

IOWA CITY DOWNTOWN DISTRICT

Board of Directors Meeting Minutes
January 29, 2014

Voting Members Present: Catherine Champion (in at 3:04 p.m.), George Etre, Mark Ginsberg, Ritu Jain, Kent Jehle, David Kieft, Karen Kubby, Patty McCarthy, Bill Nusser, Steve Pajunen, Joni Schrup, Naftaly Stramer.

Non-Voting Members Present: Steve Boyd (in at 3:05 p.m.), Alec Bramel, Geoff Fruin, Kate Moreland and Mark Nolte (in at 3:05 p.m.), Josh Schamberger.

Staff Present: Nancy Bird, Betsy Potter.

Voting Members Absent With Notice: Kevin Digmann, Mark Weaver.

Members Present: Andre Perry, Linda Schreiber.

1. Call to Order

President Bill Nusser called the meeting to order at 3:02 p.m. at Iowa City Public Library, 123 S. Linn St., Iowa City, Iowa.

A quorum of 11 of 14 voting members was present.

2. Member Open Forum

Karen Kubby requested volunteers to serve on an ad-hoc SSMID renewal committee. Mark Ginsberg, Kent Jehle, David Kieft, Patty McCarthy, Bill Nusser, and Josh Schamberger volunteered. Other board members who are interested in the opportunity should contact Karen Kubby.

(Catherine Champion and Andre Perry entered the meeting at 3:04 p.m.)

3. Approval of November 22, 2013 Minutes

Kent Jehle moved to approve the November 22, 2013, Board Meeting Minutes as presented. Mark Ginsberg seconded the motion. There was no discussion. The motion passed 12-0.

(Steve Boyd, Kate Moreland, and Mark Nolte entered the meeting at 3:05 p.m.)

4. Guest Speaker: Andre Perry, Executive Director of Englert Theatre & Director of Mission Creek Festival

The ninth annual Mission Creek Festival is scheduled April 1-6, 2014. In addition to music, literature, food culture, and film, there will be a new Tech + Innovation conference. Events take place in non-traditional venues. Tickets are on sale now. 10,000 people from around the world are expected to attend.

ICDD members can help with promotion to increase awareness of the festival, and could consider advertising in the program. Perry suggested businesses, particularly restaurants, plan ahead to be able to handle the increase in customers during the festival. Perry encouraged any business owner interested in hosting a Mission Creek event to contact him. andre@englert.org

5. New ICAD Representative.

Mark Nolte introduced Kate Moreland, recently hired as the Director of Collaboration and Community Relations for ICAD (Iowa City Area Development Group). She will be the new ICAD representative on the ICDD board of directors, replacing Nolte.

6. Finance Committee: Approval of November 2013 and December 2013 Financials

Kent Jehle summarized the reports. Income increased due to receipt of the tax assessment payment.

The preliminary budget was submitted to the City of Iowa City. Committees will start to make budget outlines soon. The board will see a draft in May with a vote expected in June. The Fiscal Year 2015 budget takes effect July 1, 2014.

Discussion was held about the ICDD decision not to continue to financially support the Downtown Race Series. Promotion will continue.

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Kent Jehle moved to approve the November 2013, and December 2013 Financial Reports as presented. Joni Schrup seconded the motion. There was no discussion. The motion passed 12-0.

7. ICDD Planning Outcomes for 2014

Nancy Bird reviewed the reports included in the meeting packet which were created after each committee planning meeting.

This will be a research/planning year for improvements to alleys/garbage collection/lighting.

Suggestion made to host a forum in the spring for all police, including University of Iowa, to learn about on ped mall regulations and ordinances.

Special Events: many will be led by members with support of ICDD.

Marketing will develop a merchandising component. Micro-grants to members were proposed.

Membership: The Friends campaign will be unveiled next month. \$70,000 in sponsorships has pledged. The goal was \$60,000. \$30,000 in kind received. The holiday tree is not sponsored yet.

Committee membership updates:

ICDD Tenant Diversification Committee

The following volunteered to serve: George Etre, David Kieft, Kate Moreland, Steve Pajunen, Naftaly Stramer. A representative of the City Planning Department will also be recruited.

Legislative Committee: Kubby volunteered to continue as Chairperson with Jim Bell (Deadwood Owner), Geoff Fruin, Kent Jehle.

Projects Committee: Geoff Fruin, Mark Ginsberg, Ritu Jain, Kate Moreland, Josh Schamberger, Joni Schrup.

(Mark Ginsberg left the meeting at 4:20 p.m.)

8. Ex-Officio Updates

- City of Iowa City, Geoff Fruin: Two projects awarded façade improvement grants last year will be completed this year. If the project is repeated, it will be a smaller project, with 2 or 3 awards.

The Streetscape preliminary plan will be released in mid February and considered by the City Council on March 4th. Some projects could begin in 2014. A committee of ICDD members met with Fruin to discuss implementation strategies.

- Iowa City Area Chamber of Commerce, Steve Boyd: No report.
- Iowa City Area Development Group, Kate Moreland: The focus of a partnership with the University of Iowa Alumnae Association is to discourage “brain drain” in which recent graduates leave Iowa for employment opportunities.
- Iowa City Coralville Convention and Visitors Bureau, Josh Schamberger: Thanks to Betsy Potter for assisting with conducting the BrrFest Economic Impact study. Herky on Parade public art project will be unveiled in May. 25-30 of the statues will be in downtown Iowa City from May 5th through August 22nd. Bird stated ICDD will sponsor a statue. Planning has begun for welcoming the NCAA Swimming Championships scheduled in Iowa City in March 2015.
- University of Iowa Student Government, Alec Bramel: University of Iowa Student Government elections will be held in April. Recycling initiatives are underway.

9. Board Member Announcements

University of Iowa, David Kieft: A new University of Iowa conference room at Old Capitol Mall is available to the community for a nominal fee.

The Museum of Art Requests for Proposals will be issued in the second week of March.

10. Adjourn

Ritu Jain moved to adjourn the meeting at 4:28 p.m. The motion was seconded by Joni Schrup.

Minutes respectfully submitted by Patty McCarthy, Secretary