

**Iowa City Downtown District
Board of Directors Meeting Minutes
January 25, 2018**

Voting Members Present: Naftaly Stramer, Joni Schrup, Susan Craig, George Etre, Ritu Jain, , Michelle Galvin, Kent Jehle, Anne Armitage, Nick Lindsley, Katie Roche

Non-voting Members Present: Josh Schamberger, Lisa Barnes, Wendy Ford, Kate Moreland, Kim Casko

Staff Present: Nancy Bird, Betsy Potter, Thomas Agran, Christopher Hunter

Voting Members Absent with Notice: Wesley Ward, Mary Kate Pilcher Hayek, Bill Nusser, Jason Deppe, Crissy Canganelli, Mark Ginsberg, David Kieft

Call to Order/Announcements

President Stramer called the meeting to order at 9:03 in Meeting Room D of the Iowa City Public Library. A quorum was present.

Minutes

It was moved and seconded (Shrup/Jain) to accept the November 16th minutes. Motion passed 10-0.

Financials

Jehle asked Bird to review the financials since he missed the meeting. It was pointed out that although deficit numbers are showing, it reflects decisions made by the board and all is good. Moved by Jehle, seconded by Jain to accept the financials. All in favor.

Ex-Officio Reports

Schamberger reminded people of the international community that will be here in April for the gathering of the City of Literature representatives which coincides with the World Cup Wrestling and overlaps Mission Creek as well. They continue to work on the CRANDIC marathon and anticipate an announcement this weekend that Iowa City will be a RAGBRAI stop. An announcement confirming Cyclocross the same weekend as Oktoberfest (by football weekend) is also expected soon.

Barnes has hired a part-time operations person who starts February 6th. They also have many UI student interns starting. Friday night concerts this summer will be on Clinton St near Clinton & Iowa Ave due to Ped Mall construction. She is stepping away from this board and one of the

SOTA board members, Aimee Jennings, will be representing SOTA at this meeting in the future. Nancy thanked her for her service on the board and she was presented with a gift basket.

Ford reported that the next step for the ped mall project is for the Council to approve the plans and then put out the bids for the Ped Mall construction, which will be due back March 30th. After a bid is awarded the schedule of what gets torn up when is in the contractor's hands. Scott Sovers, the engineer assigned to the project will be meeting with Nancy. A question was asked about the stage canopy and the shade structure in Black Hawk mini-park. Right now they are alternates which means the contractor will provide a separate cost for each and they will only be funded if the budget allows. The Council is still considering the plans so things are somewhat subject to change.

Wendy thanks the DD for working with the City on the banner system. The District will now be managing the banners.

Casko reported that the Chamber's Legislative Breakfasts are starting up again. They are the 4th Saturday of the month, at the Chamber office. Plan for the February 15 annual banquet have been finalized and she hopes all will come.

Moreland said that the 1,000,000 Cups of Coffee program is now taking place in MERGE. Million Cups is a free, weekly national program designed to educate, engage, and connect entrepreneurs. Developed by the Kauffman Foundation, 1MC is based on the notion that entrepreneurs discover solutions and network over a million cups of coffee. She was part of a group working on some regional branding (think old Creative Corridor). One suggestion is : ICR (Iowa City/Cedar Rapids) and to focus on the authentic nature of the region.

Executive Committee Report

Bird said everyone is invited to attend a session to provide input on the University of Iowa's Masterplan. It is February 6th. A survey to determine how much interest there is in some type of joint IT support for small downtown businesses is ready to go out. Watch for it.

Staff Reports

Potter quickly reviewed a very successful holiday campaign and the recent Hot Cocoa Crawl which sold out quickly. Tickets go on sale next week for Top Chef. Plan are underway for a Shop Crawl, the Block Party, Sidewalk Sales and Octoberfest. She shared a video that has been done to showcase the Northside. Anyone in the Northside has access to use the video for their business.

Agran reported there has been a lot of interest in the recent call for artists for alley murals that is out. See the website for details. He expects pieces to be completed over the course of the

summer. Roche shared that the call was praised for its thoroughness and professionalism from some people she knows who do not live in the area.

Bird is working to help market several current vacancies in the district, hoping to share the opportunities with some retailers. She asked Lindsley to share Legislative Committee news which he did, indicating there is interest at the State level in making some changes to liquor licensing and that individuals have been recruited to talk to City Council members on a variety of subjects of interest to the District.

Adjourn

Motion to adjourn was made by Jain seconded by Galvin. All in favor. Meeting adjourned at 10:10.

Recorded by Susan Craig