

Iowa City Downtown District

Board of Directors Meeting

Meeting Minutes from April 23, 2020

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

Non-Voting Members Present: Wendy Ford, Monica Nieves, Sarah Henry, Kim Casco, Kate Moreland, Kevin Boyd, Abby Restko; Guests: Robyn Hepker and Dr. Hans House.

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 9:02am on Zoom.

COVID-19 Presentation from Dr. Hans House: Dr. Hans House, a UIHC Professor of Emergency Medicine presented a comprehensive update on the timeline of the COVID19 outbreak and local responses and projections. Dr. House reviewed best practices for businesses, including the outward facing and public use of cleaners, masks, distribution of seating, airflow, staffing patterns, and other initiatives that provide a sense of security and calm to public users of services. The Board asked questions about testing protocols and Dr. House's experiences in the pandemic, and held a discussion of the "Crush the Curve" test protocol released by the State of Iowa the day before, which Dr. House indicated was scientifically sound if there were appropriate and accurate tests available for the physical tests being requested.

March Minutes: On motion by Moen second by Jain, the minutes of the March meeting were unanimously approved by the Board.

Review of the Financials: Greg Turner shared the financial position of the organization and gave a thorough overview of the financial reports of the organization. Greg reported that the organization's financials are generally routine other than the projects account which has not been spent on the alley lighting at this point due to project delays. Greg shared the position of the organization on the Profit and Loss, as well as the Balance Sheet and identified those budgeted items to address the COVID19 crisis that have been updated and moved to other response initiatives as approved the previous months. ON motion by Kieft, second by Stramer, the financials of the organization were approved unanimously.

Gift Card Initiatives: The ICDD has had a successful gift card campaign with the distribution of gift cards and receipt redemption and the ICDD has reached its initial budgeted allotment. Betsy described the project and its success and took questions from the Board and described the future goals. On motion by Galvin, second by Moen, the Board authorized \$18,000 of project funds to continue the gift card incentive program.

ICDD Event Approach: Betsy provided an update to the Board on what events will look like in the coming year(s) ahead for the Downtown District, including preparations of insurance, sanitation and disinfection, and social distancing and that smaller, shorter events will be the safest and most successful until mid-summer to fall 2021. Small events mean 50 people or less. Betsy reviewed the risk matrix developed and provided recommendations to the Board of the event list and formats suggested by staff and how to

keep events going with recommended changes. Betsy then shared the financial impact of the suggested event timeline and schedule, and what that means for staff workflow and focuses. Betsy shared the increased changes to events, supplies, layouts and budgets that will be needed, and that staff are anticipating with changes to public health expectations, both formally and by the public who attend events. Betsy shared the updated tentative schedule and those micro, virtual, and format-changed events. The Board asked clarifying questions and event -related caution, postponements, and calendar of dates.

Staff Updates: Nancy provided further updates on the initiatives previously discussed and COVID19 response period. Patio fee waivers or cost reductions are still on the table for conversation as the situation evolves and guidance from public health provides guidance, and parking conversations with the City continue. The public surveillance infrastructure is still on the short-term list for priorities for continuation and are important to keeping Downtown safe, but there are also retail counters that can be built into these systems that could provide important data for business. There are still conversations on the 500' rule, a year-long patio program to spread cafes and other opportunities and thinking outside the box for vibrancy improvement and thinking differently about open containers or additional open streets/street closures to improve social distancing opportunities while continuing patronage. Nancy also shared that they will continue to support retail/first-floor rental assistance initiatives in any recovery and stimulus packages, and to see how arts and culture funding or opportunities can also be addressed. The Board also discussed the Farmer's Market opportunities to extend into the open air and streets at this time, as the market might be experiencing some challenges that would make open blocks and streets more opportune and open the conversation.

Ex Officio:

On motion by Naftaly, second by Stramer the Board voted unanimously to adjourn at 10:29am.