



Downtown Improvement Board

Regular Monthly Meeting

Tuesday Sep 30th, 2025, 7:30

AGENDA

Attendance: Chris McKean, Chairman, Nathan Holler, William Merrill, Allison Patton, Gregg Harding, Walker Wilson, Executive Director, Cailin Feagles, Director of Operations & Events

I. Call to Order

- a. The meeting is called to order at 7:35 AM.

II. Recurring Agenda

- a. Mr. Walker Wilson confirmed the meeting has been properly noticed.
- b. The proposed meeting agenda for September 30th, 2025 is motioned by Nathan Holler and seconded by William Merrill, and unanimously approved.
- c. The minutes from the regular meeting held on August 19th, 2025 are motioned, seconded, and unanimously approved.
- d. The August financials are motioned, seconded, and unanimously approved.
 - Overall income for the year is over budget
 - Palafox Market income is under budget for the year. Carlee Norman will be working as Cailin Feagles assistant this year and will begin closer vendor tracking to aid in budget planning for Palafox Market income.
 - Economic development over budget for the year from special event grants, shop local campaign, and other projects.

III. On-Going Business

a. PPD Report

- There are ongoing issues with car meets at the stadium and the Jefferson Street Parking Garage. These issues are still being monitored.
- There have been several noise complaints from Southtown residents that have been addressed.
- Wild Greg's has started hiring off-duty officers for additional security coverage
- Any questions or concerns related to open carry laws should be directed to the City for clarification and official guidance.

b. Spotless Report

- Spotless team is thanked for their continued efforts in keeping downtown clean and well-maintained.
- Pressure washing is ongoing and progressing as planned.
- The team reported a successful weekend of cleanup following Seafood Festival
- Ambassadors are asked to give some extra attention to the Puppy Pad this month.

c. Marketing Report

- Downtown Pensacola/Palafox Market received five Best of the Coast awards.
- The stickers for the dog bag dispensers were delivered and have been placed on the



dispensers to help ambassador team identify and refill as needed.

- Economic Development campaign efforts are ongoing, including digital ads, social media content, and promotional materials.
- Promotion for the Halloween Market continues.

d. Palafox Market

- The trolley program is going well, with attendance increasing during the fall season.
- The Holiday market preparation is underway. The market will run five weeks on Wednesdays, November 19th-December 17th. Vendors must participate in all five weeks and be approved regular market vendors to join. Vendors unable to commit to all five weeks can participate in the Holiday Lighting Event on November 5 and may add additional Saturdays if space is available. Currently, close to 60 vendors have expressed interest.

IV. New Business

a. The New Palafox Marketing Plan – Caron Sjoberg

- Ch 3 WEAR Ad Buy for The New Palafox Plan – Bill Creedon
- A new marketing plan was presented to address ongoing downtown construction and its impact on local businesses.
- Key strategies include: Creating a central hub where the community can access construction updates and relevant downtown information, implementing a live feed to allow residents and visitors to view construction progress in real time, launching a Downtown Gift Card portal to encourage shopping locally, with consideration for producing physical gift cards.
- This plan will be revisited at next meeting after sharing project plans and costs with the City.

b. *Executive Director Annual Review – Proposed Raise 3.6% (Contract Allows up to 10% annual base pay increase)

- There is a motion to for an increase to a 5% raise. The motion is seconded, and unanimously approved.

c. *2025/2026 Final Budget Adjustment

- Motioned, seconded, and unanimously approved

VIII. Public Comment

IX. Adjournment

- Meeting is adjourned at 9:47 AM.

Next meeting – October 21st, 2025

(*) = approval item