

## IOWA CITY DOWNTOWN DISTRICT

### **Board of Directors Meeting Minutes February 27, 2013**

Voting Members Present: George Etre, Kent Jehle, David Kieft (in 3:02 p.m.), Karen Kubby, Patty McCarthy, Bill Nusser (in 3:06 p.m.), Steve Pajunen, Joni Schrup, Naftaly Stramer (in 3:06 p.m.).

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: Catherine Champion, Kevin Digmann, Mark Ginsberg, Ritu Jain, Mark Weaver.

#### **1. Call to Order**

President Karen Kubby called the meeting to order at 3:01 p.m. in Meeting Room B of the Iowa City Public Library, 123 S. Linn St., Iowa City, Iowa.

A quorum was not present until 3:06 p.m. when 9 of 14 voting members was present.

#### **2. Member Open Forum**

None.

(David Kieft in 3:02 p.m.)

#### **3. Executive Committee Report**

Leadership recruitment: Kubby reported that members discussed election of officers for Fiscal Year 2014 which will take place in June. If Vice President Bill Nusser is nominated as President, Kubby will move to Past President, and a Vice President (who also serves as Membership Committee Chairperson) will be needed. Current Treasurer Kent Jehle, and Secretary Patty McCarthy are thinking about whether can serve another year. If they are not nominated again, their positions would also be open. Any board member interested in serving should contact Kubby or any member of the Executive Committee.

Upcoming Board topics: March focus will be on the Community Gallery

April: Policies, including Conflict of Interest, Record Retention, and Whistleblower.

May: Homeless downtown with Downtown beat Officer Dave Schwindt, and Crissy Canganelli, Shelter House Director.

(Bill Nusser and Naftaly Stramer in 3:06 p.m.)

#### **4. Approval of January 23, 2013 Minutes**

*Secretary Patty McCarthy moved to approve the January 23, 2013, Board Meeting Minutes as presented. David Kieft seconded the motion. There was no discussion. The motion passed 9-0.*

#### **5. Approval of January 2013 Financials**

Treasurer Kent Jehle noted receipt of City of Iowa City and University of Iowa payments resulting in a balance of \$143,000. Payments went to Summer of the Arts for programming as well as the final ice rink marketing bills.

Conversion to QuickBooks reports continues which will result in new look for reports. When upgrades are completed, by May, the Finance Committee is likely to recommend that all financial reports be considered again for board approval. Draft budget to be submitted by May too. Jehle expressed appreciation to Committee leaders for submitting their budget requests by the deadline. Bird hired part-time bookkeeper to assist with conversion and preparation of reports.

*Kent Jehle moved to accept the January financial reports as presented. Joni Schrup seconded the motion. There was no discussion. The motion passed 9-0.*

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Update on Small Exempt Organization 990 filing: Jehle stated the required 2011 tax return was prepared by McGladrey, and filed with the Internal Revenue Service.

Next year, the long form will be required. It includes questions about whether or not organizations have Conflict of Interest, Record Retention, and Whistleblower policies. It is a non-profit best practice to be able to respond affirmatively so McCarthy will present draft policies for board consideration in April.

Preparation of the long form could cost \$3,500. McCarthy will share names of other accountants with Jehle in order to seek price quotes with hopes of reducing the cost.

*Kent Jehle moved to accept the 990 tax return. Bill Nusser seconded the motion. There was no discussion. The motion passed 9-0.*

### **6. Executive Director's Report**

In addition to the written report in the meeting packet, Bird expressed gratitude to Betsy Potter, Intern, for work on Top Chef and other special events. Additional interns will be interviewed soon.

Benchmarks partnership with Public Space One and the James Gang is being explored. A forum with John Englebrecht, Director of Public Space One, will be scheduled soon with the City Public Arts Advisory Committee, artists, city art liaison and anyone interested in the program.

On behalf of the organization, McCarthy drafted a letter to the International Olympic Committee requesting reconsideration of decision to drop wrestling from the 2020 games. Dan Gable and others are leading effort locally. Those present endorsed the letter to be sent to Gable.

#### Marketing—Bird for Champion

In Champion's absence, Bird shared highlights of plan being developed by Dirk Keller of Common Sense Advertising which focuses on in-kind donation of advertising. Champion's presentation will be scheduled next month. KCJJ Radio offering Friday lunch program from downtown restaurants. A few have signed up and those interested should contact Bird.

A proposal to expand downtown Wi-Fi coverage is being developed by Geoff Fruin, Marc Moen, and George Etre.

#### Special Events-Betsy Potter

Top Chef is scheduled on March 26, 2013 at hotelVetro. \$35 tickets. All are encouraged to purchase through the ICDD website. 14 chefs, 5 dessert creators, 9 mixologists will be featured. Judges include Nate Kaeding and Jim Mondanaro. Advertising in the Quad Cities and Cedar Rapids has generated ticket sales. Look for media stories as date nears.

Treehuggers will be removed on March 10, 2013, so as not to damage the trees as warm weather returns. Knitters invited to an "unhugging" reception at Share that afternoon. Holiday lights will be removed in the same time frame.

Oktoberfest date has been changed to September 28 to accommodate organizers schedule conflict. Event received \$1,000 support from City Community Events funding. Street closings will be different from the past because parking lot between Hamburg Inn and Pagliai's will not be available.

### **7. Ex Officio Updates**

Steve Boyd: Iowa City Area Chamber of Commerce committees are working to organize Blue Zones project for 2014. Residents and worksites are encouraged to take the Blue Zones pledge to improve health. Rebecca Neades is the lead person.

Geoff Fruin: City of Iowa City is very busy with downtown issues including new parking plan. Bids will be sought soon for "smart" parking meters which accept credit cards as well as cash.

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18 proposals were received for the downtown streetscape project. Bill Nusser and Nancy Bird are serving on the selection committee. Planning will likely take several months.

A city sponsored grant for building improvements was announced. There were many more requests received than funds available. Additional funds will likely be offered in July when the new fiscal year begins.

Officer Schwindt, downtown beat police officer, has been on the job for one month. 79 business introductions have been completed. He continues to work Tuesday-Saturday, 9 a.m.-5 p.m. When the weather improves, that schedule may change to include additional early evening hours.

Alec Bramel: On behalf of University of Iowa Student Government, appreciation was expressed to Bird for representing ICDD at forum with students. Landlord tenant issues were cited.

Josh Schamberger: Iowa City/Coralville Convention and Visitors Bureau will hold a news conference tomorrow to announce FryFest plans. There will be a new cycling event, and Herky on Parade public art project will return.

Iowa City will be a test market for the Iowa Destination Marketing Event matrix.

Bird will facilitate CVB strategic planning workshops in April.

David Kieft: The University of Iowa will begin construction on the \$155 million School of Music in mid-May when demolition of existing buildings at Burlington and Clinton Streets begins. The project is scheduled for completion in 2016. Construction will mean some traffic re-routing.

### **8. Board Member Announcements/Reminders**

Kent Jehle stated restoration will begin in late spring on the MidWestOne Bank tower which will close the corner at Washington and Clinton to pedestrians.

Linda Schreiber is organizing a downtown cleanup day with athletes from The University of Iowa and assistance from the City of Iowa City.

### **9. Adjourn**

*Bill Nusser moved to adjourn the meeting at 4:28 p.m.*

Minutes respectfully submitted by Patty McCarthy, Secretary