

IOWA CITY DOWNTOWN DISTRICT

Board of Directors Meeting Minutes

November 18, 2015

Voting Members Present: Ritu Jain, Kent Jehle, Joni Schrup, George Etre, Catherine Champion, David Kieft, Patty McCarthy, Sheila Davisson, Naftaly Stramer

Non-Voting Members Present: Steve Boyd, Kate Moreland, Wendy Ford

Staff Present: Nancy Bird, Betsy Potter, Nate Kaeding

Voting Members Absent with Notice: Kevin Digmann, Mark Ginsberg, Karen Kubby, Bill Nusser, Mark Weaver

1. **Call to Order**

President Ritu Jain called the meeting to order at 3:00 p.m. at the Iowa City Public Library. A quorum of 9 of 14 was present.

2. **Member Open Forum**

Staff was excused to discuss Nancy Bird's yearly review. The Executive Committee recommended an increase in Nancy's yearly salary of \$8000. David Kieft moved to increase the salary of Nancy Bird by \$8000 in a formula to be determined by the executive committee. The motion was seconded by Naftaly Stramer.

The motion passed 9-0.

Betsy Potter invited the Board to sample the ginger bread cookies from Molly's Cupcakes. This is the recipe that will be used in the Ginger Bread House Decorating Contest.

3. **Approval of the October 2015 Minutes**

Patty McCarthy moved to approve the minutes for October. The motion was seconded by Sheila Davisson.

The motion passed 9-0.

4. **Finance Report**

Kent Jehle reported on the financials for October. Kent moved to approve the October financial report. Catherine Champion seconded.

The motion passed 9-0.

5. **Executive Committee/Staff Reports**

Betsy presented on the final three-year marketing strategy put forward by De Novo. The marketing strategy will begin in January 2016 with efforts focused on the beginning phases of a new mobile friendly website.

Ritu proposed a discussion for adding a new part-time or full-time position to the ICDD staff.

This position would include administrative support and other stuff. Catherine moved to create a

new staff position for the Iowa City Downtown District. Sheila Davisson seconded the motion. The motion passed 9-0.

Nancy reported on a new donation campaign that ICDD is partnering on with UICCU during the holiday season. ICDD will donate to United Way for their volunteer help during the holiday market and gingerbread house competition. In addition, all raffle sales and coffee sales at the market will go to United Way and all funds will be matched by UICCU. Downtown businesses will also be encouraged to donate in an effort to reach a \$5,000 goal to be matched by UICCU.

Nate reported on the Dec 4th Arts & Culture meeting to be held at Brix. Nate also spoke about his meeting with Shanti, the Johnson County food coordinator.

Betsy reported on the new winter banners, and the upcoming holiday campaign including Small Business Saturday, the Holiday Market, the downtown trolley, santa, the downtown gingerbread house competition and the gift card holiday promotions.

6. Ex-Officio Updates

David Kieft reported that the U of I renewed their financial commitment to Summer of the Arts for 5 years. Kate Moreland reported that ICAD is working on their new space. Kate reported on the award that she and Nancy Bird will accept on November 21- The Karen Evans Immigrant Champion award from Governor Terry Branstad for the work on the Welcome banners.

Wendy Ford reported that the City Manager Tom Marcus is a finalist for a position in Lawrence KS. She mentioned that the Main Lobby of City Hall is undergoing renovation. Wendy noted that the 2nd and final reading for the SSMID petition will be December 15, 2015.

7. Adjournment

Patty moved to adjourn the meeting. Catherine Champion seconded.

The motion passed 9-0.