

IOWA CITY DOWNTOWN DISTRICT
Board of Directors Meeting
Meeting Minutes from September 26, 2019

Voting Members Present: Charlie Nusser, Monica Moen, Elsworth Carman, Karen Kubby, Nick Lindsley, Cady Gerlach, Jigna Jani, Amber Neville, Naftaly Stramer, Dave Nerad, David Kieft, Mary Kate Pilcher Hayek, Ritu Jain, Michelle Galvin, Greg Turner

Non Voting Members Present: John Schickendanz, Aimee Langlas, Nancy Bird, Nick Pfeiffer, Wendy Ford, Austin Wu

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

Call to Order

The meeting of the Iowa City Downtown District Board of Directors was called to order by President Mary Kate Pilcher Hayek at 9:03am in the Iowa City Public Library Meeting Room D.

On motion by Moen, second by Jain, the minutes of the August 2019 Board Meeting were unanimously approved by the Board.

Greg Turner presented the August Financials to the Board of Directors and expanded on the information presented to the Board in the written materials. On motion by Kieft, second by Nusser, the August Financials were unanimously approved by the Board.

The Board received a presentation and introduction of the Strategic Plan Update and Advocacy Statement of the organization by Nancy Bird. Bird took questions from the Board regarding the plan and statement and shared that the inputs used to create the document were the Board retreat, staff workplans and review, and the Legislative Committee review and work on the documents. Bird shared that the Welcome, Shape, Draw foundations remain the same for the organization, and that the decision making framework remains the same, but has added the key core value of Diversity, Equity, and Inclusion. The vision statement has also been updated to reflect the connection and hub of Iowa City vision of the organization. Bird reviewed the Strategic Drivers of the organization, the role and identity of the players, and the geographic refocus to ensure neighborhood connections. Following that, the Board reviewed the organizational assets identified and those programming priorities shifted and refined. Following an in depth review of the update and priorities, staff took questions from the Board on specific work plans and the overall structure of those items presented.

The board was polled on various items: "Do you approve the full ICDD Strategic Plan?" 19 votes were cast in favor. "Do you approve the full ICDD Advocacy Statement Identified?" 19 votes were cast in favor with edits on hotels, transportation, CIT and Mental Health first aid training, income level ranges, and other items noted to be edited by staff.

Following that discussion, the ICDD Board ranked the Advocacy Priorities of the organization with the following as top three:

1. G. Advocate to ensure the City's transportation network, mobility plan, and parking assets keep pace with changing trends and the needs of downtown's growth. (10 votes cast in favor)

2. H. Support for a common ground approach to historic preservation and to ensure the needs of a contemporary retail environment and what contributes historically are fully considered. (6 votes cast in favor)
3. J. Support the downtown “hub” by working with or guiding other interested local leaders interested in strengthening “spokes” to downtown and other neighborhood nodes, including Riverfront Crossings. (8 votes cast in favor)

On motion by Kubby, second by Jain, the Board voted unanimously to approve the Strategic Plan Update and Advocacy Statement as edited. The Board discussed and consensus was reached that further discussion was warranted on what the determination would be on advocacy priorities at a later meeting.

Ex Officio Reports on Summer of the Arts, Think Iowa City, and ICAD were provided by the members in attendance, including an announcement about an upcoming EdTech push. Board members were requested to hold December 7 for a holiday party supporting United Way at Monica Moen’s new space.

On motion by Naftaly, second by Jain, the meeting was adjourned.