

IOWA CITY DOWNTOWN DISTRICT

Board of Directors Meeting Minutes

Date: October 22, 2014

Voting Members Present: George Etre, Ritu Jain, Joni Schrup, Karen Kubby, David Kieft, Steve Pajunen, Patty McCarthy, Mark Weaver, Kevin Digmann, Mark Ginsberg, Naftaly Stramer, Bill Nusser

Non-Voting Members Present: Evan McCarthy, Jeff Davidson, Steve Boyd, Josh Schamberger, Mark Moen Kate Moreland

Staff Present: Nancy Bird, Betsy Potter, Maggie McClelland

Voting Members Absent With Notice: Catherine Champion, Ritu Jain, Kent Jehle

Member Guests: Jan Plamer and Phoebe Trepp of the Local Homeless Coordinating Board. David Schwindt from the Iowa City Police Department.

1. **Call to Order**

President George Etre called the meeting to order at 3:03pm. A quorum of 11 of 14 voting members was present.

2. **Member Open Forum**

George acknowledged the member open forum, turning the floor over to David Kieft. David Kieft announced that the new location for the Museum of Art was now public and will be located at the corner of Clinton St. and Burlington St. in Downtown. The project will incorporate mixed-use development. Kevin Digmann and his team were chosen for the project.

3. **Approval of September 24, 2014, Meeting Minutes**

Kevin Digmann moved to pass the September board minutes with no amendments and Mark Weaver seconded the motion.

A motion passed 11-0 to approve the minutes with the no amendments.

4. **Guest Speaker or Special Topic Summary**

Jan Palmer and Phoebe Trepp of the Local Homeless Coordinating Board were invited to present an overview of two new initiatives they are currently working on for the community. The first immediate initiative they are attempting to get going by this winter is an Extreme Weather Shelter. This serve would be for those that wish to not go to Shelter House even in the most extreme weather conditions. This would be a temporary shelter used only in extreme conditions, last year city hall was used for this purpose. This would be a pilot program for only the season. The yare currently seeking suitable space that could be used for up to 25 persons per night and available only at night during those extreme weather conditions. The hope is to have it open for several of the upcoming months contingent on finding a suitable location.

The second more long-term initiative is the Project Now permanent housing facility. This facility would provide permanent housing for chronic homeless individuals whom seek services more constantly. Jan provided a number of examples from other municipalities that have implemented similar programs. The overall objective is to lower the costs to

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the community for these persons and to provide them housing without having to change their behaviors.

Action Items: The board agreed to provide legislative support to the Project Now initiative with Nancy writing and editorial for the media from the ICDD. If anyone knows of suitable space for the Extreme Weather housing they should contact Jan.

5. **Finance Report**

Financials reported on by David Kieft for September.

Betsy Potter gave a review of Oktoberfest for 2014. Ticket sales were at an all time high and media exposure was great. \$12,750 of the proceeds were given to the American Heart Association of Eastern Iowa, The Iowa Children's Museum and the Old Capitol Roller Girls for their volunteer time and efforts. The remaining dollars left will be moved to a separate account to be used for projects on the Northside and upcoming years of Oktoberfest. Steve Boyd asked a few questions about how volunteers are found. Betsy explained upcoming changes to the volunteer structure for Oktoberfest.

Nancy Bird presented the draft 990 Long Form that needs to be submitted to the IRS by November 15. Karen Kubby moved to approve it with some small tweaks. Mark Weaver seconded.

A motion was approved 11-0.

David Kieft reported on the proposed Property Evaluation Program on page 11 of the board packet. Nancy gave a quick overview of the program. There was an open discussion about current underutilized spaces, how the upcoming report from the retail strategy will help, and possible "pay back" options. Nancy Bird will refine the program, work on the items discussed, and bring it back to the board.

David Kieft moved to approve the September financials and Mark Weaver seconded it. A motion to approve the September financials passed 11-0.

6. **Executive Committee Report**

Topic 1: Nancy Bird spoke on how the Local Homeless Coordinating Board has requested ICDD board support for the Project Now initiative. Nancy Bird asked for board input. After discussion on the matter Karen Kubby moved to support the Project Now initiative with a letter of support from the ICDD, written by Nancy Bird, Steve Pajunen seconded the motion. *The motion passed 11-0.*

Action Items: Nancy Bird will write a letter of support on behalf of the ICDD for the Project Now initiative

Topic 2: Nancy Bird asked Jeff Davidson to report on the City of Iowa City Comprehensive Plan open house on October 30th. Jeff Davidson asked for feedback and opinions on the project and suggested that members submit them through attending the open house or online through the city's survey. A open discussion followed on whether the ICDD should take a position on the matter, on historic preservation and design guidelines.

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Bill Nusser moved to have the ICDD provide legislative support to the city for overall downtown density. Mark Weaver seconded. *The motion passed 11-0.*

Action Items: The ICDD will talk to the city about the overall support of density in certain areas of downtown. Nancy Bird will write a letter of support of overall downtown density with the examples of the new New Pioneer Coop and the UI Museum of Art developments.

Topic 3: Naftaly Stramer expressed concerns with the Building Change Program and the differences in the advantages to the downtown businesses and the Northside.

Action Items: Jeff Davidson will check into the possibilities with the program and report back.

7. **Executive Director's Report**

Nancy Bird gave a quick wrap up of the ICDD+ SOTA meeting. Nancy Bird thanked all of those board members that were in attendance. Nancy Bird will meet with Lisa Barnes and discuss two proposed changes from the meeting; changing the ICDD special events committee to combine SOTA events and attendance, and SOTA's board structure and asking additional ICDD business owners to be on the board.

Nancy Bird gave an update on the current status of the retail assessment. Their final presentation to ICDD will be on December 9th and everyone is invited to see their results and suggestions for downtown. Karen Kubby, Mark Weaver and George Etre will request to meet one-on-one with Downtown Works staff on that date.

Nancy Bird announced that the next board meeting will be a board retreat on November 19th at 2pm at the Iowa Chop House restaurant.

8. **Committee Updates**

Marketing: Betsy Potter reported on the ICDD small business assistance photography initiative. It has now been completed and all of the businesses are able to use their professional images for marketing.

Special Events: Celebrate the Season will be a larger month long celebration with the Downtown Santa and Trolley as the major elements of the event.

Projects: None

Legislative: None

Membership: None

9. **Ex-Officio Updates**

University of Iowa: David Kieft repeated the UI Museum of Art location announcement.

City of IC: Bill Nusser announced that the City of Iowa City public art committee is currently meeting with three artists for the Black Hawk Mini Park public art piece. All three artists have been invited for separate open houses for public input. Jeff Davidson

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reminded members that the next Streetscape Update meeting will be held on Tuesday, September 28th at the Sheraton and will be open to the public with a short program for businesses only before the open house.

Iowa City Coralville Convention & Visitors Bureau: None

Iowa City Area Development Group: Kate Moreland announced the Corridor Welcome Session that will be held on Monday, September 27th. The event is an event to welcome in new persons to the community and to learn how the area can be more welcoming to newcomers.

Iowa City Area Chamber of Commerce: Steve Boyd repeated support for the Corridor Welcome Session.

UI Student Government Liaison: None

10. **Board Member Announcements / Reminders - Adjourn**

David Kieft moved to adjourn the meeting at 4:30 p.m. Steve Pajunen seconded the motion.

Submitted by Joni Schrup, Secretary