



**Downtown Improvement Board
Regular Monthly Meeting
Tuesday July 15th, 2025, 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 July 15th, 2025
 - c. *Approval of the minutes from the regular meeting of the DIB on June 17th, 2025
 - d. *Approval of the June Financials
- III. On-Going Business
 - a. PPD Report
 - b. Spotless Report
 - c. Marketing Report
 - d. Palafox Market
- IV. New Business
 - a. Tax Discussion Update
 - b. *2025/2026 FY Budget
 - c. *New Palafox Project List of Business Needs
 - d. *Election of Officers – Chair, Vice Chair, Treasurer, and Secretary
- V. Public Comment
- VI. Adjournment

**Next meeting – August 19th, 2025
(*) = approval item**



**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

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

June 2025

	Jun 25	Budget	\$ Over Budget	Oct '24 - Jun 25	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
1301 · Co-Op Participation	8,945.22	6,156.67	2,788.55	49,163.35	55,409.99	-6,246.64	73,880.00
4010 · Ad Valorem Revenue	53,687.44	53,687.44	0.00	633,661.74	633,661.74	0.00	633,661.74
4015 · CRA Interlocal Income	0.00			628,759.19	628,759.00	0.19	628,759.00
4020 · Website Membership and Map Program Revenue	22,910.00	41.67	-41.67	0.00	374.99	-374.99	500.00
		22,166.67	743.33	199,580.00	199,499.99	80.01	266,000.00
4900 · Sales Tax Collected - Rent	-774.73	-1,000.00	225.27	-6,777.21	-9,000.00	2,222.79	-12,000.00
Total Income	84,767.93	81,052.45	3,715.48	1,504,387.07	1,508,705.71	-4,318.64	1,590,800.74
Gross Profit	84,767.93	81,052.45	3,715.48	1,504,387.07	1,508,705.71	-4,318.64	1,590,800.74
Expense							
3001 · Compactor - Waste Services	6,365.77	6,000.00	365.77	49,271.81	54,000.00	-4,728.19	72,000.00
3002 · Compactor Lease	0.00	0.83	-0.83	0.00	7.51	-7.51	10.00
3004 · Compactor - Security Fees	117.27	116.67	0.60	1,055.43	1,049.99	5.44	1,400.00
3007 · Compactor - Electric	39.46	39.17	0.29	367.10	352.49	14.61	470.00
5000 · CRA Interlocal Payment	0.00			628,759.19	628,759.00	0.19	628,759.00
5001 · Salaries, Benefits & Taxes	8,867.15	9,004.08	-136.93	77,938.36	81,036.76	-3,098.40	108,049.00
5004 · Insurance Expense-Other	32.58			293.22			
5005 · Workers Comp Insurance	38.25	0.00	38.25	344.25	0.00	344.25	500.00
5006 · Board Meetings	0.00	20.83	-20.83	0.00	187.51	-187.51	250.00
5007 · Annual Meeting	0.00	20.83	-20.83	0.00	187.51	-187.51	250.00
5009 · Bank Charges	36.00	16.67	19.33	368.29	149.99	218.30	200.00
5012 · Office Rent	1,323.14	1,412.58	-89.44	11,859.97	12,713.26	-853.29	16,951.00
5013 · Office Supplies	59.10	125.00	-65.90	1,046.00	1,125.00	-79.00	1,500.00
