

**Iowa City Downtown District
Board of Directors Meeting Minutes
November 15, 2018**

Voting Members Present: Joni Schrup, Susan Craig, Michelle Galvin, Amber Neville, Naftaly Stramer, Greg Turner, David Kieft, Cady Gerlach, Mary Kate Pilcher Hayek (in at 9:15)

Non-voting Members Present: Aimee Jennings, Kate Moreland, Kim Casko

Staff Present: Nancy Bird, Christopher Hunter, Marcus Brown

Voting Members Absent with Notice: Monica Moen, Wesley Ward, Bill Nusser, Katie Roche, Anne Armitage, Jason Deppe, Jigna Janie, Mark Ginsberg, Nick Lindsley.

Call to Order

President Galvin called the meeting to order at 9:05 in Meeting Room D of the Iowa City Public Library.

With no quorum yet to approve the minutes Nancy talked about the vacancy on the board due to Craig's resignation following her retirement. This opens up a board spot as well as the need for someone to be Secretary and serve on the Executive Board. Several names were suggested.

Pilcher Hayek in at 9:12

Minutes

It was moved and seconded (Turner/Schrup) to accept the October minutes. Motion passed 9-0.

Financials

Turner presented the financial reports. He noted the follow up on last month's decision to divide the end of the year surplus between contingency and the project account had been done. The Profit & Loss statement shows the income and expenses for Octoberfest. The 990 was included in the packet, there were no questions.

Moved by Kieft, seconded by Schrup to approve the Financials, motion passed 9-0.

Moved by Turner, seconded by Schrup to approve the 990, motion passed 9-0.

Vacant Seat

With a quorum a motion was made by Pilcher Hayek, seconded by Turner to have Nancy approach Dave from Active Endeavors to fill the open seat on the board. Motion passed 9-0.

Strategic Plan Update

Nancy presented and discussed a power point providing updates and information about the strategic plan. One of the changing trends in economic development and urban planning is the concept of Placemaking which we are integrating into our work. Another new acronym is UPMO, Urban Place Management Organization which is what the Downtown District is even though the legal term is SMID. She feels the Mission and Vision are still strong. More work needs to be done on putting the metrics in place and in identifying our target audience.

On the horizon is continued work resulting from the historic survey, the possibility of South of Burlington (part of existing or new SMID?), the retail sector study and support for Old Capital Mall. We are also continuing to explore the relationship between the Arts & Commerce.

Nancy proposed that committees would work on and bring ideas out on these and other relevant topics in first quarter of the year and then in April a planning retreat would be held. Some discussion about who would be invited to that retreat and how to get the word out. A survey should be done, but details on who it goes to and how it's distributed remain to be worked out.

Staff Reports

Reports were abbreviated due to time constraints, staff reports are in the packet.

Ex-Officio Reports

Aimee reported that SOTA has agreed to hold one Friday night concert a month on the Northside if a stage is paid for by others. There is some concern on their board that if a different activity is taking place at the same time on the Ped Mall it could pull people away from the concert. Another concern is losing their longstanding reservation for every Friday night on the Ped Mall stage. They are looking for local business owners to join their board, if you have people who you think may be interested please pass names to Aimee.

Susan reminded people of contribution of the library to downtown activities and encouraged people to continue to advocate for a strong downtown library.

Adjourn

Meeting adjourned at 10:15 (Moved by Shrup/seconded by Craig).

Recorded by Susan Craig