

**Iowa City Downtown District
Board of Directors Meeting Minutes
April 26, 2018**

Voting Members Present: Naftaly Stramer, Joni Schrup, Susan Craig, George Etre, Ritu Jain, Nick Lindsley, Katie Roche, Wesley Ward, David Kieft, Jason Deppe, Mary Kate Pilcher Hayek, Kent Jehle

Non-voting Members Present: Wendy Ford, Kate Moreland, Kim Casco

Staff Present: Betsy Potter, Christopher Hunter

Voting Members Absent with Notice: Bill Nusser, Anne Armitage, Mark Ginsberg, Michelle Galvin, Crissy Canganelli

Visitors Present:

Call to Order/Announcements

President Stramer called the meeting to order at 9:03 in Meeting Room D of the Iowa City Public Library. A quorum was present. He reminded people to mark their calendars for June 13 for the annual meeting which will be held at the Graduate Hotel. Also, the proposed budget will be in the board packet so be sure to look it over when you receive it.

Minutes

It was moved and seconded (Jain/Roche) to accept the March minutes. Motion passed 11-0.

Financials

Jehle presented the financials. He commented that the sponsorships for the Block Party were in good shape, overall the budget was on target with staffing costs somewhat lower than budgeted due to an open position. Moved by Jehle, seconded by Kieft to accept the financials. Motion passed 12-0.

Ex-Officio Reports

Kieft reported on the construction/renovation moratorium on UI buildings. It is in place for five months and then will be revisited. They are not even doing regular maintenance that they typically do over the summer such as needed painting in dorms.

Casco said that discussions are ongoing for Project Penguin, collaboration options with ICAD. They have several events coming up.

Moreland that there will be a new ICAD employee (Tim Carty, currently director of member services for the Chamber) will be working on attracting and retaining businesses and targeting specific demographics (such as programmers) that we have a need for.

Moreland reported that ICAD and the Chamber are discussing possible ways they can work together. They are looking at various models/best practices for Chambers and economic development organizations. An initial report will be out the end of May.

CHOMP

Jon Sewell, founder and chairperson of CHOMP (and owner of DP Dough) was invited to come and talk about CHOMP and potential future delivery options. After Order Up was purchased by Grub Hub last year delivery commission rates doubled and management was out of Chicago Jon met with other restaurant representatives about starting a local delivery service that operated in the spirit of cooperation and met the needs of the local community. They were up and running in a very short time and have been very successful. They currently have 100 restaurants participating (25 of them are invested partners) and are making 300 deliveries a day. They are looking ahead to the potential of delivery of non-food items. The public library will launch a service very soon that allows people to have CHOMP deliver books that the person has on hold. The board is considering looking at expansion geographically as well. If they did each location would be locally managed.

Staff Reports

Christopher presented numbers from SCULPT on the Shopping Genius 2.0 campaign. This is the 2nd phase of the campaign – phase one focused on the owner, phase two on the customer and phase three which will be introduced in June focuses on the shop itself. The metrics followed advertising in various social media platforms and could track results which were positive.

The murals have all been chosen and will be going up this summer. Suggestion to include them in the fall Gallery Walk which seemed to be a good idea.

Block Party planning is moving along. The footprint is a little bigger this year due to losing some of the ped mall space. Main stage will be on Linn & Washington.

Legislative Committee has been meeting but nothing big to report.

Reminders

Fencing goes up on Monday for the ped mall construction and the trees will start coming down. Remember all trees taken out (due to disease, health, or because they are in the direct path of the utility work will be replaced and then some.

Adjourn

Meeting adjourned at 10:10.

Recorded by Susan Craig