5014 · Office Equipment/Software	67.35	250.00	-182.65	3,103.99	2,250.00	853.99	3,000.00
5015 · Postage	222.00	16.67	205.33	368.00	149.99	218.01	200.00
5016 · Telecommunications	374.29	291.67	82.62	3,292.85	2,624.99	667.86	3,500.00
5018 · Website Hosting	0.00	541.67	-541.67	1,165.54	4,874.99	-3,709.45	6,500.00
5019 · Computer Support/Email Leasing	358.94	208.33	150.61	3,715.83	1,875.01	1,840.82	2,500.00
5020 · Dues, Subscriptions, Publicatio	14.99	291.67	-276.68	3,740.59	2,624.99	1,115.60	3,500.00
5021 · Travel Entertainment & Educ.	0.00	166.67	-166.67	961.90	1,499.99	-538.09	2,000.00
5023 · Marketing Consultants	6,766.40	6,833.33	-66.93	54,118.66	61,500.01	-7,381.35	82,000.00
5024 · Bookkeeping	0.00	958.33	-958.33	10,730.00	8,625.01	2,104.99	11,500.00
5025 · Audit	0.00			14,000.00	14,000.00	0.00	14,000.00
5026 · Legal Counsel	0.00	250.00	-250.00	80.00	2,250.00	-2,170.00	3,000.00
5027 · Economic Development	10,106.34	9,583.33	523.01	81,202.40	86,250.01	-5,047.61	115,000.00
5028 · Arts and Culture	0.00	631.80	-631.80	0.00	5,686.20	-5,686.20	7,581.60
5029 · Donation to Friends of Downtown	0.00	0.00	0.00	0.00	0.00	0.00	85,000.00
5030 · Insurance- General Liability	1,156.08	1,083.33	72.75	10,404.72	9,750.01	654.71	13,000.00
5227 · PPD Security	2,750.00	6,250.00	-3,500.00	45,535.00	56,250.00	-10,715.00	75,000.00
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	5,706.77	7,238.20	-1,531.43	58,796.05	65,143.80	-6,347.75	86,858.40
6003 · Permits / Street Closure	0.00	220.83	-220.83	0.00	1,987.51	-1,987.51	2,650.00
6004 · Portable Toilet Rental	1,160.00	916.67	243.33	10,740.00	8,249.99	2,490.01	11,000.00
6005 · Market Anniversary Celebration	0.00	0.00	0.00	85.39	1,500.00	-1,414.61	1,500.00
6006 · Farm Visit- Mileage Reimburseme	0.00	20.83	-20.83	0.00	187.51	-187.51	250.00
6007 · Marketing	1,778.50	3,166.67	-1,388.17	25,116.57	28,499.99	-3,383.42	38,000.00
6011 · Market App Program Fee	0.00	158.33	-158.33	2,311.63	1,425.01	886.62	1,900.00
6012 · Market Security	3,200.00	1,833.33	1,366.67	31,920.00	16,500.01	15,419.99	22,000.00
6015 · Bathroom Construction	0.00	3,390.00	-3,390.00	23,730.00	30,510.00	-6,780.00	40,680.00
6016 · Travel, Entertainment & Educati	702.83	41.67	661.16	702.83	374.99	327.84	500.00
6017 · P. M. Holiday Market (Perm/Cop)	0.00			0.00	4,540.00	-4,540.00	4,540.00
6018 · Market Cleaning Labor	3,677.21	3,676.80	0.41	33,094.89	33,091.20	3.69	44,121.60
6000 · Palafox Market - Other	0.00			967.38	0.00	967.38	0.00
Total 6000 · Palafox Market	16,225.31	20,663.33	-4,438.02	187,464.74	192,010.01	-4,545.27	254,000.00
7000 · Ambassador Program	20,837.54	20,835.20	2.34	187,537.86	187,516.80	21.06	250,022.40

