

Iowa City Downtown District
Board of Directors Meeting
Meeting Minutes from March 25, 2021

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

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

Staff Present: Nancy Bird, Betsy Potter, Christopher Hunter

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.

February Minutes: On motion by Jain, second by Nusser, the minutes of the February 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 events, sponsorships, and timing of income and expenses. Following a question by Turner, Bird shared that the ICDD helped the South District SSMID process as a fiscal agent, which shows as income from the City and expenses incurred on behalf of the South District SSMID. Christopher Hunter then shared the income and expenses from the Top Chef, including the stipends for the participating businesses. The event sold out with very positive experiences from guests reported. Turner then shared the reduction in participation of the February giftcard incentive program for restaurants, and the Board then discussed moving that budget fund into marketing data initiatives as well as reasons for reduced participation. On motion by Kubby, second by Jain, the financials were approved unanimously by the Board.

Juli Johnson Downtown Parks Update: Juli Johnson shared updates on the City parks. There are plans to open City Park pool and many small gathering groups and small pop up events with focuses on outdoor events. The Robert A Lee center will be opening after the day shelter closes and the Public Library is going into Phase 4 reopening. The Chauncey Swan park will have 6 foot spaces painted on it, and there will be outdoor movie showings free to the public on Wednesday and Saturday nights with SOTA. Parks has been working on the redesign of the downtown playground with Confluence Design. Johnson reviewed the Goals of the playground design. Juli shared the concepts with the Board and received feedback on each, with the primary goals being significant focus on placemaking, public art, shade, accessibility, and the various users and functions of the space.

2am Restaurant Exception: Nancy provided an update on the 2am restaurant exception to the Board. The ICDD has now put out a survey to the area restaurants and bars to understand what the needs and better path forward is. The ICDD staff will meet with the forum this afternoon to discuss the consensus of the group. Staff discussed sharing the updates on this with the Board.

Ex Officio: Chastity Dillard shared the updates from the NCJC, as they are increasing connections with families and youth and can report on summertime activities increasing. Ryan Longenecker from UI shared that the USG has helped launch many different online resources to help students focus on their

wellbeing during this difficult time in the school year and that Anna Van Heukelom, will be joining in his place due to scheduling conflicts. Nick Pfeiffer has shared upcoming events coordinated with Think Iowa City, especially women's sporting events that will bubble in downtown hotels, and shared that Iowa City was named a top 50 staycation site, #1 for the state of Iowa. Abby Restko shared SOTA updates and increased live events for the summer. Eat for the Arts continues, as does music on the move. Northside and Friday night concerts are ongoing. Kate Moreland shared Project Better Together updates with school supports, a new BIPOC business incubator in the South District. Webinars continue almost a year into COVID. People are thinking ahead and reaching out for new opportunities, and hiring is increasing. There are positive economic signs starting to show up, which will continue safely and slowly. PBT, ICAD, and partners like UIHC and JCPH are looking for 80% of 16+ of our county as a goal and help in finding appointments for vaccines. April should see an increasing supply which will help alleviate some pressures. David Kieft shared that they announced Bruce Harreld will finish his term May 16, an interim will fill the summer, and then the new President will arrive late summer to start the fall. USG has raised funds to go toward FilmScene. Kim Casko shared the business impact survey about opening and re-opening, vaccine encouragement, and the results went out in the recent newsletter. Ribbon cuttings are happening and the Innovation in Education awards are going to happen in person. ICABP continues to track the legislative session and tracking important bills and their impacts on Iowa City.

Staff Updates: Nancy shared updates about the block captain outreach and the importance of the outreach specifically to the Asian American community businesses, many of which are receiving targeted harassment. Public outreach should be inward and outward.

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