

ICDD Board of Directors Meeting Minutes

August 25, 2016

Voting Members Present: Mark Ginsberg, Naftaly Stramer, Joni Schrup, Susan Craig, Katie Roche, Nick Lindsley, Angela Winnike, Linda Schreiber, Kent Jehle, George Etre, Bill Nusser, Michelle Galvin

Non-Voting Members Present: Nancy Bird, Jacob Simpson, Lisa Barnes, Josh Schamberger, Mazahir Salih

Staff Present: Nancy Bird, Nate Kaeding, Betsy Potter, Mary Besler

Voting Members Absent: Ritu Jain, David Kieft, John Burchert, Crissy Canganelli, Sarah Wallace-Belle

Non-Voting Members Absent: Wendy Ford, Kate Moreland

1) Call to Order

President Mark Ginsberg called the meeting to order at 8:30 AM at the Iowa City Public Library. A quorum of 12 of 17 members was present.

2) Member Open Forum

Kate and Frankie from the Downtown Magazine gave an overview of the changes being made now that the publication is being done in house. Contact Betsy or Nancy for information on advertising.

Mary Bessler was introduced as a new staff member on the ICDD.

3) Approval of July Minutes

Joni Schrup moved to approve the July minutes. The motion was seconded by George Etre. Motion passed 12-0.

4) Presentaiton by David Schwindt – ICPD Downtown Beat

David Schwindt from the ICPD was a guest to discuss the community policing efforts Downtown. He reported that calls for service downtown between the hours of 9 and 5 were down this past year. He also discussed the benefits of community policing and the opportunities for mentoring with this method. Nancy brought up the positive impact that Fuse Housing could have on Downtown.

5) Finance Report/End of Year Report

Nancy reported the ICDD is in good cash standing and reviewed any notables. Kent reviewed the End of Year Report. He also discussed the need for better understanding on the methodology of SSMID tax collection. Kent Jehle moved to approve the Finance Report. Bill Nusser seconded the motion. Motion passed 12-0.

6) Executive Committee Report/Mayor's Memo

Mark Ginsberg called for a small committee to be formed to evaluate and better understand the Memo from the Mayor on Downtown Development. A sign up sheet was passed around and the group will meet 9/6/2016 at the ICDD office.

7) Staff/Committee Overviews

Nancy Bird's report from the Executive Committee included a Washington Streetscape update, a Communications Initiative that will be chaired by Angela Winneke, a Nighttime Initiative, and a Housing initiative. She also reported that progress on the Continuing Initiatives of garbage/recycling and Sign Code.

The ICDD will host a DOL Fair Labor Standards Act Workshop on 9/7 to educate on new the changes in wage mandates. Registration is requested.

Nate Kaeding reported on retail development. He updated the Board on the CoSign project. The application has been submitted to participate in the project and he has begun outreach to some Downtown businesses. Nate also discussed the new "Shopping Genius" marketing campaign that will focus on the shopkeepers instead of product. New restaurants scheduled to open this fall include Zombie Burger, Jimmy Jacks, and Cortado Café. Moss, an urban gardening boutique, is scheduled to open this fall at 112 E Washington St. "First Round" celebrated its first anniversary. The next First Round is scheduled for 9/14 at the new Voxman Music building and will feature Peter Aguero from the Moth and the UI Storytelling Project.

Betsy Potter updated the Board on Marketing and Special Events. The Open Washington campaign is continuing. There will be new signage and sidewalk graphics during the 2nd phase of the project that will include fall programming for sports activities, the Englert and more. Taste of Iowa City was rescheduled for 8/25 due to weather. UI purchased twice the amount of tickets as last year. Attendance is not expected to suffer.

The Northside Oktoberfest is selling tables to businesses in addition to sponsorships.

There will be a reception for BenchMarks 5.0 on 8/30 at the ICDD.

Changes in the ICDD website are currently in review.

8) Ex-Officio Updates

Mazahir Salih from the Center of Worker's Justice reported on the work they are doing involving affordable housing, especially with residents of Forest View and Rose Oaks. They are also involved with efforts to increase minimum wage.

Josh Schamberger from the CVB reported on the busy five weeks ahead. Events including FryFest, Gran Gabel, and CycloCross/World Cup. Future potential wants include the bid to host a Wrestling World Cup and and Ragbrai overnight stop. There was also discussion on launching the new branding with synergy between the municipalities.

Lisa Barnes with Summer of the Arts reported that the summer events have been well attended. There are 2 remaining Friday night concerts and Latino fest is this upcoming weekend.

9) Adjournment

The next meeting is 9/22/16. The motion to adjourn was made by Joni Schrup and seconded by Naftaly Stramer. Motion passed 12-0.

