

## IOWA CITY DOWNTOWN DISTRICT

### Board of Directors Meeting Minutes March 27, 2013

Voting Members Present: Catherine Champion, Kevin Digmann, George Etre, Ritu Jain (in at 3:06 p.m.), Kent Jehle, Karen Kubby, Patty McCarthy, Bill Nusser, Joni Schrup, Mark Weaver.

Non-Voting Members Present: Steve Boyd (in at 3:07 p.m.), Alec Bramel, Geoff Fruin, Mark Nolte,.

Staff Present: Nancy Bird, Betsy Potter.

Voting Members Absent with Notice: Mark Ginsberg, Steve Pajunen, Naftaly Stramer.

Voting Members Absent without Notice: David Kieft.

Non-Voting Members Absent with Notice: Josh Schamberger.

Members Present: Marc Moen

#### 1. **Call to Order**

President Karen Kubby called the meeting to order at 3:04 p.m. in Meeting Room B of the Iowa City Public Library, 123 S. Linn St., Iowa City, Iowa.

A quorum of 9 of 14 voting members was present.

#### 2. **Member Open Forum**

None.

#### 3. **Approval of February 27, 2013 Minutes**

*Bill Nusser moved to approve the February 27, 2013, Board Meeting Minutes with these corrections: remove name under Item 2, and insert Kent Jehle in Item 5 as the member who introduced motions to accept the financials. Joni Schrup seconded the motion. There was no discussion. The motion passed 9-0.*

#### 4. **Approval of February 2013 Financials**

Treasurer Kent Jehle noted the Profit & Loss Budget vs. Actual report shows receipt of the University of Iowa second annual payment of \$50,000, and expenditures for additional Park & Shop tickets, and snow removal. (Ritu Jain in at 3:06 p.m.) Year-to-date income is approximately \$40,000 ahead due to timing of payments. (Steve Boyd in at 3:07 p.m.)

Bird noted funds were allocated for holiday lighting purchase and requested that future budgets also include lighting installation expenses.

The review of spreadsheets and transfer into QuickBooks continues. Some payroll items are not yet included and were incorrect on the report. Bird stated the transfer will be completed soon.

*Kent Jehle moved to approve the February 2013 Financials as presented. Bill Nusser seconded the motion. There was no discussion. The motion passed 10-0.*

#### 5. **Executive Committee Report**

Kubby expressed appreciation to Linda Schreiber, former board member, for seeking and receiving approval from the Master Gardener Program to include downtown plantings as a non-core project. In two years, it will be a core project. Schreiber continues to volunteer as the leader of this beautification project.

Kubby invited board members to contact any officer for information about joining the board leadership team next year. Fresh perspectives are important and if no one volunteers to stand election as an officer, board members will be recruited. Bylaws changes may be proposed to enable officers to decide which committee they may chair.

The proposed budget discussion will be postponed to next month to ensure enough time to discuss prior to a vote in May or June. Committee Chairpersons will be asked to submit refined

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budget line items by April 5<sup>th</sup> to Bird. Information on how to generate proposed income will also be requested of the committees.

In response to a question about sidewalk cleaning, which began last week, a general discussion was held. There was consensus that it is important for downtown to be as clean and inviting as possible and additional funds may need to be budgeted.

Nusser requested that those present indicate whether they would again purchase coordinated storefront containers of plants and flowers so the order can be placed soon. The majority agreed.

### **6. Executive Director's Report**

Bird stated she and interns are working with John Engelbrecht and the James Gang who are providing leadership of the BenchMarks bench painting project. Gratitude was expressed to the University of Iowa Community Credit Union for sponsorship.

A Membership survey is being developed for presentation in April or May.

### **7. Committee Reports**

#### Marketing Direction

Catherine Champion, Marketing Committee Chairperson, distributed a plan which outlines strategies to focus on development of media partnerships, and to strengthen existing communication platforms including the website, social media, and calendar. The new brand is versatile and has been successfully used to promote events and projects. Nearby regional neighbors will be targeted in the future. Involvement with the Creative Corridor branding group will be explored.

#### Special Events: Tree Huggers and Benchmarks

Betsy Potter reported that 285 tickets were sold for Top Chef, which was on March 26<sup>th</sup> at hotelVetro. 58% of those tickets were sold to Iowa City addresses with the remaining 42% outside of the area. Those present seemed to enjoy themselves. The event generated positive print and broadcast media coverage. Income anticipated to be approximately \$2,000 higher than last year.

Despite cold, rainy weather, some 30 knitters attended the Tree Huggers reception at the Sheraton Hotel after removing their artwork from the trees on March 3rd. Potter reported that the owner of the project's sponsor, Total Tree Care, was at the reception and enjoyed meeting the knitters. The Tree Huggers are being washed and donated, by request, to Iowa City Hospice, and Scattergood School.

BenchMarks events will be scheduled in April and May.

#### Projects: Powerwashing, Streetscape, WiFi Updates

Bids have been received from vendors to provide WiFi, and Bird will share additional information soon. Other updates were already reported.

### **8. Ex Officio Updates**

Steve Boyd, Iowa City Area Chamber of Commerce: The annual "Buy Here Business Fair" is scheduled for April 25<sup>th</sup>, 4:30 p.m.-6:30 p.m. at the Holiday Inn in Coralville.

Geoff Fruin, City of Iowa City: The City Council will consider the hiring of the Streetscape project developer at one of its' April meetings.

Parking department employees will be deployed as Downtown Ambassadors when the weather improves. They will wear distinctive shirts.

Demonstrations and testing of equipment by five parking meter vendors will occur in mid-late April on Clinton, Iowa, and Washington Streets.

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Z'Mariks and Micky's applied for street café permits.

Applications for second story building improvement funds allocated by the City are being reviewed. It is hoped that at least half, many of which will result in dramatic façade Improvements, can be funded.

Alec Bramel, University of Iowa Student Government: Elections are scheduled soon for Student Government President/Vice President teams.

Mark Nolte, Iowa City Area Development Group: David Gould, University of Iowa Instructor who will lead a class in Las Vegas on "Reinventing Downtown" is available to talk with the board.

### **8. Board Member Announcements/Reminders**

Bird stated all board members are invited to attend "Infectious Art" on April 18<sup>th</sup> by Sue Curry, Dean of UI College of Public Health.

Change in April meeting location: The April 24<sup>th</sup> ICDD Board of Directors meeting will take place at the Iowa City Area Chamber of Commerce, not the Iowa City Public Library.

### **9. Adjourn**

*Bill Nusser moved to adjourn the meeting at 4:32 p.m. Kevin Digmann seconded the motion.*

Minutes respectfully submitted by Patty McCarthy, Secretary