

**IOWA CITY DOWNTOWN DISTRICT
Board of Directors Meeting**

Meeting Minutes from November 17, 2016

Voting Members Present: Mark Ginsberg, Naftaly Stramer, Nick Lindsley, Linda Schreiber, Kent Jehle, Susan Craig, George Etre, David Kieft, Bill Nusser, Angela Winnike, Joni Schrup

Non-Voting Members Present: Wendy Ford, Lisa Barnes, Josh Schamberger, Kate Moreland

Staff Present: Nancy Bird, Betsy Potter, Nate Kaeding, Mary Besler

Voting Members Absent with Notice: Ritu Jain, Crissy Canganelli, Michelle Galvin

1) Call to Order

President Mark Ginsberg called the meeting to order at 8:35 a.m. at the Iowa City Public Library. **A quorum of 11 of 17 voting members were present.**

2) Approval of October Minutes

Susan Craig moved to approve the minutes. This motion was seconded by David Kieft. *The motion passed 11-0.*

3) Ex-Officio Reports

Kate Moreland reported that ICAD is going back for a second bid for the space and will still be working with the University, but also bringing in new partners. The federal grant has been a long, difficult process and will continue to fill Nate and Nancy in.

Josh Schamberger reported that the CVB's annual luncheon report is on December 8th at Sheraton downtown Iowa City. They will submit their Cyclocross bid next week with the date for next year being September 16, 2017. Iowa City has been selected to host the Wrestling World Cup in April 2018.

Wendy Ford reported that the City passed the new sign code at the last City Council meeting. There was an approval of a contract for a new design for the ped mall, Black Hawk Mini Park, utility upgrades, a new stage, and lighting. Washington Street is still on target to be done at the end of November. The new Assistant City Manager, Ashley Monroe, will start December 1, 2016.

Lisa Barnes reported that Summer of the Arts is deep in planning for 2017 and have booked Jazz Festival, Friday Night Concert Series, and Free Movie Series. They are currently in the process of booking Arts Festival and Soul Fest.

4) Finance Report

Kent Jehle reviewed October financials and Budgets vs. Actuals FY17. Kent Jehle moved to approve the report. The motion was seconded by Bill Nusser. *The motion passed 11-0.*

Betsy Potter reviewed the financials of Northside Oktoberfest.

5) Executive Committee Report

Nancy Bird reported that there will be a nomination for the Liquor License holder position. Mark Ginsberg nominated Jason Deppe. Joni Schrupp seconded the motion. The motion passed 11-0. Board members will continue to reach out to Sarah Wallace-Belle, who holds a small property (>1%) position, to discuss her participation on the Board.

Another topic includes the potential to hold a Q&A with John Thomas from the Council about form based codes. Ideas for this include a minimum wage conversation, TIF, a welcoming committee, outreach to people who use downtown for reasons other than shopping, University students, staff faculty.

6) Legislative Committee Report

Nick Lindsley discussed how ICDD approaches policy issues and the new form to be followed if anyone on the Board has a policy they want to take a stance on.

7) Staff Reports and Committee Overviews

Nancy Bird reported there will not be lights over Washington St. this winter because of issues with the street poles. The ICDD will try to redirect the lighting dollars into other areas. The IC Better Bridges Institute is in January 2017 and she encourages people to sign up and attend. Work to refine the strategic plan with Communications members will continue in December.

Nate Kaeding reported that the Shopping Genius campaign launches this week.

Regarding the CoSign project, outreach has been made to sign fabricators and metal and wood workers. There is the potential for collaboration with Engineering, Business, and Visual Arts students at UI to work on the design and fabrication of the signs.

Betsy Potter mentioned that the event calendar on the website is fixed and very useful now. The magazine has mostly been distributed and the rest will be mailed out to homes in December. The holidays start next weekend, with a new sleigh scene to be placed on the Weatherdance Fountain stage. Small Business Saturday and holiday materials have been distributed to all businesses. Other topics included a holiday cocktail party and the Downtown Days of Giving partnership with United Way.

8) Adjournment

The next board meeting will be in January. Mark Ginsberg moved to adjourn the meeting. Joni Schrupp seconded the motion. *The motion passed 11-0.*