

**Iowa City Downtown District
Board of Directors Meeting Minutes
July 27, 2107**

Voting Members Present: Mark Ginsberg, Michelle Galvin, Kent Jehle, George Etre, Jason Deppe, Joni Schrup, Susan Craig, Ritu Jain, Naftaly Stramer, Bill Nusser, Nick Lindsley, Anne Armitage

Non-voting Members Present: Wendy Ford, Kate Moreland, Lisa Barnes

Staff Present: Nancy Bird, Betsy Potter

Voting Members Absent with Notice: Wesley Ward, Katie Roche, David Kieft, Mary Kate Pilcher Hayek

Call to Order/Announcements/Board Changes

New President Stramer called the meeting to order at 8:35 in Meeting Room D of the Iowa City Public Library. A quorum was present. He asked the board to approve the appointment of Susan Craig as secretary. Anne Armitage had been serving as secretary but was unable to keep those duties due to other commitments. A motion was made and seconded (Nusser/Jehle) to make this change. It passed 12-0.

Bird announced that Schamberger would be continuing in an ex-officio role as Laurie Haman has taken another position. New Nighttime Mayor and former board member Angela Winnike has announced she will run for an Iowa City City Council seat in the fall. If elected she will resign her position. The District does not endorse candidates running for political office.

Minutes

It was moved and seconded (Schrup/Ginsberg) to accept the June 22 minutes. Motion passed 12-0.

Financials

It was moved by Jehle, seconded by Nusser to accept the financials. Motion passed 12-0.

Ped Mall Redesign—guest Scott Sovers

Scott Sovers, a Senior City Engineer with the City of Iowa City, who is leading the Pedestrian Mall/Streetscape update project reviewed the current plans in preparation for to public input meetings scheduled on Friday, July 28. The tentative timeline for the project calls for a bid to be awarded in February, 2018 for work to begin that spring. 2018 work will involve the Dubuque St leg of the project, including the new stage. Current plans are the College St piece to be done in 2019 with work finished by fall of 2019. All brick pavers will be replaced, major utility work

will call for a 10' X 10' trench down the middle of both streets for new water mains. New electrical, improved slopes and drainage. Members asked questions about the lighting and urged some tree lighting similar to what was at the Block Party, improved infrastructure for wi-fi, coordination with the work on the new hotel, and staging/access. The access will be similar to what happened on Washington St – they hope to main access during business hours to all entrances on the Ped Mall but the pathways to get the entrances will change as needed. Signage is an important element so people know where to go. There will not be any outdoor cafes during construction. Nancy encourage all to attend the public meetings.

Ex-Officio Reports

Moreland reported that ICAD co-working drop ins has been very successful, today there is a co-working opportunity at Black Hawk Mini Park. Thirteen of their fifteen offices are filled. Jennifer Daly has been hired to head a joint marketing venture between ICAD and the Cedar Rapids Metro Economic Alliance that will cover a 7 county region.

Ford reported that the City Council Economic Development Committee is nearing the end of their review of TIF policies. She expects their recommendations go to the Council in September and believes that is will call for using the 2011 Master Plan recommendation regarding building height when considering TIF requests. The EDC has approved the Hieronymous Square project and it will go to Council. Originally there were two scheduled total closures of Dubuque St during reconstruction, they were able to avoid the first closure, so that is now down to one.

Barnes reported that festivals have gone well, Soul Fest is coming up August 4 and 5.

Moreland reported for Schamberger. They have hired Kate Wilson to be the CVB downtown Iowa City person. She will be at the desk in the MERGE space.

Staff Reports

Potter reported on a successful debut of the Downtown Block Party. \$98,470 came in as income, offset by \$70,688 in expenses. They sold 8,000 cups. One thousand people filled out the survey with overwhelmingly positive responses. In response to a question on where the money will be used several ideas are being considered. One is to help support some infrastructure improvement on the ped mall that will assist with the counting of ped mall traffic, including for these types of events, another idea is to invest in art. If you have ideas pass them on to the Executive Committee.

Members mentioned several things to be thinking about. It's not too early to start thinking about RAGBRAI which is a strong possibility for next year in Iowa City. If selected as a host, riders would be here Friday, July 27. Where will they be staying? Any options close to downtown? Could we do a "second Block Party" for the riders?

Jain asked that the topic of a downtown farmers' market stay on the agenda for a future discussion.

Adjourn

Motion to adjourn was made by Jain, seconded by Galvin. All in favor.

Recorded by Susan Craig