

IOWA CITY DOWNTOWN DISTRICT

Board of Directors Meeting Minutes

September 25, 2015

Voting Members Present: Ritu Jain, Mark Ginsberg, Kent Jehle, Joni Schrup, George Etre, Catherine Champion, Karen Kubby, Patty McCarthy, Naftaly Stramer, Mark Weaver

Non-Voting Members Present: Steve Boyd, Nicole Neal

Staff Present: Nancy Bird, Betsy Potter, Nate Kaeding

Voting Members Absent with Notice: Kevin Digmann, David Kieft, Bill Nusser, Sheila Davisson

1. **Call to Order**

President Ritu Jain called the meeting to order at 3:00 p.m. at the Iowa City Public Library.

A quorum of 9 of 14 was present.

2. **Member Open Forum**

No reports.

3. **Approval of the August 2015 Minutes**

Karen Kubby moved to approve the minutes for August. The motion was seconded by Mark Weaver.

The motion passed 9-0.

4. **Finance Report**

Betsy Potter began by reporting on the successful results of Taste of Iowa City. The event produced record sales attributed to an increase in the number of new restaurants, the increased number of ticket booths and great weather. A change in marketing strategy with an increase in social media presence also accounted for the profitable results.

Kent Jehle then reported on the Financials for August 2015. Kent moved to approve the financial report for August. The motion was seconded by Mark Weaver.

The motion passed 9-0.

5. **Board Meeting Time Change**

Nancy Bird reminded the Board that there was discussion last month regarding changing the Board of Directors meeting time. Mark Weaver moved that the Board Meetings be changed to the 4th Thursday of each Month at 8:30 a.m. beginning January 2016.

Catherine Champion seconded the motion.

The motion passed 9-0.

6. Future Investments Discussion

Nancy presented several items for discussion of future investments to the Board. These included Updating Signage, Temporary Art, Marketing and Valet Parking. A lively discussion followed. The Board needs to give some thought to prioritizing needs and ways to maximize these dollars.

7. Executive and Staff Reports

Nancy reported on the Streetscape Updates, Cecil Balmond, the Alley Project, and SSMID petition. Betsy reported that the Retail Guide could be completed by mid-November, the Fall edition of the Downtown Magazine will be out in October and that ticket sales for Oktoberfest are doing very well. Retail Caucus is moving forward with Holiday Event plans. Nate Keading congratulated mark Ginsberg on filling his new space on Washington Street. He commented on the new MERGE space and a few vacancies in the downtown area. He reported on his recent trip to New York City and Madison.

8. Ex-Officio Reports

Nicole Neal reported that the UBill card has more cons than pros and will not be going forward at this time.

Steve Boyd reported that the Chamber met to discuss the Board of Supervisors minimum wage increase and that at this time the Chamber has no official position on this matter.

9. Announcements/Adjournment

The Board was reminded to attend Oktoberfest, the Public Unveil of Balmond Art Installation and the P&Z meeting.

Karen Kubby moved to adjourn the meeting. The motion was seconded by Naftaly Stramer.

The motion passed 9-0