

**Iowa City Downtown District  
Board of Directors Meeting Minutes  
October 26, 2017**

**Voting Members Present:** Naftaly Stramer, Katie Roche, Anne Armitage, Jason Deppe, Wesley Ward, Joni Schrup, Susan Craig, Bill Nusser, George Etre, David Kieft, Nick Lindsley, Ritu Jain,

**Non-voting Members Present:** Kim Casko

**Staff Present:** Nancy Bird, Christopher Hunter

**Guests/Others:** Sanjay Jani

**Voting Members Absent with Notice:** Mary Kate Pilcher Hayek, Crissy Canganelli, Michelle Galvin, Kent Jehle

**Call to Order/Announcements**

President Stramer called the meeting to order at 8:31 in Meeting Room D of the Iowa City Public Library. A quorum was present.

**Minutes**

It was moved and seconded (Schrup/Jain) to accept the September 28, minutes. Motion passed 12-0.

**Financials**

Nancy reviewed financials, reminding everyone they had to sign off on the 990. There was a question about where the programming income came from on the form which Bill Nusser answered. There will need to be a correction because there was an additional W-2 that needed to be added. Moved by Jain, seconded by Ward to approve the 990 with the correction.

**Holiday pop-up structures**

Sanjay Jani walked the group through his successful design of the proposed pop-up structures. He walked through his thought process which started with picture of an old corn crib. He took that initial thought and designed three temporary structures sharing a single platform with a ramp for accessibility. There are a few issues still to be worked out, but the pieces are almost ready for production. Each will be 144 sq feet (possible 155 sq ft). After use during the holiday season they will need to be stored, so if anyone knows of a storage space let Nancy know. They can be stacked. Feedback was very positive. Ginsberg felt these units should be used throughout the year in different location to spur entrepreneurship and provide an income stream.

**Ex-Officio Reports**

Kieft reminded people that the parking lot at the corner of Gilbert and Iowa will no longer be available beginning Monday. The site is being turned over the contractor for a 2 year

construction project. Answering a question, he said that bids would go out in the spring for the Art Museum.

Casko said it was great to see the ICDD win the Chamber Impact and Innovation award.

### **Staff Reports**

Bird reported that the de-installation of the Prairie Box will happen on November 1. It has been a great success.

(out of order) Colin Fowler and Dave Schwindt joined the meeting. Fowler is the new downtown police officer and Schwindt is showing him the ropes. Fowler will take over the cell phone, #325-8139. Schwindt reminds people if you need immediate assistance call dispatch (356-6800) because he might be in a meeting or have a day off. Emails work too. The board expressed thanks to Dave for his work.

The Legislative Advocacy Piece has been distributed. Not a lot of feedback yet.

Two properties – McDonald Optical and Active Endeavors are working on rehab through the Property Valuation program.

Christopher reported that the Shopping Genius 2 is rolling out now. There will be new stores each week. It will run until March excluding the weeks of Thanksgiving and Christmas.

Bird said that the mural on the MidwestOne alley was done, the next one up is the US Bank building. Donations have been coming in to support public art.

She attended a meeting of the Partnership for Alcohol Safety. There are some new people involved so they learned about the program and asked questions about the 21 ordinance.

The International Downtown Association is considering Iowa City for a conference location.

Bird is visiting Des Moines twice in November – once with some people from Cedar Rapids and the METRO Alliance and once to see the East Village.

She announced the Stramer is the recipient of the very prestigious IDS Outstanding Business Award.

### **Member Announcements/discussion**

Craig reported good attendance at the Book Festival a couple of weeks ago and noted that the survey from the CVB to measure economic impact was done. Craig will make sure Nancy gets a copy of the survey results.

Ginsberg reiterated that he felt the pop-up structures should be utilized in an ongoing way, moving them around during ped mall construction.

All are reminded of the ped-mall design meetings this afternoon and evening.

**Adjourn**

Motion to adjourn was made by Schrup, seconded by Ward. All in favor.

Recorded by Susan Craig