



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