

IOWA CITY DOWNTOWN DISTRICT

Board of Directors Meeting Minutes
June 25, 2014

Voting Members Present: Catherine Champion (in at 3:03 p.m.), Kevin Digmann, George Etre, Ritu Jain, David Kieft, Karen Kubby, Patty McCarthy, Bill Nusser, Steve Pajunen (in at 3:07 p.m.), Joni Schrup, Naftaly Stramer.
Non-Voting Members Present: Steve Boyd, Wendy Ford representing City of Iowa City, Evan McCarthy, Kate Moreland (in at 3:15 p.m.), Josh Schamberger.
Staff Present: Nancy Bird, Betsy Potter.

Voting Members Absent With Notice: Kent Jehle, Mark Weaver.

Voting Members Absent Without Notice: Mark Ginsberg.

1. Call to Order

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

A quorum of 9 of 14 voting members was present.

2. Member Open Forum

None.

(Catherine Champion entered the meeting at 3:03 p.m.)

3. Approval of May 28, 2014, Meeting Minutes

Joni Schrup moved to approve the May 28, 2014, Board Meeting Minutes as presented. Ritu Jain seconded the motion. There was no discussion. The motion passed 10-0.

4. Blue Zone Progress

Tom Banta, Organization Lead for the Blue Zones Project, Iowa City, presented information on plans to form community committees to help meet the goal of 12,000 Iowa City residents registered and committed to reaching healthy lifestyle goals. Registration can be completed at www.bluezonesproject.com or a paper form can be submitted. Iowa City Downtown District completed an application to register as a healthy workplace. All ICDD members, residents, employees, and friends can participate.

(Steve Pajunen entered the meeting at 3:07 p.m.)

Restaurants will receive information soon about how to adopt some new practices to earn Blue Zones certification. Banta requested information about becoming involved with Taste of Iowa City.

5. Finance Report

Nancy Bird reviewed the May financial reports. Annual Meeting sponsorship support was received from Iowa City/Coralville Area Convention and Visitors Bureau, and Iowa City Area Development Group. \$10,000 sponsorship from River Products has been finalized for the Northside Lighting project. Income and Expenses are on target.

Betsy Potter presented highlights of the Top Chef event. \$17,839 was its profit. Sponsorships were received from Hills Bank and Trust Company, and US Foods. Ticket sales increased by 70 over last year. The ticket price was the same as 2013.

Kevin Digmann moved to approve the May 2014 Financial Reports as presented. Steve Pajunen seconded the motion. There was no discussion. The motion passed 11-0.

6. FY2015 Budget Vote

Nancy Bird summarized changes to the proposed budget. Contract details are being finalized with Downtown Works, retail consultant for \$45,000. The City of Iowa City will pay \$10,000 of that. Additional funds were allocated by reducing the Northside Lighting budget by \$5,000 for FY15.

Ticketed events will be restructured to help increase revenue. In response to a question, Bird stated Wi-Fi sponsorship expectations may need to be revised.

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There was discussion about allocating additional Marketing funds to purchase television advertising. Consensus that expense is too high for ICDD right now.

The Executive Committee will discuss the feasibility of increased staff development funding.

Nancy Bird stated she will research the possibility of future Economic Development funding from City of Iowa City. The budget reflects conservative Income and generous Expenses and will require careful monitoring.

Karen Kubby moved to approve the Proposed FY2015 Budget as presented. Naftaly Stramer seconded the motion. There was no discussion. The motion passed 11-0.

7. FY2015 Officer Elections Vote

Bill Nusser presented the FY2015 Slate of Officers:

President: George Etre (Marketing Chair)
President Elect: Ritu Jain (Committee to be determined)
Treasurer: Kent Jehle (Finance Chair)
Secretary: Joni Schrup (Committee to be determined)
Past President: Bill Nusser (Projects Chair)

David Kieft moved to approve the FY2015 Slate of Officers as presented. Catherine Champion seconded the motion. There was no discussion. The motion passed 11-0.

