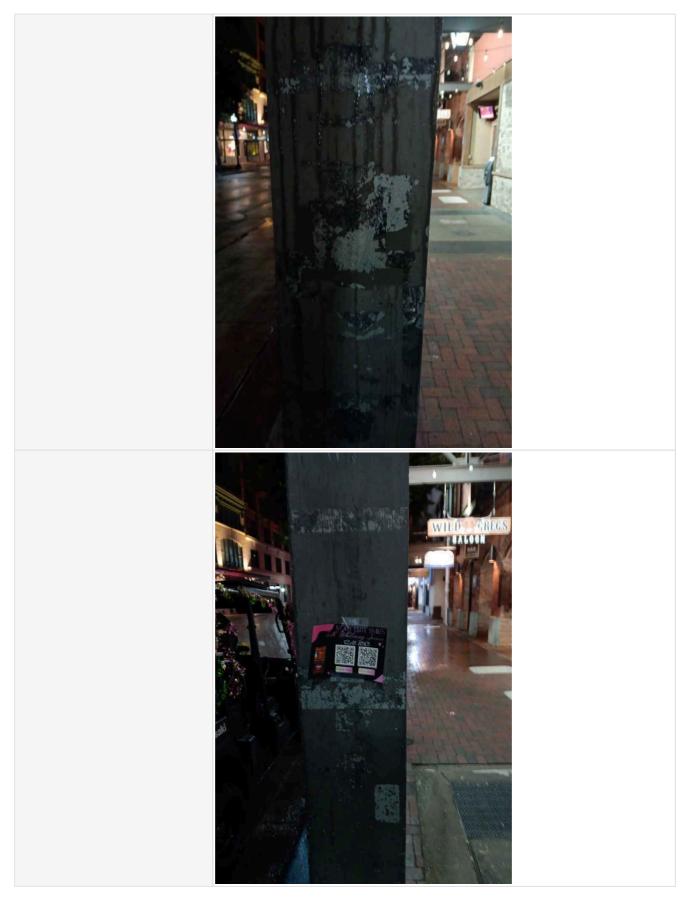
Section 5

Date/Time	01-22-2024	
	9 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		

