



**Downtown Improvement Board
Regular Monthly Meeting**

Tuesday June 17th, 2025, 7:30

AGENDA

Attendance: Chris McKean, Chairman, Jean Pierre N'Dione, Nathan Holler, William Merrill, Allison Patton, Mike Kohler, 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 has been properly noticed.
- b. The proposed meeting agenda for June 17th, 2025 is motioned by William Merrill, seconded by Nathan Holler, and unanimously approved.
- c. The minutes from the regular meeting held on May 27th, 2025 are motioned, seconded, and unanimously approved.
- d. The May financials are motioned, seconded, and unanimously approved.
 - The Waste Co-Up income is down since we restructured the fees in January.
 - Overall expenses are down for the month.
 - Ad Valorem revenue came in.
 - Economic Development on track with the addition of the Shop Local Campaign.

III. On-Going Business

a. PPD Report

- PPD continues enforcement of the camping ordinance. Camping in vehicles is not covered by this ordinance.
- The noise issues associated with the car meets have improved. The implementation of the traffic enforcement has been a contribution to the improvement.
- No issues reported from the protests over the weekend.
- Vehicle noise issues continue to be addressed.

b. Spotless Report

- No report.
- Spotless ambassadors encouraged to submit 311 requests.

c. Marketing Report

- The Downtown Pensacola walking map is in development
- Repast is coming up in September and the chefs have been selected. Caron is currently working on putting together the chef bios for the event.
- New rack cards are being created to promote the Palafox Market. Additionally, coordination efforts continue with the Palafox Market Vendor Group to support market activities.
- The recent Shop-a-Palooza event was a success, with positive feedback received.

d. Palafox Market

- Plans are underway to replace dead trees with new ones in the market area.
- Plans to look at current market handbook and look for potential improvements and best practices from other markets.
- An Instagram workshop is scheduled for July 26th, aimed at helping vendors improve their social media presence.
- Additional information is being gathered regarding the use and logistics of golf carts for market transportation compared to the current trolley.

IV. New Business

- a. Tax Discussion – Allison Patton
 - Walker Wilson to do more research on other districts to identify some rate structures for residents versus businesses.
- b. 2025/2026 FY Draft Budget Discussion
 - A detailed breakdown of the economic development portion of the budget and the items that have fallen under that category were reviewed.
 - A marketing campaign is being planned to educate the public about parking options in anticipation of the upcoming resurfacing project on Palafox.
 - There are concerns regarding validated parking issues.
 - Potential improvements to MLK Jr. Park and Plaza Ferdinand were discussed.
- c. Recap of New Palafox Large Group Info Session on 6/16/2025
 - Some concerns was expressed by business owners regarding how construction may impact customer access to downtown. Marketing campaigns are being considered to help address these concerns.
 - The construction is estimated to take about 20 weeks with day and night work.
 - A walkable path of 8-12 feet will be maintained throughout construction.
 - Walker Wilson looking into other downtown's that have experienced a construction of this scale and looking into best practices.
 - Clear and consistent signage will be implemented to support navigation and communication during construction.
- d. *Dog Bag Boxes
 - There is a motion to approve up to \$2,000 in dog bag boxes for the trash cans. Motion is seconded, and unanimously approved.
- e. *New Palafox Market 50 Flags - \$2,805
 - There is a motion to approve spending \$2,805 on 50 new Palafox Market Flags. Motion is seconded, and unanimously approved.
- f. Jean Pierre N'Dione Presentation – DIB Board Recognition 2019-2025
 - Thank you, Jean Pierre N'Dione

VIII. Public Comment

- There will be free City Parking on Thursday for Juneteenth

IX. Adjournment-

- The meeting is adjourned at 9:25 AM

Next meeting – July 15th, 2025
(*) = approval item