

IOWA CITY DOWNTOWN DISTRICT

Board of Directors Meeting Minutes

August 26, 2015

Voting Members Present: Ritu Jain, Mark Ginsberg, Joni Schrup, Kent Jehle, Catherine Champion, Sheila Davisson, Kevin Digmann, Karen Kubby, Patty McCarthy, Naftaly Stramer, Mark Weaver

Non-Voting Members Present: Steve Boyd, Wendy Ford, Kate Moreland

Staff Present: Nancy Bird, Nate Kaeding

Voting Members Absent with Notice: David Kieft, Bill Nusser, George Etre

1. **Call to Order**

President Ritu Jain called the meeting to order at 3:05 p.m. at the Old Capitol Town Center.

A quorum of 11 of 14 members was present.

2. **Member Open Forum**

Mark Ginsberg requested that the board consider changing the time of the monthly Board meetings from afternoon to morning. After some discussion it was decided that Nancy will explore options for a possible change.

Patty McCarthy announced that the Iowa City Public Library is welcoming the U of I School of Music to their new downtown location with several months of free programming for the public.

Nancy Bird announced the new schedule of events for the Johnson County I-Club for this football season.

3. **Approval of the July 2015 Minutes**

Patty McCarthy moved to approve the minutes for July. The motion was seconded by Mark Ginsberg.

The motion passed 11-0.

4. **De Novo Presentation, Jen Neumann**

Jen Neumann of De Novo Alternative Marketing gave a presentation of the ICDD Marketing and Communications Plan. Jen went over strategic goals and objectives and asked for feedback from Board members. There was much discussion with general consensus that Jen and De Novo will be a great help to the overall marketing plan of the ICDD.

5. Finance Report

Kent Jehle presented the Finance report for July 2015. Mark Weaver moved to approve the financial report. Catherine Champion seconded the motion.

The motion passed 11-0.

6. Ex-Officio Updates

Wendy Ford reported that the Dubuque Street parking ramp renovations should be completed by September 10. The City parking lot next to the Bluebird Café will be upgraded as well before Oktober Fest. The unveiling of the public art piece by Cecil Belmont will be at Film Scene on October 1st at an evening reception.

Kate Moreland announced the annual meeting of ICAD will be September 17 at the Iowa City Airport with a “Into the Future” theme. All are encouraged to attend.

Steve Boyd reported the Chamber Sponsorship Campaign will begin soon.

7. Executive Director/Staff Reports

Nancy reminded the Board of Taste of Iowa City starting today at 5 p.m. and encouraged all to attend.

She also updated the Board on the status of the SSMID Renewal. The goal has been met and there are more signatures promised before submitting the renewal to the City Council in September. A special thank-you to Marc Moen and Karen Kubby was given.

Nancy updated the Board on the progress of the Solid Waste Committee.

She also reported on the stakeholder meetings with the design firm Kiku Obata who are working on the downtown design guidelines for the City of Iowa City.

Nate Kaeding gave a report on his progress as the Retail Development Specialist. He implemented First Round on Us and had a successful first event.

8. Announcements/Adjournment

The Board was reminded of the Taste of Iowa City event.

Mark Ginsberg moved to adjourn the meeting. The motion was seconded by Mark Weaver.

The motion passed 11-0