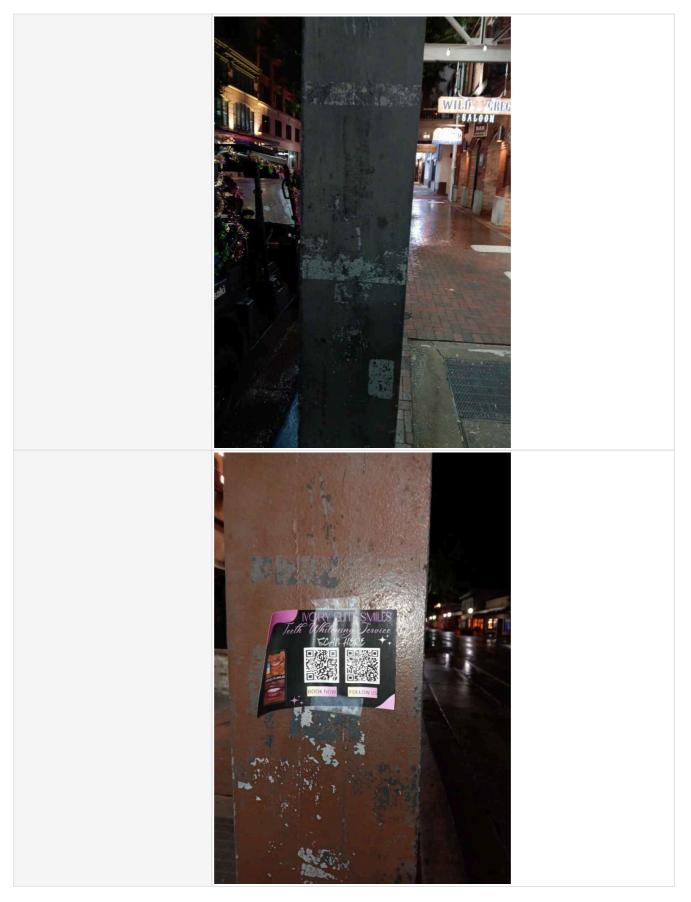




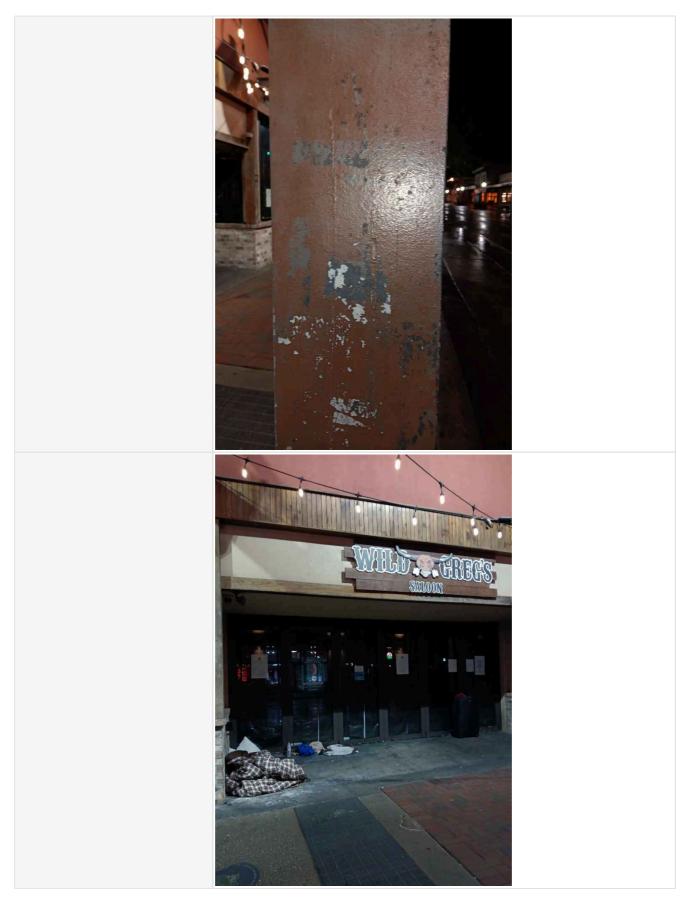




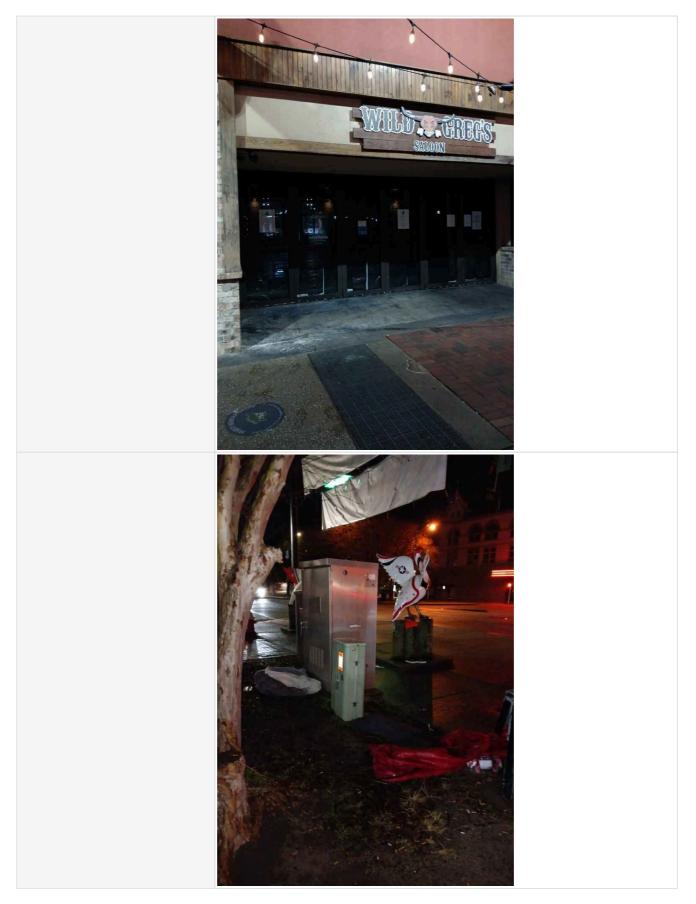