DOWNTOWN IMPROVEMENT BOARD

Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

June 2025

	Jun 25	Budget	\$ Over Budget	Oct '24 - Jun 25	YTD Budget	\$ Over Budget	Annual Budget
Total Expense	75,757.96	85,611.99	-9,854.03	1,378,725.70	1,419,307.03	-40,581.33	1,761,643.00
Net Ordinary Income	9,009.97	-4,559.54	13,569.51	125,661.37	89,398.68	36,262.69	-170,842.26
Other Income/Expense							
Other Income							
Voided Checks	0.00			1,205.50			
4980 · Sales Tax Collection Allowance	18.53			165.18			
4960 · Interest Income	720.35	1,000.00	-279.65	5,796.35	9,000.00	-3,203.65	12,000.00
Total Other Income	738.88	1,000.00	-261.12	7,167.03	9,000.00	-1,832.97	12,000.00
Net Other Income	738.88	1,000.00	-261.12	7,167.03	9,000.00	-1,832.97	12,000.00
Net Income	9,748.85	-3,559.54	13,308.39	132,828.40	98,398.68	34,429.72	-158,842.26

DOWNTOWN IMPROVEMENT BOARD

Palafox Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

June 2025

	Jun 25	Budget	\$ Over Budget	Oct '24 - Jun 25	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Program Revenue							
4030 · Palafox Market Vendor	22,910.00	22,166.67	743.33	199,580.00	199,499.99	80.01	266,000.00
Total Program Revenue	22,910.00	22,166.67	743.33	199,580.00	199,499.99	80.01	266,000.00
Total Income	22,910.00	22,166.67	743.33	199,580.00	199,499.99	80.01	266,000.00
Gross Profit	22,910.00	22,166.67	743.33	199,580.00	199,499.99	80.01	266,000.00
Expense							
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	5,706.77	7,238.20	-1,531.43	58,796.05	65,143.80	-6,347.75	86,858.40
6003 · Permits / Street Closure	0.00	220.83	-220.83	0.00	1,987.51	-1,987.51	2,650.00
6004 · Portable Toilet Rental	1,160.00	916.67	243.33	10,740.00	8,249.99	2,490.01	11,000.00
6005 · Market Anniversary Celebration	0.00	0.00	0.00	85.39	1,500.00	-1,414.61	1,500.00
6006 · Farm Visit- Mileage Reimburseme	0.00	20.83	-20.83	0.00	187.51	-187.51	250.00
6007 · Marketing	1,778.50	3,166.67	-1,388.17	25,116.57	28,499.99	-3,383.42	38,000.00
6011 · Market App Program Fee	0.00	158.33	-158.33	2,311.63	1,425.01	886.62	1,900.00
6012 · Market Security	3,200.00	1,833.33	1,366.67	31,920.00	16,500.01	15,419.99	22,000.00
6015 · Bathroom Construction	0.00	3,390.00	-3,390.00	23,730.00	30,510.00	-6,780.00	40,680.00
6016 · Travel, Entertainment & Educati	702.83	41.67	661.16	702.83	374.99	327.84	500.00
6017 · P. M. Holiday Market (Perm/Cop)	0.00			0.00	4,540.00	-4,540.00	4,540.00
6018 · Market Cleaning Labor	3,677.21	3,676.80	0.41	33,094.89	33,091.20	3.69	44,121.60
Total 6000 · Palafox Market	16,225.31	20,663.33	-4,438.02	186,497.36	192,010.01	-5,512.65	254,000.00
Total Expense	16,225.31	20,663.33	-4,438.02	186,497.36	192,010.01	-5,512.65	254,000.00
Net Ordinary Income	6,684.69	1,503.34	5,181.35	13,082.64	7,489.98	5,592.66	12,000.00
Net Income	6,684.69	1,503.34	5,181.35	13,082.64	7,489.98	5,592.66	12,000.00

DOWNTOWN IMPROVEMENT BOARD
Balance Sheet - For Management Use Only
As of June 30, 2025

	Jun 30, 25
ASSETS	
Current Assets	
Checking/Savings	
101 · Cash - Synovus- 0237 Operating	1,796.75
103 · Synovus - Money Market	310,496.68
Total Checking/Savings	312,293.43
Other Current Assets	
161 · Prepaid Expenses	572.00
140.9 · Due from Downtown Pens Alliance	160.25
140.5 · Due from Friends of Downtown	17,193.82
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	4,043.81
Total Other Current Assets	22,969.88
Total Current Assets	335,263.31
Fixed Assets	
Puppy Pit Stop Project	72,745.00
240 · Equipment	171,690.91
260 · Furniture & Fixtures	6,982.81
275 · Website Capitalized	10,850.00
300 · Less Accumulated Depreciation	-161,333.37
Total Fixed Assets	100,935.35
TOTAL ASSETS	436,198.66
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
450 · Accounts Payable	-388.31
Total Accounts Payable	-388.31
Other Current Liabilities	
Accrued Salaries	3,843.68
481 · Sales Tax Payable	774.73
453 · 403(b) Employer Contribution	965.08
458 · Due to 403(b) - Employee Contr	784.62
471 · Payroll Liabilities	1,867.86
4849 · Deferred Revenue Sign Maint	5,000.00
Total Other Current Liabilities	13,235.97
Total Current Liabilities	12,847.66
Total Liabilities	12,847.66
Equity	
32000 · Unrestricted Net Assets	308,396.62
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	132,828.40
Total Equity	423,351.00
TOTAL LIABILITIES & EQUITY	436,198.66

