

IOWA CITY DOWNTOWN DISTRICT

Board of Directors Meeting Minutes
October 23, 2013

Voting Members Present: Catherine Champion, Kevin Digmann, George Etre, Mark Ginsberg (in 3:10 p.m.), Ritu Jain, Kent Jehle, Karen Kubby, Patty McCarthy, Bill Nusser, Steve Pajunen, Joni Schrup, Naftaly Stramer, Mark Weaver.

Non-Voting Members Present: Steve Boyd, Alec Bramel, Geoff Fruin, Josh Schamberger.

Staff Present: Nancy Bird, Betsy Potter.

Voting Members Absent without Notice: David Kieft.

Non-Voting Members Absent without Notice: Mark Nolte.

Members Present: Stu Mullins and Jannette Taylor, United Action for Youth.

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 12 of 14 voting members was present.

2. Member Open Forum

Members were reminded that Park & Shop tickets are valid through December 31, 2013.

3. Approval of September 25, 2013 Minutes

Joni Schrup moved to approve the September 25, 2013, Board Meeting Minutes as presented. Ritu Jain seconded the motion. There was no discussion. The motion passed 12-0.

4. Approval of September 2013 Financials

Kent Jehle summarized the reports and noted that a comprehensive look at Oktoberfest's success will be presented at the next meeting. Donations totaling \$18,000 from the event were distributed to the Iowa Children's Museum, and American Heart Association. Advance ticket sales were very strong.

Downtown gift cards can now be purchased online through the ICDD website. Suggestion was made that employers could present gift cards to employees as holiday presents.

Kent Jehle stated the Finance Committee agreed that \$50,000 cash should be moved to a short term investment, probably in a Certificate of Deposit, to earn interest for ICDD.

Kent Jehle moved to approve the September 2013 Financial Report as presented. Steve Pajunen seconded the motion. There was no discussion. The motion passed 12-0.

Review Draft 990 Tax Return

The annual nonprofit tax return was distributed separately by email. Kent Jehle stated the deadline for filing the form is November 15, 2013.

Kent Jehle moved that the 2012 990 tax return be approved for filing. Joni Schrup seconded the motion. There was no discussion. The motion passed 12-0.

(Mark Ginsberg entered the meeting at 3:10 p.m.)

5. United Action for Youth-Jannette Taylor

Jannette Taylor was hired as Executive Director of United Action for Youth in July. She moved here from Omaha two months ago, and takes over from Jim Swaim who retired after 40 years at UAY. She presented an overview of service and programs offered by the nonprofit. Counseling, therapy, youth development, academic mentors, and crisis intervention for young people is available 24/7 through UAY. More than 1,800 young people were served last year. Grants fund many of the programs and funding cuts are a concern.

IOWA CITY DOWNTOWN DISTRICT

Stu Mullins has served as UAY's Youth Center Coordinator for more than two decades. He encouraged ICDD to seek input and opinions from young people. He also suggested UAY volunteers could help with ICDD projects.
(Taylor and Mullins left the meeting at 3:40 p.m.)

6. Executive Committee Reports

Public Stance Policy

Nancy Bird presented the amended policy which enables her to respond on behalf of ICDD in a more timely manner. Discussion was held on the one year expiration of public policy stands unless the board extends that time period.

Karen Kubby made a motion to further amend the amended policy to state "Public policy stands may expire after one year from adoption unless the Board of Directors acts to extend the period." Patty McCarthy seconded the motion. There was no discussion. The motion passed 13-0.

Ritu Jain made a motion to adopt the amended policy. Catherine Champion seconded the motion. There was no discussion. The motion passed 13-0.

Executive Director Performance Review

Bill Nusser stated board members would soon receive information about the process.

7. Executive Director's Report

Nancy Bird requested input on the Saturday Night Concert Series organized by Summer of the Arts. ICDD budgeted \$5,000 for the sponsorship. Summer of the Arts may not renew the series if additional funding is not received.

Members suggested expanding the Saturday night entertainment options to include salsa dancing and possibly showing movies on the ped mall instead of the UI Pentacrest. Bird will follow up with Summer of the Arts.

(Mark Ginsberg left the meeting at 4:05 p.m.)

Bird stated she and Betsy Potter will present "what's working and what's not" at the November meeting. No board meeting or any committee meetings in December.

8. Committee Updates

Marketing Presentation

Catherine Champion distributed the draft Giving Book featuring special offerings by retailers and restaurants. The United Way of Johnson and Washington Counties will distribute to large employers in the area. University of Iowa Community Credit Union will match contributions.

(Catherine Champion left the meeting at 4:20 p.m.)

Special Events Updates

Celebrate the Season is now being organized by Summer of the Arts with support of the ICDD Special Events Committee. Many activities are planned for December 6th and 7th.

Oktoberfest was very successful despite wet weather. 2,200 tickets were sold before the event including 25 to buyers who travelled from Rochester, Minnesota.

Downtown Race Series wraps up with a costume race on Sunday. It has been popular and raised funds for charity.

9. Ex Officio Updates

- Iowa City Area Chamber of Commerce, Steve Boyd: No report.
- Iowa City Coralville Convention and Visitors Bureau, Josh Schamberger: Plans are being made for the UI/Penn State wrestling match on December 20 and 21st. A special

IOWA CITY DOWNTOWN DISTRICT

Hawkeye Huddle and screening of "The Iowa Way" documentary will bring fans to downtown Iowa City.

82 Herky statues have been purchased for the new Herky on Parade public art project.

- City of Iowa City, Geoff Fruin: The US Post Office proposed relocation site has been announced and is not in downtown Iowa City as previously stated. The city is collecting feedback and it is anticipated the City Council will consider a recommendation at its November 12th meeting.

Karen Kubby moved that ICDD request that the US Postal Service main office remain in downtown Iowa City, or in the River Crossings area immediately south of downtown, or that satellite services be offered in downtown Iowa City if the new location is outside the core area of downtown. Joni Schrup seconded the motion. There was no discussion. The motion passed 11-0.

Nancy Bird and Bill Nusser will draft communication stating the ICDD stance.

- University of Iowa Student Government, Alec Bramel: A recycling campaign is underway and students are encouraged to ask their landlords to offer recycling services. UISG will host a forum on the 21 ordinance on October 29th at 7 p.m. in Old Capitol Town Center, Room 2520.

10. Board Member Announcements

Nancy Bird reminded all that the Iowa City City Council Candidate Forum will be on Thursday at 7 p.m. at Iowa City Public Library. It is co-sponsored by ICDD, Iowa City Area Chamber of Commerce, and Iowa City Area Development Group.

11. Adjourn

Kent Jehle moved to adjourn the meeting at 4:40 p.m. The motion was seconded by Kevin Digmann.

Minutes respectfully submitted by Patty McCarthy, Secretary