

**Iowa City Downtown District  
Board of Directors Meeting Minutes  
April 25th, 2019**

**Voting Members Present:** Michele Galvin, Mary Kate Pilcher Hayek, Greg Turner, Nick Lindsley, Naftaly Stramer, Joni Schrup, Amber Neville, Jason Deppe, David Kieft, Dave Nerad, Cady Gerlach, Anne Armitage

**Non-Voting Members Present:** Gustave Stewart, Wendy Ford, Kate Moreland, Aimee Jennings, Kim Casko, Nick Pfeiffer

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

**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, Nerad) to accept the March minutes. Motion passed 12-0.

**Financials**

Greg Turner presented the financial reports. Administrative expenses are typical. Turner noted the line item for security cameras at \$2,900. Nancy noted that there would be an edit to the MOA with the city for power washing to be target high-need areas over those spaces requiring less maintenance. Approval of the financial report was moved and seconded (Gerlach, Schrupp). Motion passed 11-0.

**Board Nominations**

All 1<sup>st</sup> term board members will be returning. Mark Ginsburg and Joni Schrupp will be leaving the board.

**Staff Updates**

Christopher – Working on Gallery Walk planning. This event is in its 25<sup>th</sup> year. There are 17 participants and the event will be on June 7<sup>th</sup> from 5pm to 8 pm. The summer intern, Katie, is working on planning for the Summer Shop Crawl. First Round continues to be a success, with around 50 attendees present at each event. Marketing videos have been successful as well, with strong numbers of “engagement” being reported by Sculpt.

Marcus – Discussed changes to the website. It has been made more mobile friendly. He has also been working on gift card sales.

Thomas – More alley projects coming. The Northside will engage in a few streetscape projects featuring some landscaping areas. A PIN Grant has been applied for. The goal is to change the maintenance philosophy of the streetscape from “Care free” to “Cared for.”

Betsy – Construction signage will go back out soon, 260 signs @ 3 signs/business. The stage canopy should be completed early May. The Block Party was announced yesterday. This year’s event has a great committee, and the event will feature more kid-friendly sand areas. Dave asked about analytics on presale; Betsy noted that there hasn’t been a lot of presale, but many are coming from CR. The Iowa City crowd doesn’t typically buy early. The women’s month campaign was very successful. The social media campaign gave a huge boost to visibility. Also, a new shopping genius campaign will be focusing

on retail focused events. The restaurant and bar forum – there has been a discussion with them to develop a marketing campaign. The response to the ICDD cookbook was somewhat lackluster, and a few were asking for more videos and commercials to support businesses. And finally, there will be an RFP going to design firms to revitalize/reimagine the alleyway between Dubuque St. and Linn St. The goal is to create a space that's safer, cleaner, and more pedestrian friendly.

### **Ex-Officio Reports**

Nick Pfeiffer – Iowa City was featured a “Best of the Midwest” magazine feature. Run CRANDIC is this weekend, the event will continue unless there's lightning. The Old Capitol Criterium is this weekend. A travel writer will be coming to Iowa City for the Block Party and could be another great opportunity for exposure. The CVB is looking to do digital and television marketing to markets 2 ½ to 3 hours away. Pfeiffer noted that Iowa City would not be getting the USA Wrestling Trials next year, they're going to Penn State instead.

Amy – Summer of the Arts – The online calendar for summer events has been updated. Friday night concerts will begin in a few weeks and will alternate between downtown and the Northside.

Gustav Stewart – UISG – Tentative plans for a student garden near North Hall. This will be Gustav's last meeting and he will be replaced by Austin.

David Kieft – U of I – The Big 10 Track and Field Championships will be in town on May 10<sup>th</sup>-12<sup>th</sup>. The Stanley Art Museum will hold its groundbreaking ceremony on Friday June 7<sup>th</sup>.

Kate Moreland – ICAD – Education Awards took place at the Englert this month with an emphasis on Innovation. Mark Nolte is in Denver looking to recruit investors for our Opportunity Zone tracts. Pear Deck will be hosting a hiring event @ 7:30 on Friday.

Wendy Ford – City of Iowa City – Building Change grants have been awarded. One to McDonald Optical. 2 others are being considered but need to work through some Historical Preservation items.

Motion and second to adjourn meeting at 10:05 (Stramer, Pilcher Hayek). Motion passed 12-0.