

**Iowa City Downtown District
Board of Directors Meeting Minutes
September 28, 2017**

Voting Members Present: Naftaly Stramer, Mary Kate Pilcher Hayek, Michelle Galvin, Kent Jehle, Jason Deppe, Wesley Ward, Mary Kate Pilcher Hayek, Joni Schrup, Susan Craig, Bill Nusser, George Etre,

Non-voting Members Present: Wendy Ford, Lisa Barnes, Ryan Sempf

Staff Present: Nancy Bird, Betsy Potter, Christopher Hunter, Ellys Barkley

Guests/Others: Mark Lynch, Karen Kubby

Voting Members Absent with Notice: Nick Lindsley, Rau Jain, Mark Ginsberg, Anne Armitage, David Kieft, Crissy Canganelli

Call to Order/Announcements

President Stramer called the meeting to order at 8:32 in Meeting Room B/C of the Iowa City Public Library. A quorum was present.

Minutes

It was moved and seconded (Schrup/Roche) to accept the August 24 minutes with the correction that Roche was present. Motion passed 11-0.

Financials

It was moved by Jehle, seconded by Ward to accept the financials. Motion passed 11-0. Potter reviewed the financials from the two big food events—Taste of Iowa City and Farm to Street Dinner, both were very successful.

Retail Downtown

Mark Lynch from Skogman Realty who works with several property owners downtown as well as clients who are looking for downtown space was invited to talk generally about the retail climate and options. He said retail is hard because it competes with the often higher profit, food and drink establishments. Ideal size is 2,000-2,500 sq ft. with good frontage and windows. Iowa City downtown properties are often so deep that the back part of the space is not well suited to retail. He said interested parties often have national brokers and are willing to wait for months or even longer for the right “Main on Main” (at a busy crossroads with lots of traffic is available).

Ex-Officio Reports

Ford announced that the Hieronymus Square project has passed the City Council. The Economic Development Committee is finalizing their TIF policy recommendations which will then go to Council. Sempf (standing in for Casko) said the Chamber is also tracking the TIF discussions and has a member survey. Barnes reported they are in the midst of a serious conversation about rearranging things due to the ped mall reconstruction. There seem to be work arounds for the festivals, but the biggest issue right now is moving Friday night concerts for one year –they don't want to close a street once a week and they have looked at many options, if you have ideas you should let her know. Bird reported that Ben Nelson (UI Student Gov) will be missing meeting this semester because of a class conflict, but he sent he thanks for help and support for the UISG project to get information regarding staying safe into the bars' bathrooms.

Staff Reports

Stramer wanted people to know about a new food delivery service called CHOMP that is in start-up mode right now. It is supported by 30 local restaurants and is intended to replace the Order Up service that was bought out by Grub Hub. Watch for it.

Bird reported that the budget information will be out earlier than usual due to a requirement of the SSMID. Winnike is working with evening merchants and the movie series has been well received. On October 5, a reception for outgoing downtown liaison police officer Dave Schwindt and his replacement Colin Fowler will be in Room A of the Library from 9:00am-10:30am. Potter reminded everyone that Oktoberfest was this weekend. Both discussed the options for investing the gains from FY17 (\$42,865) into approved projects, a list was included in the packet materials. Discussion focused around the Motionloft Pedestrian Counters and purchase of three Holiday Pop-Up Shops. A motion was made by Nusser/Hayek to approve the staff recommendations and passed 11-0.

Legislative Committee Report

Roche and Hayek from the Legislative Committee walked the group through the draft document that is intended to share advocacy priorities of the Downtown District. Kubby noted that she would like to see a statement regarding maintaining the pedestrian friendly streetscape whatever the building height. The document will be finalized in the next week so send comments to the committee. Because we want to share the positions with the candidates for Iowa City City Council and get some feedback from them via a survey we will be doing an electronic vote on the final document in the next week or so.

Adjourn

Motion to adjourn was made by Schrup, seconded by Nusser. All in favor. Recorded by Susan Craig.