

IOWA CITY DOWNTOWN DISTRICT

Board of Directors Meeting

Meeting Minutes from February 23, 2017

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

Non-Voting Members Present: Kim Casko, Lisa Barnes, Mazahir Salih, Wendy Ford,

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

Voting Members Absent With Notice: Ritu Jain, Naftaly Stramer, David Kieft, Crissy Canganelli

1) Call to Order

The meeting was called to order at 8:32 in Meeting Room B/C of the Iowa City Public Library. A quorum of 13 of 17 voting members was present. Nancy Bird welcomed new board member Wesley Ward from High Grounds Cafe who will move into Naftaly Stramer's seat as a Northside representative. Naftaly will move into Sarah Belle's position as >1% Value seat. Nancy also welcomed guests Ashley Monroe, the new Assistant City Manager, and Mark Nolte from ICAD.

2) Approval of Minutes

Joni Schrup moved to approve the minutes. The motion as seconded by Linda Scheiber. *The motion passed 13-0.*

3) Approval of Finance Report

Mark Ginsberg said the discussion of the financial report will be more abbreviated in the future. Board members should make sure to read the report prior to the meetings and bring up any questions they have. Kent Jehle gave a brief overview of the report. Bill Nusser moved to approve the report. Kent Jehle seconded. *The motion passes 13-0.*

4) Update on the Corridor's Regional Visioning Strategy with Mark Nolte from ICAD

Mark Nolte began the conversation with ICAD's challenge of regionalism - intellectually, it is what we need to attract migrating people but emotionally it is hard. They are still working on the visioning strategy to determine what it is they want to be to the world and how to get people to move and stay in the Corridor. Over the next 3 years there will be 4,000 new jobs in the Corridor and one of the largest needs will be work force housing for the 25-44 year olds. This population wants the sense of place and community that Downtown Iowa City has to offer but there is a lack of offerings in this type of housing. Mark Ginsberg inquired if ICAD could help us advocate to the current City Council about reducing parking requirements for new developments. Mark Nolte responded that ICAD takes more of a data driven approach than an advocacy approach. Areas of collaboration between ICAD and ICDD that were discussed include building the amenity base and advocating for education. The employment needs that are arising are not met by our current state education system. Virtual marketing of the area was another area of possible collaboration. Mark Nolte ended by emphasizing the importance of local events such as Mission Creek and Witching Hour in marketing the area.

5) Executive Committee

Nancy Bird called out for anyone who wants to get involved in the setting the budget agenda for next year.

She also called out for anyone who wants to help recruit for board seats coming available in the next year. The Community Engagement Seat will also be open and feedback is needed.

6) Staff and Committee Highlights

Betsy Potter reported on the placemaking pilot program that will happen in Black Hawk Mini Park from July – October. The online survey has closed and a workshop was held with key stake holders. The UISG is a stake holder in the night events.

The night programming for the June 24th is still in progress and more details will follow.

Mary Besler reported that Top Chef will be happening on Feb 27th. Tickets were \$50 and sold out in 2.5 hours.

Nate Kaeding gave updates on the CoSign Project. The digital application process will begin at the end of next week. Informational workshops will be on March 30th and April 1st with a big unveil in August.

Nate also reported on new vacancies in the ICDD. Home Ec is moving slightly out of the District and Cold Stone will not be renewing its lease.

Nancy Bird reported that the application for the Nighttime Mayor will go out this week.

7) Ex Officio Reports

Kim Casco from the Chamber of Commerce reported on the annual banquet held last week with UI President Harreld as the keynote speaker. He spoke on the role of the UI in the local and regional economy. She also extended an invitation to ICDD board members to the legislative breakfast at 8 am at Coralville City Hall on Saturday.

Mazahir Salih from the Center for Workforce Justice said they are busy forming many committees to handle issues with immigration policies. They are also working with the county attorney and sheriff on these issues. They are also working on minimum wage efforts despite the states position to take away local authority. They are looking into forming a business guide to help recognize businesses who keep the 10.10/hour.

Lisa Barnes from Summer of the Arts reported that the lineup has been released for the Friday Night Concert Series. They have a quarterly meeting coming up that will address layout modifications for upcoming festivals.

8) Adjournment

Bill Nusser moved to adjourn. Joni Schrup seconded the motion. *Motion passed 13-0.*