

## IOWA CITY DOWNTOWN DISTRICT

### Board of Directors Meeting Minutes

October 27, 2016

**Voting Members Present:** Mark Ginsberg, Ritu Jain, Michelle Galvin, Naftaly Stramer, George Etre, Bill Nusser, Joni Schrup, David Kieft, Susan Craig, Katie Roche, Nick Lindsley, Crissy Canganelli, Angela Winnike, Linda Schrieber

**Non-Voting Members Present:** Wendy Ford, Jacob Simpson

**Voting Members Absent with Notice:** Kent Jehle, Sarah Wallace-Belle

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

**1) Call to Order**

President Mark Ginsberg called the meeting to order at 8:30 am at MidwestOne. A quorum of 14 of 16 members was present.

**2) Approval of September Minutes**

Susan Craig moved to approve the minutes. The motion was seconded by Ritu Jain.  
*The motion passed 14-0.*

**3) Ex-Officio Reports**

David Kieft (UI) reported that all UI flood recovery buildings are now open. He also mentioned that UI enrollment is now capped.

Wendy Ford (City) reported the public hearings of the ICDD Operating Agreement and new sign ordinance will happen at the Nov 1 City Council meeting.

Jacob Simpson (UISG) reported that there is an alcohol safety event on the ped mall on 11/3 from 10-midnight.

**4) Finance Report**

Nancy Bird reported on the financials for September. Ritu Jain moved to approve the report. The motion was seconded by Naftaly Stramer. *Motion passed 14-0.*

Bill Nusser made motion to approve Form 990 to the IRS. The motion was seconded Joni Schrup. *Motion passed 14-0.*

**5) Executive Committee Report**

Nancy Bird reported that the Board will need to replace a voting member. John Burchert, who held a liquor license holder position, has submitted his resignation. Sarah Wallace-Belle, who holds a small property (> 1% value), has also not been able to participate. It was noted that it is important to keep both gender and Northside representation in mind. Names for possible new members will be presented at the next meeting.

Other topics include the ongoing conversation with the City Council about Downtown development.

## **6) Staff Reports and Committee Overviews**

Nancy Bird reported on the progress on the Strategic Plan. In order to make our values statement more memorable and easier to use the acronym BOLD was put forth. Discussion points included adding language that included progressive, inclusive, and culture. Naftaly Stramer moved to adopt BOLD as amended by the discussion. Bill Nusser seconded the motion. *Motion passed 14-0.*

Nancy also reviewed the developments on the Strategic Initiatives including, the Nighttime Mayor, the continuation of clean and safe, and placemaking.

Nate Kaeding gave overviews on the Downtown and Northside Brand Statements.

Sculpt gave a presentation on the Shopping Genius marketing campaign that they are producing with Flow Media. They showed some of the work in progress and discussed metrics. The campaign is scheduled to roll out in about 2 weeks.

Betsy Potter gave an overview of marketing campaigns that include the new Downtown website and the new issue of Downtown magazine. Upcoming holiday campaigns include the winter sleigh scene for photo ops, Small Business Saturday on 11/26, Santa at FilmScene, Retail Open House on 12/3, Holiday Market on 12/10, Downtown Gingerbread Competition on 12/11, and the Horse Drawn Trolley from 11/26-12/17. In support of the United Way the Downtown District will be selling Candygrams this year. 100% of the profits will go to the United Way.

## **7) Adjournment**

The next board meeting will be 11/17/16. Naftaly Stramer moved to adjourn the meeting. Ritu Jain seconded the motion. *Motion passed 14-0.*