

# IOWA CITY DOWNTOWN DISTRICT

## Board of Directors Meeting Minutes

Date: March 25, 2015

Voting Members Present: Catherine Champion, Kevin Digmann, George Etre, Ritu Jain, Karen Kubby, Patty McCarthy, Bill Nusser, Naftaly Stramer, Kent Jehle, Mark Weaver, Mark Ginsberg, Marc Moen, Bobby Jett

Non-Voting Members Present: Steve Boyd, Jeff Davidson, and Josh Schamberger

Staff Present: Nancy Bird, Betsy Potter.

Voting Members Absent With Notice: 2

Voting Members Absent Without Notice:

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

President George Etre called the meeting to order at the Iowa City Public Library, Iowa City, Iowa.

A quorum of: 9 of 14 voting members was present.

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

Nancy announced that this would be Jeff Davidson's last meeting as the City of Iowa representative. Jeff Davidson has taken a position with KEEP IOWA BEAUTIFUL.

### 3. **Approval of February 25, 2015, Meeting Minutes**

*Patty moved to approve the last months Board Meeting Minutes as presented. Ritu seconded the motion. There was no discussion. The motion passed 9-0.*

### 4. **Guest Speaker or Special Topic Summary**

Reauthorization Discussion- Karen Kubby led a discussion on board representation for the future of ICDD and possible 3 year staggered terms. Nancy commented that a larger board would mean better communication to our constituents. Conversation was had on one of the at large seats go to a property/business owner both-Instead it will be kept as the 4 at large open.

Karen then led the discussion of future board terms and gender balance on the board. Karen and Patty recommend adding gender balance be in the bi-laws. It was suggested that it should be a 40% minimum of equality- A 60-40 mix was agreed on.

Karen asked the board for approval on 3 year staggered term. Majority agreed.

Karen asked the board for approval on the 2 term maximum? Majority agreed.

Action Items: Karen and Patty will clarify a number of items on current board term limits, gender balance and will be for voting members only, etc.

Karen moved to vote, George seconded- 9-0

## IOWA CITY DOWNTOWN DISTRICT

Nancy led the discussion residential assessment. Nancy recapped the residential forum-16 priority residents attended. Nancy then reviewed comments and feedback from resident meetings and the forum.

Karen walked through her opinion and the pro of the equity issue of the increased tax dollars to accommodate the commercial tax roll back. Karen recommends yes to go forward with the residential assessment.

Mark Ginsberg expressed his opinion would be yes towards this assessment due to the increased equity.

Further discussion was had on the issue amongst the board with pro and con arguments.

Karen moved to add residential assessment to the SSMID 8-1. Bill Nusser seconded.

### 5. Finance Report

Nancy Bird reviewed the last month and year to date finance reports.

Action Items: None

*Patty moved to approve the finance report as presented. Mark Weaver seconded the motion. There was no discussion. The motion passed 9-0.*

### 6. Executive Committee Report

#### Topic 1: Budget Memo

Valet would be added with a \$15,000 line item for next FY. George spoke to the topic and times of possible hours. Conversation was had about this initiative.

Action Items:

Ritu will bring up Valet with retail caucus in April. George is helping support the pilot project.

#### Topic 2: Budget Memo

Lighting investments questions will be deferred until next month's board meeting.

#### Topic 3: Budget Memo

Marketing conversation on updating digital presence and holiday market

Nancy reviewed the executive director's report:

Streetscape Update

More on this next month

Parking Review- 8 members voted to explore the 90 minute meters

## IOWA CITY DOWNTOWN DISTRICT

*Karen Kubby moved to approve Topic 1. Bill Nusser seconded the motion. There was a discussion based on specifics of the wording for the 15 year commitment and the 5 year council approval. The motion passed 9-0.*

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

Nancy Bird reviewed her written report.

Action items requiring follow up: None

### 8. **Committee Updates**

Special Events: None

Marketing: None

Projects: None

Legislative: None

Membership: None

### 9. **Ex-Officio Updates**

University of Iowa: NO

Iowa City Coralville Convention & Visitors Bureau: Josh Schamberger reported on inbound RAGBRAI route for Iowa City. Downtown will have a large vendor presence

Iowa City Area Chamber of Commerce: NO

Iowa City Area Development Group: NO

UI Student Government Liaison: presented...on upcoming elections.

### 10. **Board Member Announcements / Reminders - Adjourn**

*Catherine moved to adjourn the meeting at 4:30 p.m. The motion was seconded by Ritu. All agree.*

Respectfully submitted by Betsy Potter