

IOWA CITY DOWNTOWN DISTRICT
Board of Directors Meeting
Meeting Minutes from March 22, 2018

Voting Members Present: Mark Ginsberg, Michelle Galvin, Kent Jehle, Naftaly Stramer, Bill Nusser, Joni Schrup, David Kieft, Wesley Ward, Nick Lindsley, Anne Artimage, Ritu Jain

Non-Voting Members Present: Kim Casco, Aimee Jennings, Kate Moreland

Staff Present: Nancy Bird, Betsy Potter, Christopher Hunter

Voting Members Absent With Notice: Susan Craig

Call to Order

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

1) Approval of Minutes

Ritu Jain moved to approve the minutes from the 2/22/18 meeting. The motion was seconded by Joni Schrup. *The motion passed 11-0.*

2) Approval of Finance Report

Major comments included the contingency dollars, and Top Chef 2018 and Finance Report. Kent Jehle moved to approve the Finance Report. The motion was seconded by Joni Schrup. *The motion passed 11-0.*

3) Ex Officio Reports

- David Kieft relayed the UI's decision to hold a 6-month moratorium on new building projects, including the art museum, Carver renovations, and the entrepreneurial center, until additional meetings are held by the Regents with the State.
- Kim Casco from the Chamber reported on Project Penguin efforts and the customer discovery that the Chamber and ICAD will be undergoing. She also gave information on how the Chamber now receives dues in Bitcoin.
- Aimee Jennings from SoTA provided some updates on their festival planning, Soul Fest, and FNCS.
- Kate Moreland briefly touched on her new role with ICAD and the Iowa City Cedar Rapids (ICR) efforts to support workforce development and attraction to the region.

4) Englert/FilmScene Funding raising

Roughly half of the agenda was given to guest Andre Perry, Executive Director of the Englert Theater and Mission Creek festival. Andre presented on the FilmScene/Englert capital campaign and provided a powerpoint presentation that highlighted their fundraising efforts for their future plans that include growing the Englert, FlimScene's new location in the Chauncey, introducing a new film festival, and connecting with K-U students, among others.

Joe Tiefenthaler, Executive Director of Film Scene, was also present and answered questions from Naftaly and Mark Ginsberg about current funding and visions on necessities. Aimee Jennings asked questions about the collaborative arts funding.

Andre and Joe invited the ICDD to participate in the support for their capital campaign. Nancy said she would follow up with them and present some opportunities for working to support their efforts at the next board meetings.

5) Staff Highlights

Nancy discussed where we are on the private alley opportunity but the the need is not seen by all of the property owners. The opportunity will be there in the future but at this time property owners as a whole has not been on the same page.

Angela's hours are changing now. Her hours will be confined to Friday nights and as needed daytime hours.

Nancy discussed the new Retail Campaign. The retail campaign will focus on inviting women owned businesses to join downtown. Vacancies have been announced on the ICDD website. Staff will be focusing on the marketing of the opportunity of spaces. Nancy started a conversation on finding small businesses that really want to be located downtown.

Betsy addressed marketing and event highlights that were noted in the board materials.

6) Adjourn

The next meeting will be April 26 at the ICPL in Meeting Room D. Ritu Jain moved to adjourn. The motion was seconded by Kent Jehle. *Motion passed 11-0.*