

IOWA CITY DOWNTOWN DISTRICT
Board of Directors Meeting

Meeting Minutes from June 22, 2017

Voting Members Present: Mark Ginsberg, Michelle Galvin, Kent Jehle, George Etre, Jason Deppe, Joni Schrup, David Kieft, Wesley Ward, Susan Craig, Katie Roche, Linda Schreiber

Non-Voting Members Present: Kim Casko, Wendy Ford, Kate Moreland, Josh Schamberger, Ben Nelson

Staff Present: Nancy Bird, Betsy Potter, Mary Besler

Voting Members Absent With Notice: Ritu Jain, Naftaly Stramer, Bill Nusser, Nick Lindsley, Crissy Canganelli

1) Call to Order

The meeting was called to order at 8:35 in Meeting Room D of the Iowa City Public Library. A quorum of 11 of 16 voting members was present. Mark Ginsberg welcomed Anne Armitage from Moss to the Board. He also thanked Linda Schreiber for her service to the Board. Laurie Haman will be replacing Josh Schamberger in the CVB Ex-Officio seat.

2) Ex-Officio Reports

David Kieft from UI reported that Georgina Dodge's position as the chief diversity officer will likely not be immediately rehired and the position will be reworked. The UI is hosting an international group of architects next Sunday-Thursday.

Ben Nelson from UI Student Government reported that they are working on a project that will inform sexual assault victims of the resources available. They are interested in partnering with the Downtown.

Wendy Ford from the City of Iowa City reported that the Economic Development Committee is still looking at changes to the TIF policy. Building Height in the Downtown is still an issue. The next meeting will be either July 6 or 21st. There will be an open house for the ped mall renovations on July 28th.

Kate Moreland from ICAD reported that Merge is officially open and all but 1 office is filled. Summer programming is available on their website.

Josh Schamberger from the CVB reported that they will have a concierge position opening at Merge that will give out CVB info and act as a receptionist. He is also no longer on the Airport Commission.

3) Approval of Minutes

Linda Schreiber moved to approve the minutes from the 5/25/17 meeting. The motion as seconded by Susan Craig. *The motion passed 11-0.*

4) Approval of Finance Report

There were no major comments on the Finance Report. Katie Roche moved to approve the Finance Report. The motion was seconded by Kent Jehle. *The motion passed 11-0.*

5) Private Alley Study

Justin Bishop from OPN and Steve Long from HBK were guests to discuss the private alley area between Atlas and Basta. The existing conditions were discussed. The two baseline improvements would be paving and storm water management. Cost is estimated at 225,000 and the city has offered a 200,000 loan. One source of funding could include parking fees. The current parking situation has an unwritten order. The second part of the study focused on the long term design (10-15 years) with art, activity, and programming. The difficulty of the numerous easements and very few private alley precedents make the project more difficult.

6) Budget Discussion and Vote

The Block Party is an unplanned expense for this fiscal year but it is expected to cash flow. The initial budget was 50K but it has gone up to 75K. Rain insurance has been purchased. Kent Jehle moved to approve the budget for next fiscal year. Wesley Ward seconded the motion. *The motion passed 11-0.*

7) Executive Committee

A new Executive Committee Officer Slate starts July 1: President Naftaly Stramer, President-Elect Michelle Galvin, Treasurer Kent Jehle, Secretary Anne Armitage, and Past President Mark Ginsberg. David Kieft moved to vote on the new slate. Joni Schrup seconded the motion. *The motion passed 11-0.*

Linda Schreiber moved to vote on Mary Kate Hayek to take Stakeholder Seat 17. Joni Schrup seconded the motion. *The motion passed 11-0.*

8) Legislative Committee Report – ICDD Policy Positions

The legislative committee discussed creating official documents that show our position on policies and identifying others in the community to advocate for and with the ICDD.

9) Staff and Committee Highlights

Nancy Bird discussed the Downtown Commercial Reality Forum. The event was positive and led to good discussion.

Betsy Potter discussed the Block Party. Benchmarks is complete and voting will take place in July. Shopping Genius 2.0 is developing content in July. She also discussed programming in Black Hawk Mini Park and the upcoming temporary art project that is planned for August-October. Farm to Street tickets go on sale on July 1 for an August 17th event. Mary Bessler's last day will be next week.

10) Adjourn

Linda Schreiber moved to adjourn. Joni Schrup seconded the motion.
The motion passed 11-0. The next meeting is in Meeting Room D of the
ICPL on July 27, 2017 at 8:30 am.