

**Iowa City Downtown District**  
Board of Directors Meeting  
**Meeting Minutes from October 24, 2019**

Voting Members Present: Charlie Nusser, Monica Moen, Elsworth Carman, Karen Kubby, Cady Gerlach, David Kieft, Mary Kate Pilcher Hayek, Michelle Galvin, Greg Turner, John Schickendanz,

Non-Voting Members Present: Nick Pfeiffer, Austin Wu, Kate Moreland, Aimee Langlas, Kim Casko

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

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 9:02am in the Iowa City Public Library Meeting Room D.

On motion by Nusser, second by Turner, the minutes of the September 2019 Board Meeting were unanimously approved by the Board.

Greg Turner presented the September Financials to the Board of Directors and expanded on the information presented to the Board in the written materials. Turner reported that the ICDD Projects Account is over \$83k which includes the \$13k moved from the previous fiscal year. Income received includes the Graduate Hotel Mural Project and Turner added further information on income and expenses and insurance claims. Bird answered questions regarding the financials and organization expectations. On motion by Kieft, second by Schickendanz, September Financials were unanimously approved by the Board.

The Board received the Organization's 2019 Form 990. On motion by Moen, second by Turner, the 990 Draft was approved and Bird was approved to execute the annual tax filing unanimously by the Board.

Betsy Potter provided a thorough update to the Board on the Holiday events coming up, including the Downtown Hunt for the Elves, the Horse Drawn Trolley Rides, and Santa Saturdays. Response to the programming has been positive and are continuations of successful events in previous years. Sustainable Landscape Solutions will be providing a stable Holiday setup. The Teddy Bear room is back with a hugely expanded schedule with Hilton Garden Inn's support. Purchases of the Teddy Bears will be "for sale" for area nonprofits or private purchase and the Friends of the Animal Center Foundation has filled the volunteer slots. Pop up shops are back, with electrical hookups and heat. Weekends are full, and weekdays are almost full and a Holiday Escape Room will be potentially be placed. November 8 is the test market for Fontanelle's Supply Company – an East Village male clothing store and folks are encouraged to attend and show support. The ICDD Holiday Party is set at Monica Moen's for December 7. Ticket proceeds go to United Way. The Chamber, ICAD, ICDD, and THINK Iowa City will be collaborating on a United Way employee campaign for curling in Coralville and Top Golf at the Graduate Hotel.

Potter went on to provide an update to the Alley project for the Studio 13 Alley Revitalization Project. The poles were discovered to be rotted through by Midamerican. Because the H poles will now need to be removed, single poles will be the replacements this fall, and the Steve Miller and the team from OPN has updated their design accordingly. The mural on US Bank will now be lit at an earlier stage in the project. The lights are programmable and able to withstand significant weather. Potter shared updates on the gutters, alleys, and dumpsters to make small improvements that will hopefully generate long-term changes for the alley.

The Board continued their conversation on Advocacy Priorities and clarified the conversation from September and reframed the questions to recognize the timing, chemistry, and acknowledging the basic and normal expectations of the ICDD organization for the upcoming year. The Board was then asked to rank what the advocacy priorities for 2020 (the short term), recognizing that the question is seeking input on what should be the priority for the organization beyond what is already occurring and expected of the organization. Bird shared that the Executive Committee asked her to share her suggestions based on her knowledge of the current landscape. Bird took questions and comments from the Board and the Board completed the polling exercise.

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

*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. (9 votes cast in favor).*

*4. I. Advocate for financial incentives and funding for ICDD programs that help attract and recruit retail. (Came up consistently as the next highest choice).*

On motion by Kubby, second by Nusser, the Board voted to approve of the ICDD pursuing the top 4 advocacy priorities identified in the polling exercise for the 2019-2020 year, which was approved on a majority vote.

Staff Updates: Christopher Hunter provided an update on the Octoberfest event. The stalwarts were in attendance and everyone was very positive. The Northside has requested to have another event with a more sustainable event model. \$22,000 was donated to local area nonprofits through the cleanups. The budget was reduced with less ice and rental companies. Programming was reduced to "pocket size" and people appreciated it. The Board discussed various beer festivals.

Ex Officio: THINK IowaCity – Nick reported that the VisitorGuide ad deadline is soon, and the Annual Luncheon is scheduled for December 11 at the Marriott in Coralville and the new arena will have a large high school wrestling event from throughout the Midwest. University of Iowa - David Kieft reported on the renovations of the Jefferson building and the Museum will create a few traffic issues at that intersection for utility lines for a few weeks. Austin Wu reported that the 2020 Landlord Guide is out with information on rentals and comprehensive information from the UISG. Summer of the Arts – Aimee reported that the Holiday Thieves Market will be handled by SOTA and were recommended by Betsy and will be held at the IMU. ICAD – Kate Moreland shared that the Strong Towns Foundation and LINC are happening today. Leadership Event at the Pacific Institute is coming up and the Englert Witching Hour collaboration with "Navigating your Narrative" is coming up on October 31. Chamber of Commerce –

Kim Casco reported that the Toast to Our Communities is coming up with a French Toast bar – with honoring area organizations and businesses. Local Election Guide is out with regional election information.

ICDD Reminders: Nancy Bird shared upcoming events for the Mobility Forum, upcoming Election, and Fall Shop Crawl. Bird shared the Republic contract and garbage updates with the Board prior to the meeting and asked that the Board review the materials to determine whether the contract should be rebid or extended. Bird sought information and responses from the Board and requested that the conversation happen relatively soon and will put the item on the agenda for the next month and will bring it to the retail forum meetings to include various input from stakeholders.

On motion by Turner, second by Galvin, the Board voted unanimously to adjourn at 10:05am.