

# IOWA CITY DOWNTOWN DISTRICT

## Board of Directors Meeting Minutes

Date: September 24, 2014

Voting Members Present:, Goerge Etre, Ritu Jain, Joni Schrup, Karen Kubby, David Kieft, Steve Pajunen, Patty McCarthy, Mark Weaver, Catherine Champion

Non-Voting Members Present: Evan McCarthy, Jeff Davidson, Steve Boyd, Josh Schamberger

Non-Voting Members Absent: Kate Moreland

Staff Present: Nancy Bird, Betsy Potter, Maggie McClelland

Voting Members Absent With Notice: Bill Nusser, Kent Jehle, Kevin Digmann, Naftaly Stramer, Mark Ginsberg

Member Guests: Kevin Mote and Sandra Murrow of MidwestOne and Doug Alberhasky of John's Grocery.

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

President George Etre called the meeting to order at 3:03pm. A quorum of 9 of 14 voting members was present.

George acknowledged the passing of Kelly Bender, the University of Iowa Partnership for Alcohol Safety coordinator and how she will be missed. Her efforts spear headed a movement to improve collaboration and the ICDD will continue to support progress in this area. Nancy Bird had expressed condolences to her family at the instruction of Lensing Funeral Home.

Nancy Bird introduced Maggie McClelland, the ICDD Fall Marketing Intern.

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

Kent Jehle offered a tour of the facility following the meeting.

### 3. **Approval of August 27, 2014, Meeting Minutes**

Joni Schrup acknowledged a few amendments that needed to be made to the meeting minutes that were provided in the board packet as brought up in a previous email by Patty McCarthy. The four changes suggested were to add the number of votes for and against each motion and document them in the minutes. This was discussed as a staple that is required for minutes.

*A motion passed 9-0 to approve the minutes with the discussed amendments.*

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

Kevin Mote and Sandra Morrow of MidwestOne's Trust division were invited to present an overview of the properties they support in leasing and maintenance Downtown and the Northside. Kevin and Sandra will be taking over many of the responsibilities of Dan Black. The manage 21 downtown property leases. They are interested in working with the ICDD as the District works on retail recruitment and growth in the future. A discussion about locking in short term leases until the District is ready to support the tenant mix would help.

Action Items: Meet with Kevin and Sandra and MWO leadership once our retail strategy is complete to share our goals and support their efforts.

### 5. **Finance Report**

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Financials reported on by David Kieft for July. Patty McCarthy asked about new reporting of the “misc.” expenses and how they roll up under the header category line items in online Quickbook reports. A motion was made by George Etre to approve the August financial reports and was seconded by Mark Weaver. *The motion passed 9-0.*

Betsy Potter gave a review of Taste of Iowa City for 2014. Ticket sales were at an all time high and businesses were very pleased with the turnout. The University of Iowa supported the event by purchasing \$5,000 in tickets to give away to the first 1,000 students in attendance. The ICDD received 10% of sales.

David Kieft and Nancy Bird reported on the end of the year financials for FY 2014. There was general consensus around putting the Net Gain from FY 2014 towards a program to incentivize property improvements that would result in added tenants / fully utilized buildings. This type of program would increase office and residential downtown in the short term. *A motion to approve the end of year financials passed 9-0.*

### 6. **Executive Committee Report**

Topic 1: George Etre asked the board to comment or make a motion to approve the updated ICDD security camera policy in the board packet. Karen Kubby provided alternative language that gave more specific direction as a suggested amendment. David Kieft moved to approve the updated policy with the proposed amendment and Ritu Jain seconded the motion. *The motion passed 9-0.*

Action Items: None

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

Nancy Bird reviewed her report that was contained in the board packet with the group. Several member forums were planned for October and she encouraged the board's attendance. The forums included: SoTA events discussion, Restaurant and Bar forum, Retail Assessment presentation, and a meeting with the City regarding events.

Catherine Champion brought up a separate meeting with Emily Lemke of SoTA and mentioned how important it will be to explore other logistical formats to better support businesses on festival days.

The release of the third edition of the Downtown Magazine was announced and provided to many at the meeting.

### 8. **Committee Updates**

Special Events: Doug Alberhasky was in attendance to discuss Oktoberfest and its importance to the Northside neighborhood. It has raised over \$200,000 in past years and given a lot back to the community. Karen Kubby asked if the festival would consider supporting downtown non-profits and his response was that it depends on a lot of factors that could be explored.

Marketing: Betsy Potter reported on the ICDD holiday campaign that will take place over 4 Saturdays Downtown during late November and December. The Giving Book will kick off on the first of these Saturdays on Small Business Saturday. Hills Bank and Film Scene will be partners to it.

Projects: None. Nancy Bird relayed that she would get back to the Projects Committee to identify the next meeting date.

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Legislative: Karen also reported on the status of reauthorization and said that her sub-committee will have a proposal in front of the Board in November.

Membership: None

### 9. Ex-Officio Updates

University of Iowa: David Kieft reported that the location of the proposed new UI Art Museum will be announced in late October.

City of IC: Jeff Davidson reported there will be a Public Forum in October regarding the updated plans for the Dubuque and Washington Streetscape. The playground is finished and the Chauncey and New Pi projects are moving forward with Council this fall.

Uber is coming to Iowa City and the Council is reviewing taxi regulations.

Iowa City Coralville Convention & Visitors Bureau: Naftaly Stramer is a new CVB board member. Herky on Parade raised a lot of money for the United Way. NCAA Men's Swimming and Diving Championship will be in IC in March, preceded by the Big 10 Swimming and Diving Championships. The CVB would like to work with the ICDD on these events.

Iowa City Area Chamber of Commerce: Steve Boyd reported that the Chamber has a new campaign to support local businesses in during holidays that that we should check it out. He also encouraged the board to encourage others to fill vacant seats for several local commissions.

Iowa City Are Development Group: Kate Moreland was excused absent.

UI Student Government Liaison: Evan McCarthy reported that the student government was focusing on encouraging those that live in apartments to support recycling. They are also working on ways to make the UI learning environment more positive for Asians from abroad.

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

Catherine Champion announced the upcoming Grand Opening of 6 new businesses to the north end of the ped mall and encouraged board members to attend on October 26.

*Ritu Jain moved to adjourn the meeting at 4:30 p.m. Naftaly Stramer seconded the motion.*

Submitted by Joni Schrup, Secretary