

Iowa City Downtown District

Board of Directors Meeting

Meeting Minutes from November 21, 2019

Voting Members Present: Charlie Nusser, Monica Moen, Karen Kubby, Cady Gerlach, Michelle Galvin, John Schickendanz, Ritu Jain, Amber Neville, Naftaly Stramer, Dave Nerad, Nick Lindsley

Non-Voting Members Present: Nick Pfeiffer, Austin Wu, Kim Casko, Austin Wu

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

Call to Order: The meeting of the Iowa City Downtown District Board of Directors was called to order by Vice President Nick Lindsley at 9:01am in the Iowa City Public Library Meeting Room D.

UI Field Problems Course Presentation: UI Graduate Students on the Scope of Historic Preservation Study conducted in Downtown Iowa City. The presentation reviewed the overview of the study, the existing historic resources, local challenges and opportunities in market forces and perceptions and the community values of affordability, accessibility, community development, mobility, and sustainability. The study is looking at national designation at this time, but the local component has not been advanced at this time. The presentation also included the methodology that will be used and the objectives of the study overall. The team will now go out and conduct stakeholder interviews over the next months and into the new year, and once the study is complete, they will be published on the department website and shared with the ICDD Board of Directors.

Member Open Forum: Karen Kubby discussed the “craft with kittens” adoption event and the enthusiasm surrounding it. Nancy Bird shared the ICDD Board Gift of the end of the year, and thanked the Board for the time and energy they put into service and the cards and presents. Director Stramer asked about replacement lights for certain installations on the Northside and Bird provided information on reporting outages.

Minutes: On motion by Nusser, second by Moen, the minutes of the October 2019 Board Meeting were unanimously approved by the Board.

Financials: Nancy Bird 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 going to be spent over the spring, likely. Bird shared the progress of the Alley project and the budget and its increases in labor costs. Bird discussed the income from the SSMID and other income accounts from sponsorships, and expenses are starting to pick up as the holiday and event expenses are starting to accrue, like Oktoberfest and Bird reviewed the program initiatives expenses that were paid in October. Kubby reported that the ICDD Budget was approved on the City Council consent calendar on Tuesday, November 19, 2019. On motion by Kubby, second by Stramer, the October Financials were unanimously approved by the Board.

Staff Update:

Betsy Potter introduced the “Communication Plan” of the ICDD, which set out the policies, including the social media policies, and took questions from the Board. This is provided as part of orientation for staff and new Board members and this is a way that helps provide structure. By year-end, the goal would be to provide Board members with talking points about how the ICDD Board speaks about initiatives externally. Nancy stated that they will be reviewing and tightening the reserve policies and nonprofit

governance and management policies. Galvin shared that this is also important to teach others around us to market the good to the community to create this culture and redirecting the conversations about those key issues.

Nancy Bird shared the draft agenda of the beginning of a “hub initiative” and ways to teach neighborhood centers to talk about building and championing these efforts. The draft agenda also included the proposed panelists and presentation notes, and general talking points for the initiative. The Board is invited to attend and details will be sent out.

Betsy Potter provided the holiday event updates, including the success of the Escape Room and the Downtown Hunt for the Elves, the Horse Drawn Trolley Rides, and Santa Saturdays. The ICDD Holiday Party is set at Monica Moen’s for December 7. Ticket proceeds go to United Way. The Chamber, ICAD, ICDD, and Thinklowa City will be collaborating on a United Way employee campaign at the Graduate Hotel Top Golf Suite on December 20.

Ex Officio: ThinklowaCity – Nick reported that their Annual Luncheon is scheduled for December 11 at the Marriott in Coralville and that the luncheon speaker will describe the area as a the tool to attract talent and students to the University. ThinklowaCity is partnering with ICDD to sell some tickets to Restaurant Week for the Foodie Festival, and then Top Chef closes out that week for ICDD. A few freelance writers are writing pieces about the holiday events and things to do. Chamber of Commerce - Kim Casco shared that the Johnson County Holiday Shopping Guide is going live and the Legislative Forum on December 12, 2019 at Cedar Ridge. Livability Magazine will be launching soon around town with the spotlights. Nancy and Austin shared that Betsy presented about the Alley to the UISG meeting, which was positively received.

On motion by Kubby, second by Jain, the Board voted unanimously to adjourn at 9:52am.