

IOWA CITY DOWNTOWN DISTRICT

Board of Directors Meeting Minutes April 24, 2013

Voting Members Present: Catherine Champion, George Etre, Ritu Jain (in at 3:27 p.m.), Kent Jehle, David Kieft, Karen Kubby, Patty McCarthy, Bill Nusser (in at 3:02 p.m.), Steve Pajunen (in at 3:02 p.m.), Joni Schrup, Mark Weaver.

Non-Voting Members Present: Steve Boyd, Alec Bramel, Geoff Fruin, Mark Nolte, Josh Schamberger.

Staff Present: Nancy Bird, Betsy Potter.

Voting Members Absent with Notice: Kevin Digmann, Mark Ginsberg, Naftaly Stramer.

Members Present: Marc Moen

1. **Call to Order**

President Karen Kubby called the meeting to order at 3:00 p.m. at the Iowa City Area Chamber of Commerce, Iowa City, Iowa.

A quorum of 8 of 14 voting members was present.

2. **Member Open Forum**

None.

3. **Approval of March 27, 2013 Minutes**

Kent Jehle moved to approve the March 27, 2013, Board Meeting Minutes with clarification that Bylaws amendments may be proposed to enable officers to have more flexibility about which Committee they may choose to lead. Joni Schrup seconded the motion. There was no discussion. The motion passed 8-0.

(Bill Nusser, Steve Pajunen, and Marc Moen in at 3:02 p.m.)

4. **Approval of March 2013 Financials**

Treasurer Kent Jehle noted the Profit & Loss Budget vs. Actual report reflects decreased Park & Shop revenue and expenses. In response to a question about utility expenses reported above budget, Bird stated there is a water leak in the building which has been reported to the owner. It impacts shared utility expenses.

Jehle reported the carryover for next year may be higher than anticipated due to timing issues and special events which will not occur.

Mark Weaver moved to approve the March 2013 Financials as presented. Bill Nusser seconded the motion. There was no discussion. The motion passed 10-0.

Top Chef Event Review

Bird reported the event brought in \$1,740.00 and reservations were made by out of the area guests.

5. **Executive Committee Report**

- Executive Director 6-months evaluation
Kubby summarized the Executive Committee's evaluation of Bird's work and noted the full board will participate in her annual review. The Executive Director job description will also be reviewed then.
- Organizational Policies
Secretary Patty McCarthy explained that the three policies presented for consideration are: Conflict of Interest, Record Retention, and Whistleblower. Each would take effect upon adoption. They are considered essential for non-profit organizations which follow best practices.

IOWA CITY DOWNTOWN DISTRICT

The Conflict of Interest Policy allows members to have business relationships with each other. It requires that such relationships be disclosed prior to any vote on a matter which may involve them and that members abstain from board discussion about those matters. Members will sign an annual Conflict of Interest Disclosure form.

The Record Retention Policy outlines how long sensitive records should be retained and how to securely dispose of them at the expiration of that time period.

The Whistleblower Policy encourages reporting and provides protection to those who report possible illegal activities or wrongdoing by those associated with ICDD.

During discussion, members expressed frustration that a Whistleblower Policy was overkill for a small organization like ICDD but agreed to consider the policy out of a shared value that ICDD be an organization committed to best practices.

There was consensus that the Executive Director's name not be referenced in the policy. McCarthy will amend it to refer only to the job title.

Joni Schrup moved to approve the Conflict of Interest Policy, Record Retention Policy, and Whistleblower Policy as amended. Bill Nusser seconded the motion. There was no discussion. The motion passed 10-0.

- **Parking Enforcement Position**

City seeks ICDD input on suggestion to extend parking meter enforcement hours beyond 5 p.m. to encourage turnover and allow additional use of meter spaces. New parking meters will be installed after July 1 which will accept credit card payments as well as coins. Rates will increase on street when the "first hour free" in ramps is introduced. Proposals to extend enforcement hours to 6 p.m. or 9 p.m. were discussed. Other Iowa cities and those of similar size in the Midwest have adopted those hours.

Board members recounted safety concerns expressed by female employees who work until 2 a.m. and do not want to walk extended distances to their vehicles. Some now park in unmetered spaces outside the immediate downtown area until 5 pm when they move vehicles closer in to metered spaces near their employment site. Several suggested all employees should be encouraged to park in ramps to enable customers to use the metered spaces.

(Jain in at 3:27 p.m.)

Geoff Fruin confirmed that the software associated with the new meters can be adapted any time to adjust enforcement hours. He will also explore marketing of monthly parking passes to business owners for employees

Bill Nusser made a motion to recommend the City of Iowa City extend enforcement of parking meter hours to 6 p.m. from the current 5 p.m. with no enforcement on Sunday, effective July 1, 2013. Ritu Jain seconded the motion. There was no discussion. The motion passed 11-0.

6. Executive Director's Report

In addition to her written report, Bird stated the Annual Meeting is scheduled for the evening of June 20, 2013 at the Englert Theatre. Save the date. Time to be announced.

FY 2014 Budget Review

Refinement of the proposed budget for next year continues and will be finalized in committees next month. Discussion will take place about the role of special events for ICDD. Partnerships to benefit downtown will continue to be explored.

(Marc Moen out at 4 p.m.)

IOWA CITY DOWNTOWN DISTRICT

Consensus was reached to establish a Development Committee to explore sponsorships and fundraising opportunities. Karen Kubby will serve on it. Mark Ginsberg was suggested for membership.

(Mark Nolte and Alec Bramel out at 4:15 p.m.)

UI Reimagining Downtown Class Update

Bird reported students in David Gould's class went to Las Vegas and are working on three Initiatives. A collaboration involving downtown Iowa City will be explored in the future.

7. Committee Reports

There were no questions about the written reports.

8. Ex Officio Updates

Josh Schamberger, Iowa City Coralville Convention and Visitors Bureau:

The event economic impact measurement system will be tested at several annual festivals and events around the state this summer and will be shared with ICDD.

Gratitude was expressed to ICDD for supporting ICCCVB invitation to Bird to facilitate strategic planning process resulting in 5 long range goals.

Steve Boyd, Iowa City Area Chamber of Commerce:

The annual "Buy Here Business Fair" is scheduled for April 25th, 4:30 p.m.-6:30 p.m. at the Holiday Inn in Coralville.

There is a progressive dinner scheduled on May 4th by the EPIC program.

Support of the Marketplace Fairness Act is encouraged.

Geoff Fruin, City of Iowa City:

The Downtown Ambassadors program starts April 25th. Bird participated in training of the ambassadors. Look for them in distinctive yellow shirts.

The Building Façade Grant Awards have been announced.

Officer Schwindt has been busy and many smoking warnings have been issued. Bike racks have been cleared of unclaimed bikes.

Zmariks may not pursue a street café. No decision yet from Mickey's owners. Increased Parking rates mean the owners must pay more for the spaces affected by the cafes.

Kubby expressed gratitude to Fruin and other city staff for its positive attitude towards downtown initiatives.

8. Board Member Announcements/Reminders

Kieft stated all of the major UI post flood construction projects are on schedule. Demolition of the Former banks at Burlington and Clinton will be underway in May to make room for the School of Music.

Kubby reminded all that the board meetings return to Iowa City Public Library starting next month.

9. Adjourn

Bill Nusser moved to adjourn the meeting at 4:37 p.m. Ritu Jain seconded the motion.

Minutes respectfully submitted by Patty McCarthy, Secretary