

IOWA CITY DOWNTOWN DISTRICT

Board of Directors Meeting Minutes April 23, 2014

Voting Members Present: George Etre, Ritu Jain, Kent Jehle, David Kieft, Karen Kubby, Patty McCarthy, Bill Nusser, Steve Pajunen, Joni Schrup, Naftaly Stramer, Mark Weaver.

Non-Voting Members Present: Steve Boyd, Alec Bramel (in at 3:02 p.m.), Jeff Davidson, Josh Schamberger.

Staff Present: Nancy Bird, Betsy Potter.

Voting Members Absent with Notice: Catherine Champion, Kevin Digmann, Mark Ginsberg.

Non Voting Members Absent with Notice: Kate Moreland.

1. Call to Order

President Bill Nusser called the meeting to order at 3:00 p.m. at Iowa City Public Library, 123 S. Linn St., Iowa City, Iowa.

A quorum of 11 of 14 voting members was present.

2. Member Open Forum

None.

3. Approval of March 26, 2014 Meeting Minutes

Karen Kubby moved to approve the March 26, 2014, Board Meeting Minutes as presented. Steve Pajunen seconded the motion. There was no discussion. The motion passed 11-0.

4. Finance Report

Kent Jehle reviewed the March financial reports and noted that there were no receivables on the Balance Sheet. Jehle reminded all that the FY15 proposed budget will be presented next month.

(Bramel entered the meeting.)

There was discussion about sponsorships. While income goals have not been met, the loss of income is balanced by in-kind contributions for marketing and no expenses for some budgeted projects which did not occur.

Gift card sales and expenses were discussed with Bird noting that EntreFest will be distributing cards to participants. Suggestion was made to market at University of Iowa Orientation meetings and Josh Schamberger offered to share his organization's booth to facilitate that idea

Kent Jehle moved to approve the March 2014 Financial Reports as presented. Mark Weaver seconded the motion. There was no discussion. The motion passed 11-0.

5. Retail Consultant Report—Steve Pajunen

Steve Pajunen, Nancy Bird, and Jeff Davidson interviewed four companies under consideration to help ICDD attract additional retail businesses. Two finalists were identified. The idea is that ICDD will hire a firm to begin work in FY15. Both finalists have extensive experience and different styles. The data gathered by the consultant and their services are expected to be valuable to all members. Budget and goals will be addressed in a contract.

6. Executive Committee Update

Bill Nusser invited all to consider leadership opportunities by volunteering to join the Executive Committee in FY15. President-Elect, Secretary, and Treasurer positions are available. All interested should contact Bird or any officer.

7. Executive Director's Update

Nancy Bird reviewed her written reports included in the board packet. In an effort to gather more responses, the business and community survey deadlines have been extended. Suggestion was made that Bird create a short survey participation invitation including web links and send it to board members to share with their networks.

IOWA CITY DOWNTOWN DISTRICT

8. Committee Updates

- Special Events – Eat Drink Local Week is underway and seems to be going well. Parents Night Out and Fashion Weekend are scheduled for May 9 and May 10.
- Marketing – A new committee chairperson will be needed next year.
- Membership – McCarthy requested that each board member recruit ten Friends of ICDD, Friends registration brochures were distributed to those present. For \$25, Friends will be able to access special ICDD event offers, receive a discount at several coffee businesses in the district, and receive 10 additional free parking hours in the ramps.
- Projects – Wi-Fi use is growing and service improving. Northside lighting improvements are being discussed at meetings of property owners with ICDD staff.
- Legislative – Sign ordinance changes to allow “blade” signs outside businesses will soon be considered by the City Council. Karen Kubby expressed appreciation to Jeff Davidson for facilitating meetings on sign issues. Easel signs will be considered later.

9. Ex-Officio Updates

- University of Iowa Student Government, Alec Bramel: Bill Nusser expressed appreciation and extended best wishes to Alec Bramel for serving as the UISG representative to ICDD. This is Alec’s last meeting due to his UI graduation. He plans to travel before returning to Iowa City for an internship. Bramel reported UISG is committed to sharing ICDD communications with students, and he appreciated the opportunity to serve.
- Iowa City Area Chamber of Commerce, Steve Boyd: Space is still available on the bus trip to the Twin Cities on May 13 and May 14 to learn more about the ITASCA project to address economic development and quality of life issues.
- City of Iowa City, Jeff Davidson: Tower Place parking ramp will transition to fully automated and staff will be present for several days to instruct users. There will be another façade improvements program offered by the city thanks to partnership with MidWestOne Bank, University of Iowa Community Credit Union, and Hills Bank and Trust Company. Applications will be available soon.
- Iowa City/Coralville Area Convention & Visitors Bureau, Josh Schamberger: The Herky’s on Parade public art project will debut on May 5th. Anyone interested in helping unveil statues in the ICDD can contact Nancy Bird. There will be 84 statues displayed until late August. They will be auctioned as a benefit for United Way. Schamberger stated the ICCCVB is reorganizing to be more inclusive. Dues will be reduced.

Bill Nusser stated the May meeting will be at the Old Capitol Town Center in its new meeting space on the second floor at the north end of the building.

10. Adjourn

Naftaly Stramer moved to adjourn the meeting at 4:25 p.m. The motion was seconded by Ritu Jain.

Respectfully submitted by Patty McCarthy, Secretary