

## IOWA CITY DOWNTOWN DISTRICT

### Board of Directors Meeting Minutes March 26, 2014

Voting Members Present: Catherine Champion, Kevin Digmann, Ritu Jain, Kent Jehle, Karen Kubby, Patty McCarthy, Bill Nusser (in at 3:15 p.m.), Steve Pajunen, Naftaly Stramer, Mark Weaver.

Non-Voting Members Present: Steve Boyd, Alec Bramel, Jeff Davidson.

Staff Present: Nancy Bird, Betsy Potter.

Voting Members Absent with Notice: George Etre, Mark Ginsberg, David Kieft, Joni Schrup.

Non Voting Members Absent with Notice: Kate Moreland, Josh Schamberger.

Members Present: Stacey Donahue, Brian Flynn.

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

Past President Karen Kubby called the meeting to order at 3:07 p.m. at 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 26, 2014 Meeting Minutes**

*Naftaly Stramer moved to approve the February 26, 2014, Board Meeting Minutes as presented. Ritu Jain seconded the motion. There was no discussion. The motion passed 9-0.*

#### **4. Approval of February 2014 Financials**

Kent Jehle reviewed the financial reports with particular attention to the Profit and Loss Budget Performance. Income increased due to receipt of Benchmarks sponsorship funds from University of Iowa Community Credit Union. Expenses include funds for Nancy Bird to attend the American Planning Association Conference in late April in Atlanta to enable Bird to renew her planning accreditation. Payments were made to sponsor Mission Creek Festival, Public Space One's new recording studio, and a Herky on Parade statue.

The draft budget will be presented in May when a line by line review will occur.

*Kent Jehle moved to approve the February 2014 Financial Reports as presented. Mark Weaver seconded the motion. There was no discussion. The motion passed 9-0.*

#### **5. Guest Speakers: Stacey Donahue, General Manager of Donnelly's Pub, and Brian Flynn, owner of Donnelly's Pub, Joe's Place, and Brix Cheese Shop and Wine Bar**

Stacey Donahue and Brian Flynn stated increased ICDD partnerships and opportunities with restaurants were their goals. Discussion focused on efforts to attract business year round.

(Bill Nusser in at 3:15 p.m.)

Ideas were suggested for Fashion Week promotions on social media. Catherine Champion invited Stacey to consider becoming a member of the Marketing Committee. The forum with bar owners scheduled for next Wednesday at 2:30 p.m. at Formosa was also discussed.

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

Nancy Bird reviewed her written report. She also stated four bids have been received related to tenant mix and economic development. She and Jeff Davidson will follow up and meet soon with the subcommittee.

#### **7. Committee Updates**

- Special Events – Fashion Week's purpose is to increase traffic for retail businesses.
- "Open City" - Bird played a videotaped presentation by Mark Ginsberg about the Open City proposed project. To encourage spontaneous performances by a variety of artists,

## IOWA CITY DOWNTOWN DISTRICT

ICDD would collaborate with UI Rhetoric Department, Hancher, Iowa Youth Writing Project and others. Ginsberg encouraged all to consider support of the project. Discussion focused on possible funding challenges and scheduling concerns.

(Digmann out 4:10 p.m.)

- Membership – McCarthy requested that each board member recruit ten Friends of ICDD, Friends registration brochures were distributed to those present. For \$25, Friends will be able to access special ICDD event offers, receive a discount at several coffee businesses in the district, and receive 10 additional free parking hours in the ramps.

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

- Iowa City Area Chamber of Commerce, Steve Boyd: A trip to the Twin Cities is planned for May to learn more about the ITASCA project to address economic development and quality of life issues.
- University of Iowa Student Government, Alec Bramel: increased marketing collaboration between ICDD and UISG is a priority. E. McCarthy will continue work on the initiative.
- City of Iowa City, Jeff Davidson: The City Council approved the Streetscape Plan at its meeting last night. Calls for Artists are out for the College Street bridge mural, and an Inside Out installation using rice glue on the Court Street Transportation center. Sign ordinances will be reviewed and changes presented to the city council soon. The I-80 Dubuque Street eastbound exit will close March 31<sup>st</sup> for three months to be rebuilt. Bird asked Davidson to follow up on Public Art funding for murals at Yotopia, and George's Buffet.

### **9. Adjourn**

*Ritu Jain moved to adjourn the meeting at 4:34 p.m. The motion was seconded by Mark Weaver.*

Respectfully submitted by Patty McCarthy, Secretary