

**Iowa City Downtown District  
Board of Directors Meeting Minutes  
February 28th, 2019**

**Voting Members Present:** Michele Galvin, Mary Kate Pilcher Hayek, Greg Turner, Nick Lindsley, Naftaly Stramer, Jigna Jani, Joni Schrup, Amber Neville, Katie Roche, David Kieft, Anne Armitage

**Non-Voting Members Present:** Gustav Stewart, Wendy Ford, Kate Moreland, David Keift, Nick Pfeiffer, Aimee Jennings

**Staff Present:** Nancy Bird, Betsy Potter, Marcus Brown

**Call to Order**

President Galvin called the meeting to order at 9:05 in Meeting Room D of the Iowa City Public Library.

**Minutes**

It was moved and seconded (Schrupp, Roche) to accept the January minutes. Motion passed 11-0.

**Financials**

Greg Turner presented the financial reports. He noted that the numbers trending as expected for this time of year. In the profit/loss report, Turner noted that the shop crawls were well attended and performed well financially. Expenses incurred included the recent Downtown magazine. The next big expenses will be in June. Approval of the financial report was moved and seconded (Hayek, Schrupp). Motion passed 11-0.

Naftaly reported on the Form-Based Code meeting with the Northside Neighborhood. Dash Coffee will be moving into the Northside Commons building on Bloomington and Linn. Congrats to Mary Kate on being recognized as a Woman of Influence in the Corridor. Katie Roche provided a brief on Mission Creek and reminder of some of the upcoming shows.

**Retail Strategy Update**

Nancy gave a retail strategy update to the board. The consultant works with psychographics, layers consumer habits into demographics. Their recommendations for existing vs. ideal retail was to grow high quality apparel + retail and minimize restaurant and non-retail. They suggested hiring and training a retail recruiter, develop retail guidelines, ensure continuity of retail on the ped mall, and enhance key locations in the district.

In the discussion that followed, Kate said not to take our foot off the gas if we're making progress in the right direction. A discussion about the alleys arose and it was suggested by Anne to focus on one alley for a beta test, and grow bigger from there (such as the Studio 13 alley). Michelle commented on the necessary interconnectivity between retail and restaurants, and that we need to maintain focus on both.

**Staff Updates**

Betsy – Top Chef was very successful and possibly the best yet. It was held at the Graduate, and this year Filmscene and the Englert were involved as well. This year increased from 150 to 200 tickets, and they sold out very quickly.

**Ex-Officio Reports**

CVB – Nick Pfeiffer discussed Foodie February. Run CRANDIC still needs volunteers, you can sign up at [runcrandic.com](http://runcrandic.com). The CVB accepted an award for Iowa City from the Travel Iowa Conference as the Community of the Year.

Gustav Stewart – UISG – No Report

David Kieft – UI – No Report

Amy Jennings – Summer of the Arts – 319 E 1<sup>st</sup> St is their new office location. The open container policy will not change for Summer of the Arts programming because they couldn't secure open containers for more than one day.

Kate Moreland – ICAD – Hosted a Customer Obsession's Summit. (3) Merge companies recently had national recognition. ICDD/ICAD had a networking event the day before.

Motion and second to adjourn meeting at 10:05 (Roche, Turner). Motion passed 11-0.