



Downtown Improvement Board

Regular Monthly Meeting

Tuesday Nov 18th, 2025, 7:30

AGENDA

Attendance: Chris McKean, Chairman, Nathan Holler, Willilam Merrill, Sara Papantonio, Allison Patton, Mike Kohler, Walker Wilson, Executive Director, Cailin Feagles, Director of Operations & Events

- I. Call to Order
 - a. The meeting is called to order at 7:34 AM

- II. Recurring Agenda
 - a. Mr. Walker Wilson confirmed the meeting has been properly noticed.
 - b. The proposed meeting agenda for November 18th, 2025 is motioned by William Merrill, seconded by Nathan Holler, and unanimously approved.
 - c. The minutes of the regular meeting held on October 28th 2025 are motioned, seconded, and unanimously approved.
 - d. The October financials are motioned, seconded, and unanimously approved.
 - The new budget for fiscal year.
 - Palafox Market over budget due to the Holiday Market fees.
 - Walker Wilson looking into keeping a spreadsheet for all PPD off-duty details to track spending throughout the year.

- III. On-Going Business
 - a. PPD Report
 - No report.
 - b. Spotless Report
 - The Jefferson Garage alleyway continues to be monitored. The puppy pad by Jefferson Street Parking Garage need to be revisited.
 - c. Marketing Report
 - The Palafox Market Halloween Market had over 14k interest on Facebook and was a very successful event for Palafox Market vendors.
 - The FooFoo installation went up at the end of October and will be up throughout FooFoo Fest.
 - The All I Want campaign started on Holiday Haul.
 - Holiday Market promotion has begun with the start of Holiday Market being Wednesday, November 19th
 - A lot of preparation and planning for the construction marketing plan has been underway.
 - The foot traffic counter has made it easy to track the metrics for our events in the parks. Walker Wilson to send out links to the dashboard to the board members.
 - d. Palafox Market
 - The Holiday Market begins November 19th and will run every Wednesday to December 12th. The Holiday Market will be setup in MLK Jr. Plaza between

Garden Street and Gregory Street.

- Both Holiday Haul/Holiday Lighting and Holiday Market have had great participation with over 80 vendors committed to Holiday Market this year.

IV. New Business

- a. *Ch3 WEAR Marketing Phase 1 - \$34,300
 - Revisit at next meeting.
- b. *Ch3 WEAR Marketing Phase 2 - \$80,500
 - Revisit at next meeting.
- c. *Marketing Campaign The New Palafox- Nathan Holler
 - The city has a marketing consultant working on a logo, fencing, rack cards, and a banner on Palafox. They are planning on designing a website with construction deadlines, parking information and construction updates.
- d. *Friends of Downtown Debt Forgiveness - \$19,780.07
 - There is a motion to revisit this item at the next board meeting after the audit meeting. The motion is seconded and unanimously approved.
- e. * NYE Fire Works- \$8,400
 - Motioned, seconded, and unanimously approved.
- f. *Rusty Knuckle Car Show \$3,850.00
 - Motioned, seconded, and unanimously approved.
- g. Jefferson Garage Alleyway Beautification Discussion
 - This area will be critical to keep clean when construction begins on Palafox.
 - Walker Wilson to look into costs to replace the planters and update the area.

VIII. Public Comment

IX. Adjournment

- The meeting is adjourned at 9:14 AM

Next meeting – December 16th, 2025

(*) = approval item