

Iowa City Downtown District
Board of Directors Meeting
Meeting Minutes from July 28, 2022

Voting Members Present: Nick Lindsley, Dingyu Ding, Nancy Ginsberg, Jason Paulios, Diego Lasansky, Mary Kate Pilcher Hayek, Tony Branch, David Kieft, Susan Felker, Wency Zimmerman, Jeet Saini

Non-Voting Members Present: Abby Restko, Stacey Houseman for Monica Nieves, Chastity Dillard, Beth Meyer, Tom Banta, Nancy Bird

Staff Present: Nancy Bird, Betsy Potter, Christopher Hunter

Call to Order: The meeting was called to order by past president Nick Lindsley at 9:01am.

June Minutes: On motion by Mary Kate Pilcher Hayek , second by Diego Lasansky, the minutes of the June meeting minutes were unanimously approved with an edit to include Mary Kate Pilcher Hayek and Jeet Saini as in attendance and correct spelling of Abby Restko.

Financial Updates: Greg Turner shared the financial updates of the Board. Overall the financials look good, but still waiting on some reconciliation of the money generated from the recent block party. Greg also feels like we are likely to come in close to a zero net revenue budget for the year. On motion by Pilcher Hayek, second by Lasansky, the June financials were unanimously approved.

New Introductions: Everyone present did a quick introduction as this was the first meeting for the newer board members.

Staff Updates: Potter provided a performance review for the recent Downtown Block Party. Attendance was way up but the number of cups sold were about the same as last year. The successful financial picture for the event was provided in the board materials. The board had a discussion on how to bring in more sponsors and revenue for events in general. The Mi Casa Your Casa had a lot of visitors and great comments but not budgeted for next year. Hunter gave an overview of the upcoming events for the next six months with the great news that the Farm to Street sold out very quickly and has a long waiting list.

Bird shared that there is a position that is now open for an “Event Coordinator” with the ICDD. This will help to free up some of the work that staff is currently doing. Also, “Think Iowa City” has some available dollars to bring in tourism from the City of Iowa City that must be spent in Iowa City. A couple of upcoming opportunities would be the winter festival and maybe the art installation that would be in the summer. Staff are still researching the costs. New ideas for events are “always welcomed!”

Ex Officiis Reports: Dillard relayed that the Neighborhood Center has hired a new Director and Assistant Director. They recently had a scavenger hunt for the kids that was a lot of fun for all and now working on their backpack event.

Restko reiterated that the SoTA movie and concert series are still going on, the jazz fest was successful and very well received and the next big event will be the Soul and Blues festival in September. Houseman stated that Think Iowa City is getting new restaurants and business for new sponsorship

opportunities for many of their upcoming sporting events. Meyer and Banta shared the upcoming Business Partnership and ICAD events as well.

On motion by Pilcher Hayek, second by Susan Felker, the meeting of the Board was adjourned at 10:00am.