DIB - June 25

<u>Code</u>	<u>Description</u>	<u>Current Month</u>	<u>YTD</u>
Income	Overview	\$3,700 Over Budget	\$4,300 Under Budget
4030	Palafox Market	\$700 Over Budget	On Budget
Expense	Overview	\$9,800 Under Budget	\$40,500 Under Budget
5001	Salaries, Benefits & Taxes	\$130 Under Budget	\$3,100 Under Budget
5023	Marketing	\$66 Under Budget	\$7,300 Under Budget
6007	P.M. Marketing	\$1,300 Under Budget	\$3,300 Under Budget
5027	Economic Development	\$500 Over Budget	\$5,000 Under Budget
6000	Palafox Market	\$4,300 Under Budget	\$4,500 Under Budget
7000	Ambassador Program	On Budget	On Budget

**Pensacola Downtown Improvement Board
Operational Budget**

	2024-2025 Budget FINAL	2025-2026 Budget Draft	Change	% Change
4000 - Misc. Income				
4010 - Ad Valorem Revenue	\$ 792,504.00	\$ 834,747.00	\$ 42,243.00	5.06%
4020 - Website Membership	\$ 500.00	\$ -	\$ (500.00)	
4030 - Palafox Market Vendor Payments	\$ 266,000.00	\$ 260,000.00	\$ (6,000.00)	-2%
1301 - Co-Op Participation	\$ 73,880.00	\$ 68,000.00	\$ (5,880.00)	-9%
4960 - Interest Income	\$ 12,000.00	\$ 12,000.00	\$ -	0%
4900 - Palafox Market Sales Tax Collected	\$ (12,000.00)	\$ (10,000.00)	\$ 2,000.00	-20%
4025 - Funds Brought Forward	\$ -	\$ -	\$ -	
DIB Revenue	\$ 1,132,884.00	\$ 1,164,747.00	\$ 31,863.00	3%
7000 - Ambassador Program Labor	\$ 250,022.40	\$ 250,022.40	\$ -	0%
5027 - Economic Development	\$ 115,000.00	\$ 66,071.87	\$ (48,928.13)	-74%
####- Ave Intelligence	\$ -	\$ 2,400.00	\$ 2,400.00	
####- MRI	\$ -	\$ 8,400.00	\$ 8,400.00	
####- Econ Marketing	\$ -	\$ 12,500.00	\$ 12,500.00	
####- All I Want	\$ -	\$ 7,500.00	\$ 7,500.00	
####- Mini Grants	\$ -	\$ -	\$ -	
####- Bay Center	\$ -	\$ -	\$ -	
####- Trolley	\$ -	\$ 33,000.00		
5027 - Economic Development	\$ 115,000.00	\$ 129,871.87	\$ 14,871.87	11%
5029 - Donation to Friends of DT	\$ 85,000.00	\$ 85,000.00	\$ -	0%
5227 - CRA/DIB Policing	\$ 75,000.00	\$ 60,000.00	\$ (15,000.00)	-25%
####- PPD Overtime Work	\$ -	\$ 22,263.55	\$ 22,263.55	100%
5001 - DIB Salaries Benefits & Taxes	\$ 108,049.00	\$ 116,089.18	\$ 8,040.18	7%
5005 - Workers Compensation	\$ 500.00	\$ 500.00	\$ -	0%
5030 - Liability Insurance / Other	\$ 13,000.00	\$ 14,000.00	\$ 1,000.00	7%
5006 - Board Meetings	\$ 250.00	\$ 250.00	\$ -	0%
5007 - Annual Meeting	\$ 250.00	\$ 250.00	\$ -	0%
5009 - Bank Charges	\$ 200.00	\$ 340.00	\$ 140.00	41%
