

IOWA CITY DOWNTOWN DISTRICT

Board of Directors Meeting Minutes
November 20, 2013

Voting Members Present: Catherine Champion, Kevin Digmann, George Etre, Ritu Jain, Kent Jehle, David Kieft, Karen Kubby (in at 3:05 p.m.), Patty McCarthy, Bill Nusser, Steve Pajunen, Joni Schrup, Naftaly Stramer.
Non-Voting Members Present: Steve Boyd (in at 3:06 p.m.), Alec Bramel, Josh Schamberger.
Staff Present: Nancy Bird, Betsy Potter.

Voting Members Absent With Notice: Mark Ginsberg, Mark Weaver.
Non-Voting Members Absent With Notice: Geoff Fruin.
Non-Voting Members Absent Without Notice: Mark Nolte.

Members Present: Wendy Ford and David Schwindt on behalf of Geoff Fruin, and Linda Schreiber.

1. Call to Order

President Bill Nusser called the meeting to order at 3:02 p.m. at Iowa City Public Library, 123 S. Linn St., Iowa City, Iowa.
A quorum of 10 of 14 voting members was present.

2. Member Open Forum

None.

3. Approval of October 23, 2013 Minutes

Joni Schrup moved to approve the October 23, 2013, Board Meeting Minutes as presented. Ritu Jain seconded the motion. There was no discussion. The motion passed 11-0.

4. Approval of October 2013 Financials

Kent Jehle summarized the reports. Receivables increased due to payment received for the sidewalk cleaning. Oktoberfest was a very strong event and \$5,000 will be retained for next year (Karen Kubby entered the meeting at 3:05 p.m.)
(Steve Boyd entered the meeting at 3:06 p.m.)

The tax assessment payment should be received soon.

Kent Jehle moved to approve the October 2013 Financial Report as presented. Ritu Jain seconded the motion. There was no discussion. The motion passed 12-0.

Snow Removal Discussion

Jehle stated the Finance Committee recommends that \$10,000 in sponsorship be received in order for the ICDD to offer snow removal in December and January if needed. Sponsor invitations have been extended but not accepted to date. Naftaly Stramer stated the northside snow removal effort was not very effective last year and recommended reducing the total cost by excluding the northside. David Kieft suggested the snow removal question be addressed several months earlier, perhaps in September, so that businesses would know the outcome long before they contracted on their own. Bird reminded all that the ICDD proposal supplements efforts by the businesses, and emphasizes the problem areas of intersections and corners.

Kent Jehle moved that \$12,500 be allocated for snow removal if \$10,000 is raised from sponsors, in December. Catherine Champion seconded the motion. There was no discussion. The motion passed 12-0.

5. Executive Committee Report

Safety Discussion

Nancy Bird has received requests for help from some business owners impacted by crowds at 10 pm when those under age 21 must leave music venues per ordinance. Broken windows and other problems have occurred. Discussion was held with Officer David Schwindt about educating other city and UI police officers on Central Business District ordinances, and other strategies to improve safety. Suggestion was made to schedule educational workshops for business owners too.

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6. Committee Reports

Giving Book

Catherine Champion distributed a draft copy. 2,000 are being printed. The effort is scheduled November 30-December 8. Many businesses are participating. University of Iowa Community Credit Union will match the donations from businesses up to a total of \$5,000, with hopefully \$10,000 to go to United Way.

Special Events

Ritu Jain and Joni Schrup described the activities planned on Friday, December 6, and Saturday, December 7th during Celebrate the Season festivities sponsored by Summer of the Arts. Attractions include a contest to find the Elf On A Shelf now underway in businesses, an ice sculptor, caroling, child care, and luminaries on Friday night. Saturday events include horse-drawn trolley rides, Santa's arrival, many children's activities at Iowa City Public Library and Old Capitol Town Centre, caroling, and retail open houses. Everyone is encouraged to attend.

7. ICDD Staff Presentation

What's Working / What's Not

Nancy Bird delineated committee and project successes and challenges in 2013 from the staff's perspective. She spends the most time on administrative and communications efforts while Betsy Potter handles marketing and special events. Each committee will engage in short-term and long range planning in January. Staff needs more time to focus on other projects. There was consensus that priorities need to shift to economic development, including business attraction and retention.

8. Ex Officio Updates

- Iowa City Area Chamber of Commerce, Steve Boyd: No report.
- Iowa City Coralville Convention and Visitors Bureau, Josh Schamberger: No report
- University of Iowa Student Government, Alec Bramel: No report.

9. Board Member Announcements

Nusser expressed appreciation to everyone for their work. No committee or board meetings in December. The next board meeting will be at 3 p.m. on January 29, 2014 at Iowa City Public Library, Meeting Room B. The date is changed to accommodate planning meetings.

10. Adjourn

Karen Kubby moved to adjourn the meeting at 4:17 p.m. The motion was seconded by Bill Nusser.

Minutes respectfully submitted by Patty McCarthy, Secretary