

**Iowa City Downtown District
Board of Directors Meeting Minutes
September 27, 2018**

Voting Members Present: Naftaly Stramer, Joni Schrup, Susan Craig, Michelle Galvin, Anne Armitage, David Kieft, Katie Roche, Greg Turner, Cady Gerlach, Mary Kate Pilcher Hayek (in at 9:30),

Non-voting Members Present: Abbey Restko for Aimee Jennings, Wendy Ford, Kim Casco

Staff Present: Nancy Bird, Betsy Potter, Christopher Hunter, Marcus Brown

Voting Members Absent with Notice: Monica Moen, Wesley Ward, Jason Deppe, Nick Lindsley, Jigna Janie, Amber Neville, Mark Ginsberg, Bill Nusser

Call to Order

President Galvin called the meeting to order at 9:03 in Meeting Room D of the Iowa City Public Library.

Minutes

It was moved and seconded (Schrup/Stramer) to accept the August minutes. Motion passed 9-0.

Financials

Turner presented the financial reports. He focused on the end of the year balance, indicating that the Executive Committee's recommendation was to add \$50,000 to the reserve fund (raising it to the equivalent of about 3 months operating expenses), send \$2,000 to the wrap up the RAGBRAI project and support the gift to United Way, and put the rest in the project account. Motion from Craig/seconded by Kieft to approve the Financial Reports as well as the recommendation for allocation of the carryover funds. Motion passed 9-0. Kieft added a thank you to Nancy and all the staff for the good budget management.

Co-Sign Project

Betsy presented information about the next phase of the Co-Sign Project. It's being called Co-Sign+. The Co-Sign piece is very similar to the earlier program only the amount of the 50/50 match is raised to \$3,000. This means fewer signs will be done, but those participating will potentially receive more funding.

The “plus” part of the program has several partners and programs with various guidelines, all with the goal of improving storefronts. The City will be offering a program with details available soon and three local banks will be offering very low-interest loans.

Staff Reports

Nancy reminded people that the advocacy piece for the two City Council candidates is out. It was prepared by the Legislative Committee. They are already looking ahead to Council elections in 2019. She is beginning to have conversations with property owners south of Burlington to gauge possible interest in expanding the District. The City has prepared an RFP for a Retail Recruiter for the entire city, so they are waiting to see how that can mesh with their specific goals for downtown. Marcus has been preparing and distributing information sheets for the downtown hotels highlighting downtown information and activities on a regular basis. Chris reported that Oktoberfest is ready to go this weekend. The Brewfest tickets are sold out. This is Betsy’s last meeting before maternity leave. We will see her back in January.

Ex-Officio Reports

Michelle reported for Gustave that UISG is working the ICDD to plan no-alcohol night time events and for Kate (ICAD) that professional developers of Iowa will be meeting at Big Grove for their annual meeting. Abbey shared posters she had brought for a play at the Englert which is a SOTA event and Katie brought information about Witching Hour. Craig shared that the City of Literature Book Festival is coming up the first week in October. Wendy shared more about the Building Change program (the Plus in Co-sign above). The City is budgeting \$150,000 over several years for building improvement grants which can be combined with the low-interest loans.

Adjourn

Meeting adjourned at 10:03.

Recorded by Susan Craig