Gratitude was expressed to Karen Kubby and Patty McCarthy for their service on the Executive Committee for the past two years, and to Bill Nusser for serving as President this year.

Nancy Bird requested that board members review their committee assignments, and contact her or Betsy Potter to be reassigned. The Projects and Special Events Committees will meet quarterly in FY15 to improve efficiency.

8. Executive Committee Report

Security Camera Policy

Nancy Bird reviewed the proposed Security Camera Policy which will provide guidance to staff on handling requests for video from the cameras, and clarifies permission to access the live feed. Input was sought from the Iowa Chapter of the American Civil Liberties Union (ACLU). Brief discussion was held on continued management of the cameras. There was consensus that the Projects Committee should review.

Karen Kubby made a motion to adopt the Security Camera Request Policy. Ritu Jain seconded the motion. There was no discussion. The motion passed 11-0.

Open Board Meeting

Bill Nusser reminded members that an annual vote was scheduled on the question of opening Board meetings to the public. As a 501c6 non-profit organization, ICDD is not required to have open meetings despite partial public funding. Concerns were expressed that there would be less discussion if meetings were open to those who are not members.

Kevin Digmann made a motion to continue the current policy that board meetings are closed to all except to members, and to reconsider if requested. Naftaly Stramer seconded the motion. There was no discussion. The motion passed 9-2. Karen Kubby & Patty McCarthy voted No.

9. Executive Director's Update

Nancy Bird reviewed her written report. She distributed the Annual Report which will be given to those who attend the Annual Meeting at the Englert Theatre tomorrow (June 26) evening. 151 are registered. The program begins at 6:15 p.m.

The new Welcome pole banners will be installed in early August throughout ICDD.

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10. Committee Updates

Legislative

Karen Kubby stated the City Council approved the proposed display sign changes, and projecting signs can be larger, and window display signs are now restricted to cover no more than 25% of the window. Additional changes will be introduced later this summer to allow easel signs to be placed further from a storefront. Discussions include representatives from organizations representing those with disabilities in order to address safety concerns.

University of Iowa police will no longer conduct bar checks, and there will be more coordination with City of Iowa City police on downtown patrols. Community policing is the focus.

Projects

Thanks to Mark Ginsberg and Marc Moen for sponsoring the artwork on the public pianos which was completed by City High School students.

Special Events

Sidewalk Sales will be July 17-19.

11. Ex-Officio Updates

- City of Iowa City, Wendy Ford: Alley power washing will be done this week from the Library to Park@201. The Streetscape update will be presented to the Projects Committee in July. Sidewalk Repairs will begin soon. The Playground resurfacing will start in August.
- Iowa City Area Chamber of Commerce, Steve Boyd: The annual New Teacher Welcome luncheon moves downtown and will be at the Sheraton Hotel on August 12. EPIC is recruiting new leadership.
- Iowa City/Coralville Area Convention & Visitors Bureau, Josh Schamberger: The ICCCVB new building is almost done. He regrets that another commitment means he cannot attend the Annual Meeting. He offered to write a newspaper column about ICDD impact.
- Iowa City Area Development Group, Kate Moreland: ICAD looks forward to the ICDD Annual Meeting and continuing the momentum of the International welcoming efforts which prompted ICCCVB to translate its Visitors guide into four languages. Suggestion made to offer training to downtown merchants on how to be more welcoming to those whose first language is not English.
- Iowa City/Coralville Area Convention & Visitors Bureau, Josh Schamberger: The ICCCVB new building is almost done. He regrets that another commitment means he cannot attend the Annual Meeting. He offered to write a newspaper column about ICDD impact.
- University of Iowa, David Kieft: Art Museum Requests for Quotes are due next week and will be reviewed in July. Interviews could begin in mid-August. In response to a question, Kieft will follow up to find out whether the process will be public.
- University of Iowa Student Government, Evan McCarthy: Looks forward to working on projects in the new year.

12. Board Member Announcements / Reminders - Adjourn

George Etre moved to adjourn the meeting at 4:35 p.m. The motion was seconded by Bill Nusser.

Respectfully submitted by Patty McCarthy, Secretary