

IOWA CITY DOWNTOWN DISTRICT

Board of Directors Meeting Minutes
February 26, 2014

Voting Members Present: Kevin Digmann, 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: Geoff Fruin, Kate Moreland.

Staff Present: Nancy Bird, Betsy Potter.

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

Non Voting Members Absent with Notice: Steve Boyd, Alec Bramel, Josh Schamberger

1. Call to Order

President Bill Nusser called the meeting to order at 3:05 p.m. at Iowa City Public Library, 123 S. Linn St., Iowa City, Iowa.

A quorum of 12 of 14 voting members was present.

2. Member Open Forum

None.

3. Approval of January 29, 2014 Meeting Minutes

Kent Jehle moved to approve the January 29, 2014, Board Meeting Minutes as presented. Mark Weaver seconded the motion. There was no discussion. The motion passed 12-0.

4. Approval of January 2014 Financials

Kent Jehle reviewed the financial reports with particular attention to the Profit and Loss compared to Budget. Income and Expenses are on track for halfway through the fiscal year. Completion of the Wi-Fi installation means there will be a \$250 monthly expense. Committees are reminded to discuss FY15 budget proposals.

Kent Jehle moved to approve the January 2014 Financial Reports as presented. Joni Schrup seconded the motion. There was no discussion. The motion passed 12-0.

Jehle also stated a two-person Simple IRA has been set up through MidWestOne Bank for both staff members to fulfill the commitment to providing them retirement benefits.

5. Implementation & Phasing Discussion-Streetscape Update

Geoff Fruin, Assistant to the Iowa City City Manager reviewed the process to develop the draft Streetscape outline which will be presented to the City Council on March 4th at its 5 p.m. Work Session. \$850,000 was included in the FY2012 City Capital Projects for pedestrian plaza improvements. The funds were unspent pending completion of the Streetscape work by the consultant hired through a competitive process. The consultant's resulting draft plan has a shelf life of 10-15 years.

Implementation of the plan will begin in 2014 with small visible projects to address safety and maintenance issues particularly on the pedestrian plaza. Some art facades could be added. Projects could include resurfacing the playground area. Approximately \$1,000,000 is available in city funds to get started. Design work can begin on highest priority items. Urban arborist and multimodal traffic studies will be needed.

Upgrading the electrical system means digging under streets and sidewalks. Some lighting issues may be partially addressed with conversion to LED bulbs in fixtures in the area. Fundraising will be necessary for specific projects.

(Ritu Jain left at the meeting at 3:37 p.m.)

Members discussed impact of construction on businesses and traffic. The project sequence could begin on the ped mall, and move to portions of Dubuque Street, then Iowa Avenue.

Washington Street is complicated by need to replace aging water infrastructure. Fundraising partnerships and the possibility of other revenue sources including a local option sales tax were discussed. Members talked about scheduling work when the future of the Jefferson Building is known. Conversations continue about its future use.

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Members were encouraged to share responses to the draft plan with city council members. The entire plan is available at inspiredowntownic.com. The city council could vote on the draft on March 25th.

(Kent Jehle left the meeting at 4:10 p.m.)

6. Executive Committee Update

Bill Nusser stated the committee concurred with the Finance Committee recommendation to establish a Simple IRA for staff.

7. Executive Director's Update

Nancy Bird reviewed her written report. Tree Huggers will be removed March 30. Top Chef on March 31st is nearly sold out.

Staff was encouraged to continue to publicly announce that Wi-Fi is operational.

Sign ordinance changes which are less restrictive for protruding and easel/A-frame type signs will be considered soon by the city council.

8. Ex-Officio Updates

- Iowa City Area Development Group, Kate Moreland: ICAD staff was in downtown Las Vegas recently and was impressed by public art exhibits featuring fire, and regular public performances.

9. Board Member Announcements

University of Iowa, David Kieft: A new psychology building at Gilbert and Iowa Avenue could result in easier access between downtown and the north side.

Old Capitol Town Center, Kevin Digmann: remodeling of a new conference space on the second floor will be completed soon and available for a board meeting.

Iowa City Public Library, Patty McCarthy: community input will be sought for the library's new strategic plan. Focus group and survey information will be shared soon.

10. Adjourn

Mark Weaver moved to adjourn the meeting at 4:25 p.m. The motion was seconded by Karen Kubby.

Minutes respectfully submitted by Patty McCarthy, Secretary