5012 - Office Rent	\$ 16,951.00	\$ 17,460.00	\$ 509.00	3%
5013 - Office Supplies	\$ 1,500.00	\$ 1,500.00	\$ -	0%
5014 - Office Equipment	\$ 3,000.00	\$ 3,000.00	\$ -	0%
5015 - Postage	\$ 200.00	\$ 200.00	\$ -	0%
5016 - Telecommunications	\$ 3,500.00	\$ 3,500.00	\$ -	0%
5017 - Website Support	\$ -	\$ -	\$ -	
5018 - Website Hosting	\$ 6,500.00	\$ 6,500.00	\$ -	0%
5019 - Computer Support / Email Leasing	\$ 2,500.00	\$ 2,500.00	\$ -	0%
5020 - Dues Subscriptions & Publications	\$ 3,500.00	\$ 4,000.00	\$ 500.00	13%
5021 - Travel, Entertainment & Education	\$ 2,000.00	\$ 2,000.00	\$ -	0%
5023 - Marketing Consultants	\$ 82,000.00	\$ 90,000.00	\$ 8,000.00	9%
5024 - Bookkeeping	\$ 11,500.00	\$ 19,500.00	\$ 8,000.00	41%
5025 - Audit	\$ 14,000.00	\$ 15,000.00	\$ 1,000.00	7%
5026 - Legal Counsel	\$ 3,000.00	\$ 3,000.00	\$ -	0%
DIB Expense	\$ 805,004.00	\$ 846,747.00	\$ 41,743.00	5%
6000 - Market Other / Misc.	\$ -	\$ 30,612.62	\$ 30,612.62	100%
6001 - Palafox Market Management	\$ 86,858.40	\$ 77,392.78	\$ (9,465.62)	-12%
6003 - Permits / Street Closures	\$ 2,650.00	\$ 2,650.00	\$ -	0%
6004 - Portable Toilet Rental	\$ 11,000.00	\$ 4,500.00	\$ (6,500.00)	-144%
6005 - Market Anniversary Celebration	\$ 1,500.00	\$ 1,500.00	\$ -	0%
6006 - Farm Visit - Mileage Reimbursement	\$ 250.00	\$ 250.00	\$ -	0%
6007 - Marketing	\$ 38,000.00	\$ 38,000.00	\$ -	0%
6011 - Market App Program Fee	\$ 1,900.00	\$ 1,900.00	\$ -	0%
6012 - Market Security	\$ 22,000.00	\$ 44,000.00	\$ 22,000.00	50%
6015-Bathroom Construction	\$ 40,680.00	\$ -	\$ (40,680.00)	
6016 - Travel, Entertainment & Education	\$ 500.00	\$ 500.00	\$ -	0%
6017- P.M. Holiday Market (Permit/Cops)	\$ 4,540.00	\$ 4,540.00	\$ -	0%
Spotless Cleaning	\$ 44,121.60	\$ 44,154.60	\$ 33.00	0%
Palafox Market Expense	\$ 254,000.00	\$ 250,000.00	\$ (4,000.00)	-2%
3001- Republic - Compactor Service	\$ 72,000.00	\$ 66,120.00	\$ (5,880.00)	-9%
3002 - Compactor Lease	\$ 10.00	\$ 10.00	\$ -	0%
3004 - Security	\$ 1,400.00	\$ 1,400.00	\$ -	0%
3007 - Compactor Electric	\$ 470.00	\$ 470.00	\$ -	0%
Compactor Expense	\$ 73,880.00	\$ 68,000.00	\$ (5,880.00)	-9%
DIB Operating Expense	\$ 1,132,884.00	\$ 1,164,747.00	\$ 31,863.00	3%
Tot Revenues	\$ 1,132,884.00	\$ 1,164,747.00	\$ 31,863.00	3%
Tot Expenses	\$ 1,132,884.00	\$ 1,164,747.00	\$ 31,863.00	3%
Tot Variance	\$ -	\$ -		
% of budget	0%	0%		