



Downtown Improvement Board

Regular Monthly Meeting

Wednesday May 27th, 2025, 7:30

AGENDA

Attendance- Chris McKean, Chairman, William Merrill, Rafael Simpson, Jean Pierre N'Dione, Nathan Holler, Allison Patton, 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 7:34 AM

II. Recurring Agenda

- a. Mr. Walker Wilson confirmed the meeting was properly noticed.
- b. The proposed meeting agenda for May 27th, 2025 is motioned by William Merrill, seconded by Rafael Simpson, and unanimously approved.
- c. The minutes from the regular meeting held on April 22nd, 2025 are motioned, seconded, and unanimously approved.
- d. The April financials are motioned, seconded, and unanimously approved.
 - Income over budget for the month due to Palafox Market vendor renewals.
 - Salaries are under budget for the year.

III. On-Going Business

- a. PPD Report
 - PPD continues to enforce camping ordinances.
 - Maritime Parking lot having less issues now that baseball season is in session.
 - There will be a DUI task force out next Friday.
- b. Spotless Report
 - No report.
 - Spotless ambassadors should be putting in a 311 to the city if needed.
- c. Marketing Report
 - The shop local campaign is underway with 27 videoshoots completed.
 - Repast planning is underway with Repast coming up in September.
 - FooFoo Fest grant application was submitted in April and we have received funding for the project.
 - An illustrator is still working on a print & electronic map of downtown for visitors.
 - The Palafox Market rack cards are being updated with new information on both locations.
- d. Palafox Market
 - Application renewals took place in April
 - Palafox Market is looking into strategies to attract more farmers to the market.
- e. Executive Director Update
 - Mayor Reeves hosting an info session the afternoon of June 16th to update business owners on the plans for Palafox Street.
 - Walker putting together a group of business owners to meet on the 18th

IV. New Business

- a. Recap Palafox Market Townhall
 - The meeting had a great turnout as well as positive feedback.
 - The main takeaway from the meeting was that artists/pre-prepared food vendors should be at the same rate.
 - Vendors also wanted to see more investment in marketing.
- b. *Foot Traffic Counter Avenue Intelligence - \$5,400 (\$3,000 one time cost & \$2,400 annual)
 - Motioned, seconded, and unanimously approved.
- c. *Foot Traffic Counter MRI OnLocation - \$8,400 annually (3 Year contract \$26,100 total over 3 years)
 - Motioned, seconded, and unanimously approved.
- d. *PPD Overtime Vehicle Noise on Palafox Program – Up to \$5,000 for PPD Overtime work to reduce loud exhaust & music in Downtown. City has agreed to match.
 - Motioned, seconded, and unanimously approved.
- e. Discussion on Meeting Schedule
 - Due to conflicting schedules, the board meetings will be moved to the third Tuesday of every month.

VIII. Public Comment

IX. Adjournment-

- Meeting is adjourned at 8:45 AM

Next meeting – June 24th, 2025
(*) = approval item