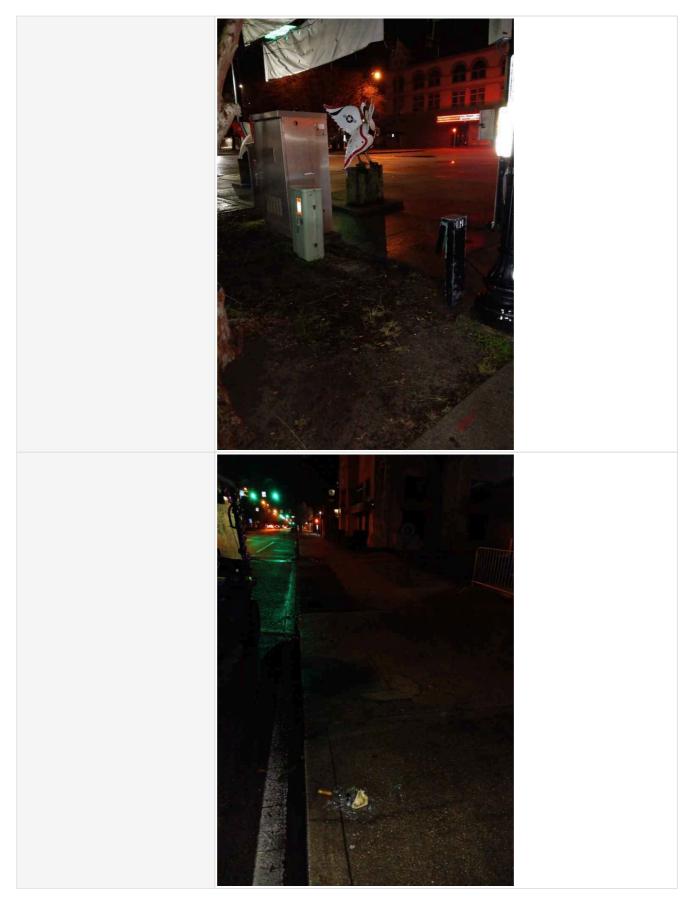




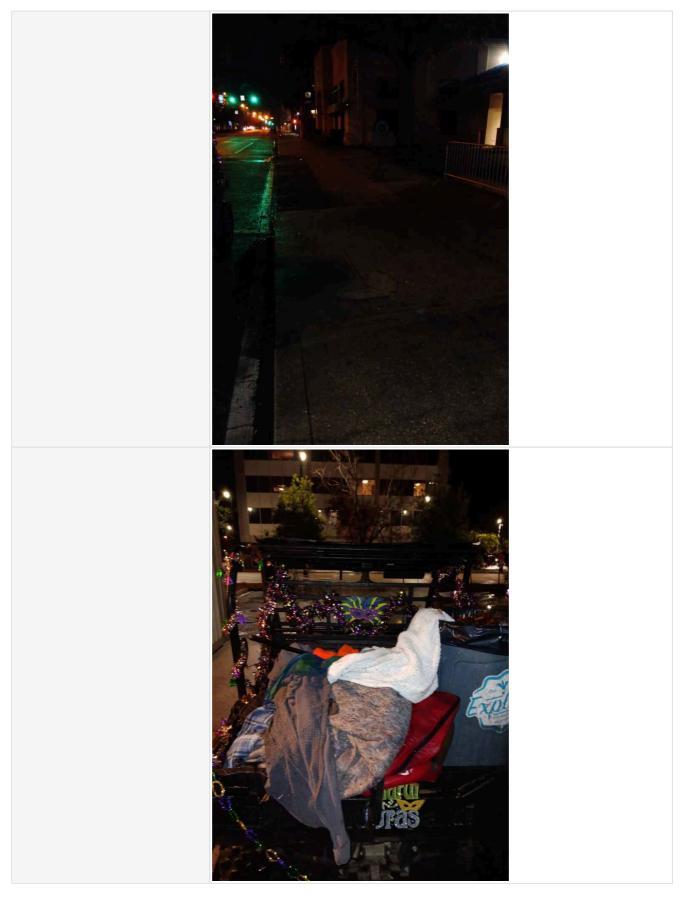




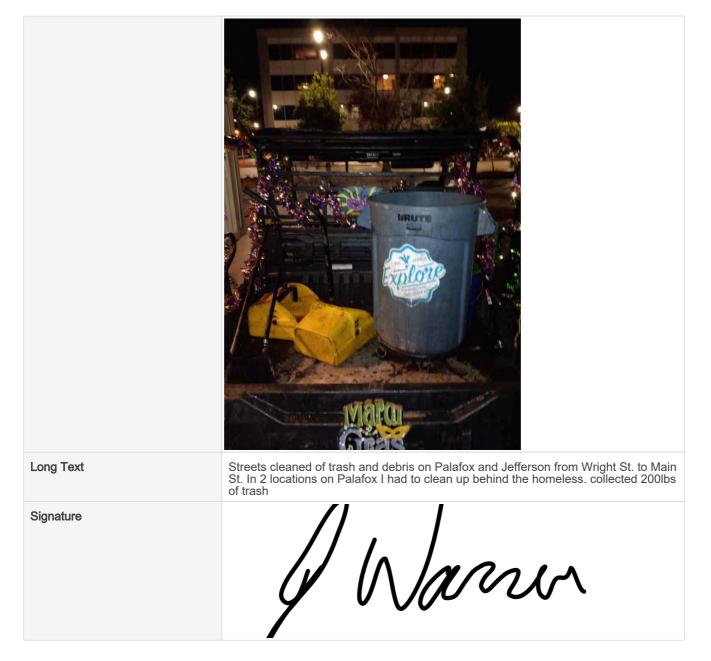














Form Locations

