

Iowa City Downtown District
Board of Directors Meeting
Meeting Minutes from February 2022

Voting Members Present: Charlie Nusser, Susan Felker, Greg Turner, Jason Zeman, Nick Lindsley, Cady Gerlach, Jason Paulios, Dingyu Ding, Nina Lohman, Mary Kate Pilcher Hayek, and Jigna Jani.

Non-Voting Members Present: Rachel Kilburg, Monica Nieves, Abby Restko, Chastity Dillard, Kim Casco, Kate Moreland

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

Call to Order: The meeting of the Iowa City Downtown District Board of Directors was called to order by President Nusser at 9:02 am at the ICPL and on Zoom.

Studio 13 Update: Studio 13 (entrance) and the new CA Ventures development (parking) will have entrances directly across and may cause traffic issues. Jason is seeking support to ensure alley safety for alley activation/entrances.

January Minutes: On motion by Pilcher Hayek, second by Zeman, the minutes of the January meeting minutes were unanimously approved.

Financial Updates: Treasurer Turner shared the financial updates of the organization, including an explanation of the CDs, the profit and loss statement, balance sheet, and shared expenses since January. On motion by Pilcher Hayek and second by Lohman, the financials were approved unanimously.

Board Nominations - Nancy Ginsberg and Diego Lasansky: Charlie Nusser introduced the two new board nominees, Nancy Ginsberg (Seat 9, over 3000 sqft) and Diego Lasansky (Seat 15, stakeholder) including their background, connections to downtown, credentials, perspective, and experience they would bring as champions of downtown. On motion by Felker, second by Turner, Nancy Ginsberg was nominated to fill the seat. On motion by Pilcher Hayek, second by Ding, Diego Lasansky was nominated to fill the seat.

ICDD Economic Updates: Bird shared the Area Placer Economic Demographic Profile from 2/21-2/22. This placer data showed the number of visits, the trade area, and the demographic profiles of those visiting and spending time downtown (removing any University-owned properties). The survey results are preliminarily in, and the results are showing increases and decreases in consumer spending and those perceived influences which are affecting economic recovery downtown.

Project Better Together, 2030: Nancy shared the Project Better Together history and the Better Together 2030 visioning process, including the objectives and measures of success. Bird reviewed the current status, the committee, the survey and brainstorming game, and the outreach efforts.

The staff reminded the Board of upcoming events, including Top Chef Downtown - Monday, February 28.

On motion by Pilcher Hayek, second by Turner, the ICDD Board voted to go into Executive Session at 9:47 am to discuss organizational structure and strategic planning.

Ex Officios reports were sent via email.

On motion by Felker, second by Hayek, the meeting was adjourned and the executive session was concluded at 10:26 am.