

IOWA CITY DOWNTOWN DISTRICT
Board of Directors Meeting
Meeting Minutes from July 25, 2019

Voting Members Present: Monica Moen, Jigna Jani, Charlie Nusser, Naftaly Strammer, Karen Kubby, Nick Lindsley, Elsworth Carman, Ritu Jain, Dave Nerad, Michelle Galvin, Mary-Kate Pilcher Hayek, Greg Turner, John Shcikendanz, Amber Neville.

Non-Voting Members Present: Kevin Boyd, Nick Pfeiffer, Aimee Langlas, Kim Casko, Wendy Ford, Nancy Bird.

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

Voting Members Absent With Notice: David Kieft, Cady Gerlach, Kate Moreland, Jason Deppe.

Call to Order

The meeting was called to order at 9:04 by Mary Kate Pilcher Hayek in the ICPL Conference Room D. A quorum of 14 of 17 voting members was present. Introductions were made.

1) Approval of Minutes

There was a motion to approve last meeting's minutes by Greg Turner and seconded by Monica Moen. *The motion passed 14-0.*

2) Approval of Finance Report

Greg Turner went over financials first for May and then for June.

May) Notes: It was noted that the Block Party \$31,000 goal in sponsorship actually was \$29,000 this year. Other points of discussion included the last payment of sidewalk cleaning falling into May, the Downtown magazine as a bi-annual expense to Little Village, the Downtown Gift card fraud incident, late invoices for Top Chef, Conference and Training CLP conference dues, expenses for Ped Mall signs and piano covers, and the Old Capitol Town Center study.

June) Notes: The Block party income and expenses were outlined in a detailed special summary on Block Party and lots of magazine advertising income came in during June. An email vote was made for approval of the FY20 budget, but finalization of the FY19 books still needs to be done. Questions were raised regarding the gift card fraud incident and the placemaking expenses in the month of June. The incident was reported to the Iowa City Police Department.

Ritu Jain motioned to approve the report, seconded by Michelle Galvin. *The motion passed 14-0.*

3) Strategic Plan Update/ICDD Organization Changes

Nancy discussed the progress of the Strategic Plan Update. In April there was a retreat to reexamine the 2016 strategic plan and make it more robust and aligned with the future of the organization. A set of refined initiatives is the culmination of this retreat and other, later committee work. Nancy briefly summarized these initiatives.

Nancy also discussed the new ICDD Organizational Chart, specifically the change in position/promotion of Betsy Potter to Director of Creative Services in order to increase efficiency and cohesiveness. Nancy would also like to increase personal involvement with City Council to make sure that there is open, prompt, and accurate communication with City Council.

4) Joseph's Proposed Patio

The proposal issued by Jim Mondanaro for a patio structure outside of Joseph's Steakhouse was brought up. The Legislative Committee discussed whether or not the Downtown District should put their support behind this project. Concerns regarding the POS, precedent-setting element of the structure, seat height (barstool)/public perception, and the visibility of the back wall from traffic were raised. It was suggested that there should possibly be some use-requirements, such as keeping it open all weeklong or a mandatory amount of months it must be open so it isn't vacant for long periods of time. The board also discussed whether there can be aesthetic, per project guidelines/expectations for future proposals given the precedent this patio may set. Nancy volunteered to draft a letter reflecting this board discussion in general support of the project that will then be sent around the board for approval before being sent to City Government.

Karen Kubby motioned to approve the suggested approach, Naftaly Strammer seconded. The motion passed 14-0

5) Ex Officio Reports

- Wendy Ford, City of Iowa City: The City of Iowa City went into a contract with a retail consultant from Birmingham, AL to fill vacancies city-wide. There will be a meeting with stakeholders and retailers in specific neighborhoods and discussion of tax abatement incentives for retail along Highways 5 and 6 for improvements.
- Kim Casko, Chamber of Commerce: The Iowa City Chamber of Commerce is moving to the ICMERGE space and holding a new teacher luncheon at Old Brick for new teachers in the county.
- Nick Pfeiffer, Think Iowa City: The CVB is doing a soft launch of a cycling focused website that will have resources for cyclists of all kinds with a larger launch in the Fall. Fryfest in Coralville, Big 10 football champions, Jinglecross coming soon at the Johnson County Fairgrounds, and LINK networking event at Tin Roost tonight with the Chamber and ICAD are coming up as well.

- Aimee Langlas, Summer of the Art: Road Closures for Soul and Blues Festival were announced along with news that “The Fez” concert was relocated to the Northside.
- Kevin Boyd, Historic Preservation Committee: Boyd discussed a partnership with the UI School for Urban and Regional Planning for discussion of a Downtown area historic preservation designation.

6) Adjourn: 10:06

Michelle Galvin moved to adjourn. The motion was seconded by Nick Lindsley. Motion passed 13-0.