

## **Iowa City Downtown District**

Board of Directors Meeting

### **Meeting Minutes from January 28, 2021**

Voting Members Present: Karen Kubby, Elsworth Carman, Chastity Dillard, Charlie Nusser, David Kieft, Nick Lindsley, Cady Gerlach, Jason Zeman, Greg Turner, David Kieft, Jigna Jani, Michelle Galvin, Nina Lohman, Monica Moen, Mary Kate Pilcher Hayek, Amber Neville,

Non-Voting Members Present: Kim Casco, Kate Moreland, Nick Pfeiffer, Abby Restko, Chastity Dillard, Rachel Kilburg, Nancy Bird

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

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

Welcome to Rachel Kilburg: President Lindsley welcomes Rachel Kilburg to the meeting and Board of Directors as the representative for the City of Iowa City, replacing Wendy Ford. Rachel introduced herself.

November Minutes: On motion by Nusser, second by Lohman, the minutes of the November meeting were unanimously approved by the Board.

Financial Updates: Treasurer Turner presented the financial report, sharing the Balance Sheet of the organization and described the reserve accounts and project accounts of the organization. Turner then shared the Profit and Loss statements and those items associated with the Holiday season and online portal. Turner drew attention to the net income of the organization and shared the ICaretogether/PBT initiatives and the related expenses. Turner shared the ongoing alley project, giftcard project updates, and Nancy Bird shared the gift card work and initiatives required and completed by Joe Reilly to make the project a success. Turner and Bird took questions on the P&L from the Board. Kubby asked about the Winter Up expenses and approvals of various purchases made and installed by businesses. Turner then added the Budget comparisons for the Board, and described the SSMID payment timing and estimates on delinquencies vs. actual receipts. The financials were approved unanimously by the Board.

Short-term Impact Projects and Budget Adjustments: Nancy shared that with the budget shortfalls initially anticipated, the Board and organization made adjustments to reduce program opportunities for 2021 to stay within the reduced budget. Betsy Potter then shared that now, with contracted payments that were not expected coming in, there is an opportunity to readjust and now make needed and increased impact for the members and district businesses by continuing the Downtown Delivers, Online Market, marketing Downtown District Giftcard programs, Outdoor Seating Areas for warmer weather, flexible Event Programming, and the Support Local Incentive Program. Bird went on to share Public Art and Winterization Exploration opportunities and regulatory efforts needed to keep things flexible for attraction opportunities on different downtown streets. Those new funds would be used for Public Art, Delivery Vehicle Purchase/Lease, and other opportunities. The Board then discussed the PPP Loan opportunities and what should be done about the 2<sup>nd</sup> draw application. Kubby moved to direct staff to apply for the PPP Loan and give full authority to Nancy Bird to execute any and all applications, promissory notes, mortgages, closing statements, loans, or other accounts or documentation required to apply for, receive, and then forgive a Paycheck Protection Program Loan on behalf of the Iowa City

Downtown District. Hayek seconded it and it was unanimously approved by the Board of Directors. Turner then made a motion to approve the updated Budget Proposal presented to the Board with adjustments to projects and initiatives as described if all funds proposed are received. Nusser seconded and the Board approved the motion unanimously.

Ex Officio: Kim Casco shared updates from the Business Partnership, including the Annual Meeting and Banquet to be held virtually this year, a Legislative Forum, and Project Better Together initiatives with the PPP Webinars, Vaccine Rollout Support/Equity Concerns, and other longer term initiatives. David Kieft shared the Seashore Hall Demolition Greenspace common area and outdoor space. It should be completed or under construction by the time classes start which is anticipated to be a greenspace for the foreseeable future. There will also be a pocket park near Main Library. Kieft took questions from the Board about the concept drawings and bidding timeline. Restko shared updates from the Summer of the Arts, who are planning cautiously but optimistically about Jazz Fest and Northside Concert and Music on the Move services around neighborhoods. Movies will be held at the Airport Drive In and Chauncey Park. Chastity shared on Neighborhood Centers, including programming available to students locally. Kate Moreland shared the EdTech ICAD Investor Meeting coming up in February. EdTech is an industry cluster that will be a heavy focus regionally as recovery efforts move forward. Kate shared to be on the lookout for Share Your Love to the local school staff and educators. Nick Pfeiffer from Think Iowa City shared that they are looking at changes in their Partnership Model and inclusivity efforts. Nick shared the Bravo Awards and Wrestling Championships to be held. Foodie February is coming up and lots of great events related to local food and restaurants. Rachel Kilburg from the City of Iowa City shared the Budget meeting updates, and other summer upcoming changes including the Ped Mall playground, DEI trainings upcoming, street overlay program, the new Police Chief, Climate Action updates and energy initiatives, the transit study, and public hearings coming up with recommended changes.

On motion by Kubby, second by Restko, the meeting was adjourned at 10:24am.