

**Iowa City Downtown District**  
Board of Directors Meeting  
**Meeting Minutes from November 18, 2021**

Voting Members Present Online: Charlie Nusser, Nick Lindsley, Cady Gerlach, Dingyu Ding, Jeet Saini, Greg Turner, Dave Nerad, and Jigna Jani

Voting Members Present at Library: Karen Kubby, Susan Felker, Jason Paulios, Nina Lohman, Michelle Galvin

Non-Voting Members Present: Rachel Kilburg, Nick Pfeiffer, Abby Restko, Chastity Dillard, Kim Casco,

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

Call to Order: The meeting of the Iowa City Downtown District Board of Directors was called to order at 9:03am in person by Nancy Bird. No quorum was achieved until 9:15am when President Nusser called the meeting to order via Zoom.

Karen Kubby Resignation: The board accepted the resignation of Karen Kubby effective 12/31/2021, as she shared that due to moving her store. Due to this move she has to resign from the Board of Directors at the end of 2021, as she is moving to 355 S. Clinton Street, which is on the corner of Clinton and Court Street corner and outside the boundaries of the SSMID. With this, Nancy shared that there are two open seats on the Board: Over 1% of the value seat and a seat for a business representative for over 3,000 square footage.

October Minutes: On motion by Turner, second by Lindsley, the minutes of the October meeting were unanimously approved.

Financial Updates: Nancy Bird shared that the balance sheet is healthy and shared that the organization will have heavy spending for holiday programming. ICDD will be waiting for the next SSMID collection in January. The Delivery program and Online market spending is also normal for marketing. Marketing costs also include the dining guide and Little Village advertisements. Clean and Safe costs are attributable to IRT power washing and Porto Johns for game days. Spending on target for percentage of the budget.

SSMID Law Updates: Bird shared that the ICDD is waiting for the Assessors Office to pull the information. Should be ready by January to view the additional assessment. Suggestion by Karen Kubby, when collecting residential assessment for the SSMID renewal, allow a resident to be represented on the board; also has business square footage is downsizing allow on smaller square footage on The Board. The Board discussed House File 418, which was passed in the most recent legislative session. This law amended SSMID Code Chapter 386, giving the ability to assess residential property toward the collection of the SSMID levy. The Board discussed this impact on the district and also the change in the ICDD itself, which now has a historic district overlay, requiring assessment on residential property (original in the law, impact in the coming year).

Kubby Initiative Introduction: Nancy shared an overview of the “Kubby Initiative” with the Board and a presentation, which outlined the goals and efforts of local ownership of more downtown properties to improve investment and sustainability of local businesses and connection efforts, improving local

resilience to support business, investment and to keep money in Iowa City. Current challenges include: gender equity imbalance (98%), perceived imbalance of property ownership (local vs out of area), demand for property ownership opportunities by local businesses, transitioning heritage businesses that make downtown unique and technology. ICDD will be creating an Educational Lease Clinic and a Heritage Business Program. This initiative will be measured over time with assessments of inventory. Kubby suggested the lease clinic should have a different path for older buildings compared to new builds, also to explore how to keep the flavor while improving downtown.

Downtown Updates: Betsy provided the update on holiday activities, Santa, tractor rides, and “back” to full holiday planning, including the addition of a kids’ market, where children can come and shop for those on their list with an elf helper. Activities will start on Small Business Saturday and include the Kids Market, Retail Open House, Extended Thursday Hours, Teddy Bear Room, and the Signing Trees. The Singing Trees will be installed in the next weeks through March 1 as a winter art installation. Potter shared the details of the trees and lighting/installation and operations. Potter shared the projectors and poems of the Writers from the International Writing Program. These projectors are on the Hotel Jefferson Building and on Park at 201 in Black Hawk Mini Park and Ecumenical Tower. Phil Dierling helped create the boxes and logistics of the projectors as well as install the boxes and they should last well into the future. ICDD is looking for future opportunities to partner with other arts organizations in the future on the projectors. ICDD is also looking to bring the interactive “Mi Casa” exhibit and ideas to help celebrate the 10 year anniversary of the SSMID creation in 2022.

Ex Officios: Dillard shared updates from NCJC and Restko shared SOTA updates. Both organizations reminded the group of Giving Tuesday and upcoming events in December. Kilburg shared holiday light installations, free parking for shopping downtown, and the training staff received recently and meetings with Downtown event planners, and playground procurement timing. The City is looking at snow removal and onboarding the new City Councilors. Casko shared updates from the Business Partnership and the upcoming legislative launch, and Pfeiffer shared ThinkIowaCity’s updates on upcoming conferences and athletic events that will draw teams and people to the area including the Missouri Valley Conference Swim Meet and an overview of the JoCo Giftcard program. The Board congratulated Betsy Potter on her new certification.

On motion by Galvin second by Kubby, the meeting was adjourned at 9:56am.