

Iowa City Downtown District
Board of Directors Meeting
Meeting Minutes from October 28, 2021

Voting Members Present: Charlie Nusser, Karen Kubby, Susan Felker, David Kieft, Jason Zeman, Nick Lindsley, Cady Gerlach, