

## IOWA CITY DOWNTOWN DISTRICT

Board of Directors Meeting Minutes

September 25, 2013

Voting Members Present: Catherine Champion, George Etre, Ritu Jain, Kent Jehle, David Kieft, Karen Kubby (in at 3:50 p.m.), Patty McCarthy, Bill Nusser, Steve Pajunen (in 3:02 p.m.), Joni Schrup, Naftaly Stramer.  
Non-Voting Members Present: Steve Boyd, Alec Bramel, Josh Schamberger.  
Staff Present: Nancy Bird.

Voting Members Absent with Notice: Kevin Digmann, Mark Weaver.  
Voting Members Absent without Notice: Mark Ginsberg.  
Non-Voting Members Absent with Notice: Mark Nolte.  
Non-Voting Members Absent without Notice: Geoff Fruin.  
Staff Absent with Notice: Betsy Potter.

Members Present: Roby Miller, Marc Moen.  
Guests Present: Linda Schreiber.

### **1. Call to Order**

President Bill Nusser called the meeting to order at 3:01 p.m. at Iowa City Public Library, 123 S. Linn St., Iowa City, Iowa.  
A quorum of 9 of 14 voting members was present.

### **2. Member Open Forum**

Gratitude was expressed by Nancy Bird to the Iowa City Area Chamber of Commerce and Iowa City Coralville Convention and Visitors Bureau for support of special events and ordinances.  
(Steve Pajunen entered the meeting at 3:02 p.m.)

### **3. Approval of August 28, 2013 Minutes**

*Joni Schrup moved to approve the August 28, 2013, Board Meeting Minutes as presented. David Kieft seconded the motion. There was no discussion. The motion passed 10-0.*

### **4. Second Story Business Perspective—Roby Miller, Telepharm**

Miller owns an internet based pharmacy housed above Iowa Book & Supply. He talked about the challenges of identifying and securing Class A office space downtown and his search process. Discussion focused on ideas to help others shorten similar searches, and provide resources for those who are ready to expand their businesses. Challenges in finding housing for young professionals downtown housing were also discussed

### **5. Approval of August 2013 Financials**

Kent Jehle summarized the reports and noted that unredeemed tickets for Taste of Iowa City contributed to the event's financial success. ICDD's financial position remains strong. The downtown gift card is off to a solid start with sales of \$600 in a very short time.

*Kent Jehle moved to approve the August 2013 Financial Report as presented. Catherine Champion seconded the motion. There was no discussion. The motion passed 10-0.*

### **6. Executive Committee Reports**

#### Corporate Resolution

An updated Corporate Resolution was presented because new officers were elected for Fiscal Year 2014.

*David Kieft moved to approve the FY2014 Corporate Resolution as presented. Ritu Jain seconded the motion. There was no discussion. The motion passed 10-0.*

#### Public Policy Stance

Discussion was held on amending the policy to enable the Executive Director to respond more quickly when asked to speak on behalf of the organization.

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(Karen Kubby entered the meeting 3:50 p.m.)

There was agreement that Nancy Bird should draft a revised policy for presentation and vote at the next board meeting

### Sponsorship Drive

Linda Schreiber of the Membership Committee presented plans to seek multiple year sponsorships for many special event and projects. Board members and staff will meet with a variety of businesses and individuals about these unique opportunities.

Members discussed the financial commitments involved with each levels and benefits of the program. The committee also developed a Friends and Partners program to be able to offer to those outside the ICDD who want to become involved. Friends are individuals; Partners are businesses. Kubby expressed concern that the sponsorship amount for Partners was too high.

(Steve Pajunen and Naftaly Stramer left the meeting at 4:15 p.m.)

*George Etre moved to approve the sponsorship package. Joni Schrup seconded the motion. There was no discussion. The motion passed 8-1; Kubby voted no.*

### **7. Executive Director's Report**

Nancy Bird had no additions to her written report.

### **8. Committee Updates**

#### 21 Ordinance Update

The sub-committee continues to formulate a statement. It will be circulated to the board before release to the media.

#### Legislative

Karen Kubby reported on collaboration with various partners for consistent signage and other issues related to numerous public and private construction projects.

September 26<sup>th</sup> is the first day of enforcement of the new pedestrian plaza ordinances.

Wi-Fi should be operational in October. Access will be free for 4 of each 24 hours.

### **9. Ex Officio Updates**

- Iowa City Area Chamber of Commerce, Steve Boyd: No report.
- Iowa City Coralville Convention and Visitors Bureau, Josh Schamberger: The Economic Impact Model for special events is complete. Betsy Potter is being trained in its use. It will be used at Oktoberfest on September 28<sup>th</sup>. Market Street will be closed for the first time for Oktoberfest.
- University of Iowa Student Government, Alec Bramel: A new representative to the board will be introduced at the October meeting. UISG will host a recycling campaign and possibly a 21 in bars forum in October.

### **10. Adjourn**

*Ritu Jain moved to adjourn the meeting at 4:31 p.m. The motion was seconded by George Etre.*

Minutes respectfully submitted by Patty McCarthy, Secretary