



## **Downtown Improvement Board**

### **Regular Monthly Meeting**

Tuesday January 23<sup>rd</sup>, 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 5<sup>th</sup>, 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 1<sup>st</sup>.
- 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 27<sup>th</sup>, 2024**

**(\* ) = approval item**