

Iowa City Downtown District
Board of Directors Meeting
Meeting Minutes from March 24, 2022

Voting Members Present: Charlie Nusser, Greg Turner, Nancy Ginsburg, Diego Lasansky, Michelle Galvin, Susan Felker, Jason Paulios, Jeet Saini, Maka Pilcher-Hayek (Quorum established)

Non-Voting Members Present: Tom Banta, Abby Restko, Kim Casco, Monica Nieves, Rachel Kilburg, Nancy Bird

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

Call to Order: Meeting called to order at 9:10

1. Approval of February Minutes: Pilcher-Hayek moved, Galvin seconded, all voted in favor
2. Turner reviewed February financials, noting the overpayment of \$17,000 in sales tax due to a tech issue will be resolved in the April financials; Top Chef was a huge success; Motion to approve made by Felker, seconded by Galvin, all voted in favor.
3. Bird gave additional financial updates: the ICDD paid a dram shop insurance premium related to serving alcohol on the closed street of N. Linn (\$1,300) and will be in discussions with businesses and City for the upcoming Northside Outside program; The ICDD is also selling tickets for the annual meeting on May 19 at Filmscene.
4. Bird gave Better Together 2030 Update and ED Alignment; reviewed "All Our Ideas" survey results; top result: "Build strong, authentic commercial neighborhoods with arts and culture, mobility, affordable housing, environment stewardship, and more;" results will be processed by a regional steering committee of approximately 40 people; implementation of plan will be ready this summer
5. Potter provided Retail Recruitment and Retention Work including overview of current initiatives, downtown delivery program, loyalty program (Simperks reboot), retail recruitment. Bird dove deeper into retail recruitment, describing an ideal mix of non-retail, food and beverage, apparel/shoes, and other retail.
6. Ex-officio updates:
 - a. Casco (Business Partnership): Final legislative forum on 2-25; Celebrating Education Innovation event at Englert on 4-27.
 - b. Restko (Summer of the Arts): Friday night concerts begin May 13 and go into August; Northside concerts begin June 11 and go into August; Arts Fest will be on first weekend of June (3-5), Jazz Fest will be July 1, Soul and Blues Fest moving to Clinton St. on September 23-24.
 - c. Kilburg (City of Iowa City): Citation for parking in bike lanes can now be enforced; City Council kicked off strategic 5-year planning process, will be adopted in June; City received \$750,000 in federal funds for transportation; new fire chief

- d. Banta (ICAD): *Build Johnson County* quarterly meeting: comprehensive planning/design/build, align with stronger commercial neighborhoods, build relationship between builders and local government; *Design Dash* in April at University of Iowa College of Education, targeting school children to develop entrepreneurial skills; *Builders and Backers* – Bolster entrepreneurship in underserved communities.
 - e. Nieves (Think Iowa City): USA wrestling World Team at Xtreme Arena May 20 – 22; Partnering with UI Athletic Department to celebrate anniversaries of Title IX and women’s athletics. Kickoff event on May 7th followed by a year of events and education and a bigger event planned for May 2023; Offering \$5K marketing grants for local event organizers
7. Motion to adjourn. All in favor. Meeting adjourned 10:18pm.