

## IOWA CITY DOWNTOWN DISTRICT

### **Board of Directors Meeting Minutes January 23, 2013**

Voting Members Present: Kevin Digmann, George Etre, Ritu Jain, Kent Jehle, David Kieft, Karen Kubby, Patty McCarthy, Steve Pajunen, Joni Schrup, Naftaly Stramer, Mark Weaver.

Non-Voting Members Present: Steve Boyd, Geoff Fruin, Mark Nolte (in 3:12 pm), Josh Schamberger (in 3:22 pm).

Staff Present: Nancy Bird, Betsy Potter.

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

Staff Absent with Notice: Nick Arnold

Members Present: Alec Bramel, Marc Moen

Guests Present: David Schwindt, Rick Wyss

#### **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 of 11 of 14 voting members was present.

Nancy Bird introduced Betsy Potter, new ICDD Intern. Ms. Potter has previous experience with the Downtown Development Authority in Ypsilanti Michigan. She is studying to complete a Masters Degree in Urban & Regional Planning at University of Iowa.

David Kieft apologized that he would need to leave the meeting before 4 p.m. for a work commitment.

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

None.

#### **3. Approval of November 28, 2012 Minutes**

*Secretary Patty McCarthy moved to approve the November 28, 2012, Board Meeting Minutes as presented. Mark Weaver seconded the motion. There was no discussion. The motion passed 11-0.*

#### **4. Approval of November and December Financials**

Treasurer Kent Jehle reported income and expenses are on track. Work to format the financial reports continues with an emphasis on finalizing the budget comparison report, and developing event reports which show income and expenses for each event.

*Naftaly Stramer moved to accept the November and December financial reports as presented. Steve Pajunen seconded the motion. There was no discussion. The motion passed 11-0.*

(Mark Nolte entered the meeting at 3:12 p.m.)

Jehle reminded all committee leaders to submit draft FY14 budgets to the office by mid-February for board consideration in April. Bird will follow-up with an email reminder.

#### **5. President's Report**

##### **Introduction of new ICDD Beat Police Officer**

Kubby reminded board members that ICDD agreed to pay the City of Iowa City \$10,000 annually to help fund a dedicated beat police officer. The City received a grant which enabled hiring two new officers and created the opening for the new ICDD beat. Three candidates were interviewed by a team which included Bird. Officer David Schwindt was selected. Today is his first day on the job. Kubby introduced Officer Schwindt, a decorated officer who has worked the night shift for the past eight years, and has been on the bicycle patrol.

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Schwindt stated his schedule will be Tuesday-Saturday 9 a.m.-5 p.m. He handed out a business owner questionnaire which he will distribute during visits to all district businesses. It asks for emergency contact and information about concerns among other things. He plans to visit all businesses in an effort to build relationships.

Schwindt distributed business cards and encouraged non-urgent calls. Emergency calls should continue to be made to 911. Schwindt stated he looks forward to working with all, and hopes they will introduce themselves when he is out on the beat.

(Officers Schwindt and Wyss left the meeting at 3:20 p.m.)

### **Mission & Goals- Finalize (Vote)**

Kubby requested input on the final draft framework plan distributed in the meeting packet. It was noted that residents on p. 20, item 5.1 should be deleted as they are not members. Suggestion was made to add Retail Caucus to the list of organizations on the same page, and alphabetize the list of organizations. On p. 22, first paragraph, substitute Community for Citizen.

(Josh Schamberger entered the meeting at 3:22 p.m.)

Prompted by a question from David Kieft, discussion was held on need to finalize whether the Projects Committee or another will handle economic development work to attract new businesses and determine the desired mix of types of business, as well as work with partners to achieve those goals. Bird stated a new economic development tool will be presented soon.

*Ritu Jain moved to accept the ICDD Mission and Goals with the suggested corrections. David Kieft seconded the motion. There was no discussion. The motion passed 11-0.*

### **ICDD Endorsement of City Parking Proposal (Vote)**

Kubby referenced public comments which were received after the public meetings, and shared by the City for the meeting packet, and stated the unintended consequence of students filling ramps was actually not unintended; the new plan is intended to encourage most parkers to use the ramps.

Members noted other unintended consequences may be experienced. Fruin stated the system is designed to be flexible. Rate changes and expansion of payment options are intended to increase turnover in street parking, and the first hour free for all ramps will be an attractive option for all not just those who participated in Park & Shop. Fruin stated the City may offer parking validations at market rates to interested businesses.

Concern expressed about expanding enforcement of meters to 9 p.m. from the current 5 p.m. prompted Fruin to note that change could be made in the core zone first in order to increase turnover.

Fruin stated a permit only entry lane will soon be installed at the Capitol Street ramp to facilitate permit parkers. An education program about the new plan will be implemented before enforcement begins in July.

*Joni Schrup moved to endorse the City of Iowa City parking proposal. Mark Weaver seconded the motion. There was no discussion. The motion passed 11-0.*

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

In addition to the written report in the meeting packet, Bird expressed gratitude to George Etre for his help with social media, all who made the Ice Rink a success during the One Book, Two Book Children's Festival, and to Sam Schrup for his work to update the website. Phase 1 will be introduced soon.

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(David Kieft left the meeting at 3:50 p.m.)

Bird announced the resignation of Nick Arnold, ICDD Assistant Director, effective immediately. All expressed best wishes to Nick in his future endeavors. Bird will develop and present a hiring plan at the next meeting.

Bird stated the University of Iowa is interested in working with ICDD on a Place Matters project.

### **7. 2013 Committee Priorities/Work Plans**

**Marketing Overview:** In Champion's absence, Bird stated the focus will be to market more extensively outside the area. The Committee will develop a budget along with a calendar and schedule. The latter two items will be shared in February. Assistance will be provided by Dirk Keller Common Sense Advertising.

**Special Events Report:** Joni Schrup & Ritu Jain stated events have been evaluated. Second Saturday Market will not continue. Celebrate the Season will become an event of the Summer of the Arts organization, with support from ICDD. ICDD focus will be on Signature Events/Projects including:

Public Pianos. Will schedule musicians for them. Moen stated three new pianos and covers are needed. Program began three years ago.

Oktoberfest: ICDD will take over

Home Team Huddle: on Friday nights of home football games.

Schamberger invited ICDD participation on the Iowa Destination Marketing Alliance upcoming project to develop a template to be used by any group to determine economic impact of festivals and special events. Bird will follow-up with Chamberger.

(Kevin Digmann left the meeting 4:15 p.m.)

**Projects Report:** In Nusser's absence, Bird stated the highlights will be Clean, Green, and Safe. Feedback has been received about inconsistent snow removal and that project will be evaluated. Launch of the Alley Pilot cleanup project is anticipated.

**Membership Report:** Patty McCarthy

Committee working to establish categories and associated benefits and fees for different types of affiliation with ICDD. Plan to be developed for implementation in July.

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

Fruin stated the Iowa City City Council approved the first reading last night of a request initiated by four entertainment venues (Blue Moose, Gabes, The Mill, and Yacht Club) to amend the under 21 ordinance to allow 19 and 20 year olds to stay until 2 a.m. instead of midnight. City staff support the change.

Kubby stated she attended the public hearing last night on the Downtown & Riverfront Crossings Master Plan.

McCarthy stated a vote will be taken tomorrow evening by the Board of Trustees on a proposal to ban sleeping in the Library by all except attended children.

### **9. Adjourn**

*Ritu Jain moved to adjourn the meeting at 4:38 p.m. Steve Pajunen seconded the motion. There was no discussion. The motion passed 9-0.*