

Iowa City Downtown District

Board of Directors Meeting

Meeting Minutes from June 24, 2021

Voting Members Present: Karen Kubby, Jason Zeman, Nick Lindsley, Charlie Nusser, Nina Lohman, Mary Kate Pilcher Hayek, Ritu Jain, Greg Turner, Cady Gerlach, Michelle Galvin, Monica Moen

Non-Voting Members Present: Angie Pilkington for Ellsworth Carman, Nick Pfeiffer, Abby Restko, Chastity Dillard, Kate Moreland, Kim Casco, David Kieft, Anna Van Heukelom, Nancy Bird

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

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. President Lindsley thanked the members rolling off the board for their service and for Past President Pilcher Hayek's service on the Board.

May Minutes: On motion by Turner, second by Nusser, the minutes of the May 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 shared the Profit and Loss statements, noting there was no June income to the organization. On the expense side, the gift card operation is still a meaningful program for the organization's members. Kubby asked questions on the payments timing for TIF and SSMID payments to the ICDD paid by the Assessor. Kieft asked capital improvement questions regarding City streetscape work and timing for those bids. On motion by Kieft, second by Moen, the financials of the organization were approved unanimously.

Board Nominations: Christopher Adams from the Graduate, Ding Ding from Teamo Tea, Jeet Saini from Om, and Susan Felker from Prairie Kitchen Store were nominated to the Board of Directors. On motion by Moen, second by Zeman, the nominations were approved unanimously by the Board of Directors.

Project Better Together Vision Plan 2030 Launch: Bird shared that one item that needed additional attention prior to the Budget approval was the Project Better Together 2.0 on Better Together 2030 Vision Planning with Rebecca Ryan as the facilitator and futurist. Bird shared a presentation on the background, needs, plans, and the unique elements of the scenario driven strategic "foresight" process that Ryan uses in the work she conducts, which is as grassroots as possible. Bird then reviewed the schedule and costs, along with the cost to the ICDD of the study. Phase I is \$65,000 and there are options available up to \$100,000 based on our inputs and services available. Kate Moreland shared that the ICAD board will be supporting this work at \$10,000 as well, and their interest in gathering the data that comes from it. Kim Casco shared updates from the Business Partnership, which will be supporting the endeavor as well as the process that comes through this. Think Iowa City is also on board. The Board asked questions and Karen Kubby shared that she believes the Cities and County need to invest in this as well for their own. Kate and Nancy shared that they have met with multiple city leaders and staff. Next, Kubby sought information about how the plans are reaching those marginalized and underrepresented populations so that they are included from the planning process in the beginning. Bird shared that this is the priority, along with compensating community leaders that will reach these populations for their efforts. Moreland shared that this is a priority.

Budget Presentation: Bird shared the Budget Proposal and highlighted edits and changes to the Budget that were made since the initial presentation last month. Bird highlighted the changes to the power washing contract and movements to the budget to accommodate those changes. The car lease expenses are moved into programs instead of administration and Bird offered the opportunity for any questions to the Board. The ICDD will share the closeout of the FY21 financials in August once those transactions clear. On motion by Kieft, second by Kubby, the Budget for FY22 for the ICDD was approved unanimously.

Staff and Ex Officio Updates: Betsy Potter shared an overview of the Block Party to happen on July 24 and that there are few changes to the event from previous years, other than an expansion of the footprint of the Block Party to maximum size and leaving full access to library parking and ramps. The event will run similarly and will start a bit earlier for family friendly activities. Potter shared the COVID plan and risk mitigation, through limiting capacity in the children's beach area. Because of the nature of the event, there is inherent risk due to COVID. Encouraging vaccinations and safety protocols will require entrances requesting unvaccinated attendees wear masks. JCPH has been asked to be onsite to give vaccinations on site. ICDD is requesting vaccination prior to attendance. Christopher Hunter shared micro retail events coming up and just happened, like the Mother's and Father's Day open houses and the upcoming Back to Brick and Mortar event similar to fashion weekend, pop up shops, and July's Storybook walk for Downtown and Northside shops, as well as the Sidewalk sales on July 15-18 as normal. Bird shared the National Register of Historic Places that have opt-in opportunities for tax credits and other opportunities. The legislative committee will also review an Advocacy Statement that will be shared next meeting.

Nick Pfeiffer from Think Iowa City shared their updates on new staff, many upcoming events, the Loop installation, Block Party, and other promotions. Chastity Dillard from NCJC shared that things are going well and summer programming in the community – they are looking for baby items now. August 3 is National Night Out. The Truth and Reconciliation Commission is meeting tonight at 7pm. David Kieft shared that the sidewalk near Seashore is poured to connect downtown and Northside neighborhoods and the greenspace site restoration occurs. July 1 will see a slow return to the University employees and then again on August 1. Abby Restko shared that Summer of the Arts has upcoming movies and Jazz Fest coming on next week with school house jazz for kids. SOTA is also still looking for beer garden volunteers. Coupons can be included in the volunteer bags this weekend. Kim Casco shared that the Top Golf is coming to Tiffin. President Lindsley thanked the ICDD for a great year.

On motion by Turner, second by Nusser, the meeting was adjourned at 9:58am.