

## **Iowa City Downtown District**

Board of Directors Meeting

### **Meeting Minutes from November 17th, 2022**

Voting Members Present: Charlie Nusser, Nick Lindsley, DingYu Ding, Susan Felker, Nancy Ginsberg, Tony Branch, Jason Paulios, Josh Immerfall, Bethany Young, David Kieft (via zoom), Nina Lohman, Diego Lasansky, Wendy Zimmerman

Non-Voting Members Present: Abby Restko, Chastity Dillard, Rachel Kilburg, Monica Nieves

Staff Present: Nancy Bird, Betsy Potter, Christopher Hunter, Joe Reilly, Julie Watkins

Call to Order: The meeting was called to order by President Nusser at 9:00 am.

October Minutes: On motion by Diego Lasansky, second by Tony Branch, the minutes of the October meeting minutes were unanimously approved.

Financial Updates: Nancy Bird gave the financial update as Turner was not able to attend the meeting. This is the time of year where there is heavy spending due to holiday campaigns but overall in good financial shape. Again, brought up that the CD reserve is also in good standing and that it is able to get a better interest rate.

October Financials: On motion by Felker, second by Lindsley, the October Financials were unanimously approved.

SSMID Levy Rate: Nancy updated the board that a survey has gone out to all stakeholders. Have received back 43 surveys which is approximately 9% of surveys sent out. Overall, the responses have been positive but there were three no's from Zen Salon, The Haunted Bookshop and Tracy Barkalow and Scott Cray wanted more information before making a decision. From the survey "Increased beautification projects and increased cleanliness" were the highest percent of reasons why it would be worth it to increase their investment to SSMID. Last week the preliminary budget was filed with the City of Iowa City which included the rate increase. This request to change the levy has an initial deadline of January 2023 with drop dead deadline of March 2023. After board discussion was a motion from Wendy Zimmerman to move forward with the levy increase and second by Susan Felker.

Local Rewards: Betsy gave a presentation about the revamping of the old SimPerks program. This is now going to be managed by ICDD instead of Sam Schrup who previously owned and developed the program. Currently there are 9 participating businesses and ICDD is breaking even but the goal is to always have at least ten participating businesses. This is free to customers and different fee structures for businesses with options for the business owners to customize their rewards that they will offer. This program has been re-branded and ready to launch and promoted in this upcoming year but still looking for new opportunities for growth.

Cultural and Entertainment District: Betsy gave a presentation about a new project that is in the beginning stages for ICDD and Iowa City. This project is to help re-develop these areas and Mindfire communications out of Davenport has been hired to oversee. Iowa City area has more cultural and entertainment venues per capita in the state. At this time trying to develop what the "Brand personally"

could look like. Target audience based on some research, surveys, meetings will be Iowa City locals, University of Iowa and regional areas. Slogan “Greatest small city for the arts” and “Artsy” are words that keep coming up to describe ICDD and Iowa City areas.

Holiday: Chris spoke about the holiday season and all the great things that will be launching soon in ICDD such as: small business Saturday and free parking that day, kids market now open, new personal shopper program, downtown delivers.

Ex-Officio Updates:

Rachel Kilburg – Spoke about the resignation of Janice Weiner from City Council as she was elected to the Iowa Senate and that applications will be out if anyone is interested in trying to get on the council. The Dubuque Street project is being pushed back to 2024 due to supply chain issues, city currently in budget season, #998 which is suicide prevention number being added to police stations and going to send out a video link for all to watch a presentation about the Shelter House and some of their issues.

David Kieft – good article on [now.uiowa.edu](http://now.uiowa.edu) explaining the ongoing construction at Univ of Iowa

Chastity Dillard –Neighborhood Centers gearing up for Dec. 9<sup>th</sup> open house to meet the new directors and giving Tuesday is coming up soon.

Abby Resko – Holiday Market is coming up Dec. 3<sup>rd</sup> and 4<sup>th</sup> at the Hyatt Regency for Summer of the Arts.

Monica Nieves – High School wrestling tournaments will take place Dec. 3<sup>rd</sup> and 4<sup>th</sup>, United World Wrestling Cup is Dec. 10-11<sup>th</sup> at the Xstream Arena in Coralville and a new wrestling tournament called Soldier Salute will also be at the Xstream Arena on Dec. 29-30<sup>th</sup>. This Soldier Salute tournament is in conjunction with the Iowa City Area Commission along with Think IC and City of Coralville.

This is the last board meeting of 2022 but the staff still is working, especially on budgets!  
NeXT board meeting will be Jan. 26<sup>th</sup>, 2023, at 9:00am

On motion by Lindsley, second by Felker, the meeting of the Board was adjourned at 10:07 am.