

Iowa City Downtown District

Board of Directors Meeting

Meeting Minutes from April 28, 2022

Voting Members Present: Charlie Nusser, Susan Felker, Nick Lindsley, Cady Gerlach, Ding Ding, Nina Lohman, Maka Pilcher Hayek, Michelle Galvin, Nancy Ginsberg, David Kieft, Diego Lasansky, Chastity Dillard, and Jigna Jani.

Non-Voting Members Present: Tom Banta, Rachel Kilburg, Abby Restko, Kim Casco, Nancy Bird and Ryan Longnecker.

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

Call to Order: The meeting was called to order by Immediate Past President Nick Lindsley at 9:01am.

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

Financial Updates: Nancy Bird shared the financial updates of the organization and that the double payment of the sales tax was returned by the State of Iowa. The Balance Sheet is showing a standard month and the Profit and Loss is showing sponsorships that are really outstanding and increasing. The tickets that are being sold this year will show as sold now, but they will carry forward to the event in the next fiscal year, i.e. Oktoberfest. The budget vs. actuals shows that the tax collection is not received, which resolves itself in the quarterly check that will arrive in the next week. On motion by Kieft, second by Pilcher-Hayek, the financials of the organization were unanimously approved.

Board Nominations Committee: Nancy shared that we need to develop a nominations committee for the Board and for the Executive Board. Nina Lohman and Mary Kate Pilcher Hayek, as well as Nick Lindsley volunteered, and Abby Restko as a nonvoting member volunteered. Nancy shared that Gerlach and Galvin will be cycling off the Board. There is also an open liquor license seat from Zeman. Gerlach is Secretary and the Vice President role from Zeman are open. The nominations committee should meet to determine these items soon for the May meeting. We have a gender balance in the bylaws required, as well as seats required by the SSMID ordinance and petition.

Placer.ai Data: Joe shared the monthly snapshot of Placer.ai data with the Board to improve the storytelling of the visitors and customers in Downtown. This will help guide perceptions and anecdotes that are shared across the community with data. The team will put together a monthly newsletter of downtown insights and owners can ask insights specifically of their locations. This newsletter will include visitors, average time spent, peak hours, zip codes, noteworthy insights around events and seasonal trends.

Budget: The entire next meeting will be set on the budget, which should set the tone for the coming fiscal year and relevant programs and projects that are expected to be included. Fowler should return to the downtown area in the coming area with service point discussions and a memorandum of understanding and the parameters of that investment. Costs have increased across the board around 11% for all goods and services, which is reflected in the budget. Staffing support and reserve increases are anticipated to be included in the budget overview. The budget is in draft next month and up for

discussion with approval requested for the June. Potter shared the FY23 program opportunities and budget requests, including additional authentic and unique marketing tools including the Downtown Dish podcast, the Hello Lamp post (on street digital engagement), and continuing public art installations and programs, including summer installations and winter seasonal touring installations and displays. The Board discussed these updates and asked questions for more information. Nancy shared that starting in 2021, the levy could be increased to \$2.50 by the terms of the ordinance and petition, which has historically been set at \$2.00 but could go up to \$2.50 with a request to the City. Potter shared updates on the ICDD picnic table requests and bistro table status.

Ex Officios Report: Restko shared that Summer of the Arts schedule is out and the concert schedule, eat for the Arts, and a Facebook group about small businesses and events she personally started. Kieft shared updates for the University of Iowa including legislative updates and the Herky water tower near the stadium that needs to be moved/updated. Dillard shared that programs are all fully running and summer updates that are taking off and they are excited to partner with the SD SSMID in their location in that district. Kilburg shared that the Direct Assistance Program is up and running and the City is allocating money to increasing tourism in the area. The Dubuque Street project is on its way in planning and the City is including the ICDD in these conversations. The City is also reviewing and approving the Northside alcohol license. There is also an installation of the new playground starting August on the ped mall. CA Ventures is still in process. Banta shared updates from ICAD, including Builders and Backers, the DEI Assessment of partnered organizations. Casko shared the Business Partnership update including the DEI assessment partnership that is available to all businesses locally to improve our snapshot locally in aggregate data in the region. The Innovation in Education awards were yesterday evening and the Vote22 activities are underway and promoting candidate conversations as the primary approaches and Better Together 2030 visioning documents are finalizing and hope to be shared out soon. Casko shared events and new members, including the Unimpaired Dry Bar. Business PMs are back. The board discussed mental health funding that was received by the UI College of Education, which should provide partnership opportunities between the stakeholders in the community. Pilcher-Hayek shared that this is a hard time for public education as ICCSD anticipates that the flat tax will result in 25% reduction to funding to schools. Brian shared updates of the UI Student Government, including Ellie Miglin will become the City Liaison, who will be the new delegates.

Lindsley shared that the Annual Meeting is on May 19 with fourteen tickets remaining. After the theater, then anyone can come.

On motion by Hayek, second by Felker, the meeting was adjourned at 10:09am.