

Iowa City Downtown District
Board of Directors Meeting
Meeting Minutes from July 22, 2021

Voting Members Present: Charlie Nusser, DingDing, Karen Kubby, Jeet Saini, Karen Kubby, Greg Turner, Michelle Galvin, Jason Zeman, Susan Felker, Dave Nerad, Jigna Jani, Cady Gerlach, Maka Pilcher Hayek, Chris Adams, Jason Paulios, and Nick Lindsley.

Non-Voting Members Present: Nick Pfeiffer, Abby Restko, Chastity Dillard, Kim Casko

Staff Present: Nancy Bird, Betsy Potter, Joe Reilly

Call to Order: The meeting of the Iowa City Downtown District Board of Directors was called to order by President Nusser at 9:05 am on Zoom. President Nusser went around the zoom room and asked the new members to the Board, including DingDing, Jeet Saini, Susan Felker, Chris Adams, and Jason Paulios.

June Minutes: On motion by Kubby, second by Zeman, the minutes of the June 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 projects account, including the lighting project funds that are still contained in that account, approximately \$34,000. Turner shared that the organization is still waiting on the PPP Forgiveness documentation from the SBA, but that it is expected. Turner then thanked the sponsors for the Block Party coming up. Turner mentioned that beautification projects have been completed and that Oktoberfest is presaling and going well. On the budget to actuals, the organization is still reconciling the final SSMID payment. Turner congratulated the staff of the ICDD for their fiscal year end and flexibility of the team and where we ended up after a challenging year. On motion by Galvin, second by Hayek, the financials of the organization dated June are approved unanimously by the Board.

Block Party Overview: Betsy provided an overview of the Block Party to the ICDD Board, which is scheduled for the upcoming Saturday. Potter shared there are significant staffing shortages with partners and they are setting up a bit earlier than usual to meet the needs. The pre-sale is on track from years previous, and 2/3 to 3/4 are sold at the event traditionally. Potter reviewed the mapping, layout, and set up of the programming schedule and activities. Betsy reviewed the new activities and previous hits of the Block Party, the event website with Policies, FAQs, vaccination information, the JCPH recommendations, and the risk management plan of the event. The First Aid tents will be on the map and clearly marked, heat and dehydration are a concern at this time. It's possible that there may be a vaccination tent at the event, which is primarily complicated by staffing and CVS has them during the event. Water, cooling tents, and UI Mobile Clinic is staffing the First Aid tent. For emergency management, Bird shared that if there is an issue, President Nusser will be informing the board. Bird shared that the ICDD Staff is doing incredibly well to put together the event and their hard work is showing. Kubby requested information about the ICPD presence or other law enforcement and Potter shared those details and meeting information and staff training in emergency situations.

UIHC CON Issue: The ICDD was approached to write a letter of support for UIHC's Certificate of Need for a hospital in North Liberty, and the legislative committee and Executive committee met and reviewed and discussed the request, including hearing from UIHC and Mercy staff and leadership. Bird shared that

the consensus is that in general, the idea is great for the region and county, which could eventually drive business toward downtown, however, there is not enough of a stakeholder base of knowledge or temperature in our district to take a public position on this issue at this time.

Advocacy Statement: Bird shared the ICDD Advocacy statement with the ICDD Board. Bird reviewed items within the document. The Board discussed items presented, including reviewing stakeholder engagement on the pieces contained within, the survey results, and ongoing plans for reviewing and finalizing the advocacy statement on behalf of the ICDD for use more broadly and publicly. While seemingly dry, it truly is important and drives activity of the organization and its work with area stakeholders.

Ex Officio Updates: Rachel Kilburg from the City of Iowa City shared that the PedMall playground will be replaced as replacement parts are becoming challenging to find and is likely due in Spring of 2022 due to shortages. The ARPA ideas will be discussed in September and the public is encouraged to respond to the survey. Parking will be at full enforcement at the return of students in the fall. Monday is the signing of the ADA anniversary, and it is a good reminder to review ADA compliance and responsibilities. Nick Pfeiffer, from Think Iowa City shared that there is a busy stretch of activities coming up leading into Football season. Think Iowa City has shared that visitor guide requests are up and road trips are increasing, driving tourists to the area. Kim Casco from the Business Partnership shared they are working on their legislative priorities, new teacher luncheon, business socials, and other activities upcoming. Project Better Together is moving forward with the visioning process with Rebecca Ryan and project kickoff is coming soon. Chastity Dillard shared that the NCJC is moving forward with events, including a National Night Out coming up. Block Party in Pheasant Ridge is upcoming on August 14. Chastity shared that bookbags and school supplies for all ages are needed for that event. Abby Restko shared that Summer of the Arts is going well, and that the Jazz Fest had 5,000 attendees. Lots of other events coming up, check out their website for more details and updates.

On motion by Galvin, second by Pilcher Hayek, the meeting was adjourned at 10:05am.