

Iowa City Downtown District

Board of Directors Meeting

Meeting Minutes from January 2022

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

Non-Voting Members Present: Rachel Kilburg, Nick Pfeiffer, Abby Restko, Chastity Dillard, Kim Casko, Kate Moreland, Ellie Miglin, and Ryan Westhoff

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 on Zoom.

November Minutes: On motion by Turner, second by Galvin, the minutes of the November meeting minutes were unanimously approved.

Financial Updates: Treasurer Turner shared the financial updates of the organization, including explanation of the CDs, the profit and loss statement, balance sheet, and shared expenses since November reflect the year end and holiday expenses.

Staff Updates: Potter shared the events of the holiday season, outcome of the holiday campaign, and attendees, including the Santa sessions, cart rides, kid's market, pop up shopping, and other events. Reilly shared the giftcard program and redemptions. Bird then shared the Lease Clinic update, and Susan Felker, who assisted in developing the program shared additional takeaways.

2022 ICDD Focus Discussion: Betsy Potter updated the Board on the 10th Year Anniversary of the ICDD/SSMID and incorporating that into the Annual Meeting, which will be held in May, on Thursday, May 19. Potter then shared the website and marketing update, as it has been about five to six years since the website has rolled out, but the staff has determined it is time to overhaul the website in various functions, simplifications, updates, most prominently, the Arts and Culture section of Downtown's cultural and entertainment options. The Arts and Culture Caucus is behind this initiative, and they will assist in ensuring this also meets their needs. DeNovo will be reviewing the website with the ICDD team, including accessibility features. Joe Reilly then shared about Tours/Guides. Visitors have consistently shared feedback that there should be tours and scheduled more accessible guided or self-guided tours through the Downtown district. These could include the beer caves, literary tours, ghost or food tours. Christopher Hunter shared updates on the events upcoming over 2022, and that that in person events are sold out and there is demand. Pandemic events that are outside or distanced will continue as they have been widely successful. ICDD hosts a lot of events, and the staff is focusing on distributing events and marketing throughout the year to ensure appropriate marketing and well attended and successful. Hayek cautioned Bird and asked her to knock wood to ensure the schedule could continue without disruption. The Downtown Arts Alliance has approached the ICDD to support the application to become a designated Iowa Cultural & Entertainment District. ICDD is supportive of this initiative and will take this great next step forward. Bird then shared the Placer data collected and the upcoming data strategy and how to best share that data out, including the inventory of the square

footage of the spaces downtown that is optimal and affordable for the purposes retailers or other tenants need. The Board discussed the retail strategy with the ICDD Board and the importance of sharing the actual data to better tell the true story over anecdotes in Iowa City and review of development of near-and-in downtown retail and housing strategies that focus on the livable, inclusive, and diverse civic life that Iowa City has to offer, including potential subsidies and entry points for new and small business owners. The Board continued the discussion, including sharing the viewpoints of local and newer owners of retail recruitment strategy and building a destination community with placemaking.

The staff reminded the Board of upcoming events, including the Hot Cocoa Crawl - Friday, January 28, First Round - Wednesday, February 16 @ PSOne, Next Board Meeting - Thursday, February 24 and Top Chef Downtown - Monday, February 28.

Ex Officios: Rachel Kilburg from the City of Iowa City updated the ICDD on the grant programs of the City of Iowa City, including small business and energy efficiency grants, ARPA expenditures planned, and electric buses. Chastity Dillard shared updates with the board from NCJC about a potential partnership with employment and internship opportunities with NCJC programming and participants. Abby Restko shared updates from Summer of the Arts, including that SOTA is into strategic planning and the recent survey. 32 business responses were received with positive feedback on the survey and things to improve. Ellie Miglin shared updates with the ICDD and that UISG wanted to propose a vaccination or negative test requirement to ensure safety and community consciousness about the pandemic. Kim Casco shared the updates from the business partnership, including their annual meeting, advocacy initiatives, and the executive leadership program. Kate Moreland shared updates from ICAD, including across small communities in the County, events including the Winter Investor Breakfast, and upcoming pictures of the positive developments in our region. Kate also promoted the NCJC program as it was an amazing program to watch and see the development of the young people over the summer. Nick Pfeiffer shared the updates from ThinkIowaCity and upcoming visitor guide, website updates with targeted API, hosting of athletic events upcoming, and swimming events to be held downtown and an international freestyle wrestling event and Statewide events at the Xtreme Arena. Nick shared the ShopJoCo giftcards have been successful with 144 merchants, including some downtown, with \$42,000 worth of sales and a low redemption rate thus far with 27% in downtown and 3% in Northside, with downtown as the highest percentages of redemption. Foodie February is coming up, as well as the local Bravo awards.

Nusser then welcomed Jay LeaVesseur to the Board.

On motion by Turner, second by Hayek, the meeting was adjourned at 10:20am.