

**Iowa City Downtown District**  
Board of Directors Meeting  
**Meeting Minutes from January 23, 2020**

Voting Members Present: David Kieft, Mary Kate Pilcher Hayek, Nick Lindsley, Cady Gerlach, Wendy Ford, Sarah Henry, Michelle Galvin, John Schickendanz, Ritu Jain, Amber Neville, Monica Moen, Naftaly Stramer, Dave Nerad, Karen Kubby, Ellsworth Carman, and Greg Turner.

Non-Voting Members Present: Wendy Ford, Nick Pfeiffer, Sarah Henry, Kim Casco, Kate Moreland, Kevin Boyd.

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

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

Ex-Officio Reports: What's Ahead in 2020:

- **City of Iowa City** - Wendy Ford started the reports, and shared that the City Council declared a Climate Crisis and directed staff to put together programs to address the crisis, and Economic Development is providing opportunities to track energy with the idea that you can't manage what you don't measure. Ford took questions and then presented opportunities available, including the Commercial Tax Abatement for Energy Efficiency Improvements, Green Industrial Incentives funded by TIF, and Green Commercial Incentives, along with grant opportunities for nonprofit and for profit collaboration.
- **UISG** - Sarah Henry reported on a few transparency initiatives that they are working on and sustainability issues being addressed in collaboration with the other governing bodies.
- **ICAD** - Kate Moreland presented updates on the transition of Mark Nolte. Moreland described the Education Summit event on February 27 with the Investor Council, and education initiative of ICAD, and the new LINC events held in conjunction with the Business Partnership.
- **ICA Business Partnership** - Kim Casco shared the upcoming annual banquet and new brand release of the Chamber of Commerce and how they are working on telling the story of the Chamber and its member organizations. Casco shared the cooperative Livability magazine that ICAD, ICDD, the CVB, and the ICACOC have worked to create and shared copies with the membership.
- **Historic Preservation Commission** - Kevin Boyd reported the timeline and landmark designation the commission is working on with the student group who presented at the last meeting.
- **THINK** - Nick Pfeiffer presented on upcoming events and the community event grants that are live and open, that are focused on bringing people to the area (April 15 deadline). Nick shared the information on Foodie February, including the Top Chef event of the ICDD and Restaurant Week, as well as the Run CRANDIC, JingleCross and area event timelines.
- **University of Iowa** - David Kieft updated on moving various student services to the Downtown in the Old Capitol Mall and the discussions about the University's option to purchase the facility in 2024.

Minutes: On motion by Galvin, second by Jain, the minutes of the November 2019 Board Meeting were unanimously approved by the Board.

November and December Financials: Greg Turner shared the financial position of the organization, and gave a thorough overview of the financial reports of the organization, including ensuring the Board

understands what reserves and funds are contained within the various Project Account, Operating Accounts, and the CD Accounts/Reserve Accounts of the ICDD. Turner described the November and December Profit and Loss statements, and increased holiday expenses at the end of the year. The ICDD Budget at midyear is tracking and in line with anticipated goals. On motion by Moen, second by Jain, the Board voted unanimously to approve the November and December financials.

The Board then reviewed the Proposed ICDD Emergency Reserve Policy – and while the income from the SSMID and University are consistent, the reserve would allow for the liquid assets needed in the event of an unforeseen income disruption with events or other planned and anticipated income. The policy would require a supermajority vote to use the reserve or draw from the accounts. The organization is currently operating within the policy. Turner and Nancy Bird took questions from the Board on the policy, and discussed the various utilization outcomes and possibilities of the policies. The Board was generally very positive and supportive of the policy. The members discussed the policy and determined they should look at it further, including the contractual obligations and bylaws of the organization. On motion by Kieft, second by Kubby, the Board voted unanimously to send the policy back to the Finance Committee and for the members to review the bylaws and other policies for consistency and defer the decision to the next meeting.

Staff Update:

Nancy presented the design guidelines to the Board and the CoSign program to assist and enhance the signage downtown. Betsy shared that the holiday events went very well and donated over \$7,000 to local charities. Overall, the entire season was successful and profitable, and the pop-ups were well received. The ICDD hosted the neighborhood SSMID interest meeting in the HUB initiative of the strategic plan of the organization and Nancy shared the success of the meeting. Joe Reilly shared the nightlife update of ICDD, including the new webpage, the upcoming act playlist embedded on the page, and the visual representations of events and opportunities downtown in Iowa City. Nancy shared the event reminders and updates on rescheduled events. Cady Gerlach and Nancy shared the opportunity for the February meeting location shift.

On motion by Jain, second by Galvin, the Board voted unanimously to adjourn at 10:02am.