

IOWA CITY DOWNTOWN DISTRICT  
Board of Directors Meeting  
Meeting Minutes from June 28, 2018

Voting Members Present:

1. Mark Ginsberg
2. Jason Deppe
3. Kent Juehl
4. Katie Roche
5. David Kieft
6. Ritu Jain
7. Joni Schrup
8. Bill Nusser
9. Naftaly Stramer
10. Wesley Ward
11. Anne Armitage

Non-Voting Members Present: Wendy Ford

Staff Present: Nancy Bird, Christopher Hunter

Voting Members Absent With Notice: Susan Craig

Call to Order

The meeting was called to order at 9:00 at the Iowa City Public Library. A quorum of 11 of 17 voting members was present.

1) 5Approval of Minutes

Joni Schrupp moved to approve the minutes from the 5/24/18 meeting. The motion was seconded by Ritu Jain. *The motion passed 11-0.*

2) Approval of Finance Report

Kent Jehle presented the financials. He noted that the budget is on track on the income side and with expenses being under, but events in June will bring that down. The SSMID tax will also come in next month. Kent Jehle moved to approve the Finance Report. The motion was seconded by David Kent. *The motion passed 11-0.*

2019 Fiscal Year Budget Discussion:

The memo in the board materials addressed the proposed increase in community policing. Bill Campbell has indicated he will help support an evaluation of daytime and nighttime needs so the ICDD investment will hit the mark. The ICPD hired Travis Graves as a new evening officer to start in July, with hours from 6pm - 2am (sharing with an adjacent neighborhood where students are located.)

The daytime officer will continue at 9am - 5pm for daytime. Jason Deppe suggested we overlap so there is no gap in coverage.

The downtown welcome center budget item was removed based on the discussion held at the last board meeting.

The budget provides for \$10,000 to the Englert / Film Scene Capital Campaign but does not indicate a line item. The money will be raised by an event with their support.

The budget proposes to provide IT support for retail for next year, working with Blue Prairie. The plan provides preventative IT support through a match program to encourage retailers to make investments over time. The retailer will provide \$250 and then ICDD matches with \$250 for a \$500 assessment. Retailers know and can trust this company and they believe it's helpful for the ICDD to recommend who you could go to for IT needs etc.

Kent Jehle moved to approve the proposed FY19 Budget. The motion was seconded by Bill. *The motion passed 11-0.*

- 3) Ex Officio Reports
  - There were no Ex Officio reports
- 4) Staff Reports - Block Party recap

The Block Party was successful in bringing diverse clientele downtown. Roughly 42,000 attendees came and it was financially a success. Ginsburg suggested we elaborate about the donations made to groups/nonprofits, and to make it more known we are doing this. Wendy and Ritu asked if this couldn't be a better model for SoTA. Naftaly stated that the block party is different - all businesses are involved and asked about the event which is nice. Mark suggested if someone does something like this or takes our model, it may take away from the special factor that this happens once a year and does great sales

The IOWA CITY letters were a huge hit. When suggested they could be painted black and yellow, the board unanimously rejected the idea. Keep the funky colors.

Legislative committee - recap

The committee is focusing on the November election now and will continue Council outreach.

- 5) Adjourn
- The next meeting will be July 26 at the ICPL in Meeting Room D. Naftaly moved to adjourn. The motion was seconded by Kent Jehle. *Motion passed 11-0.*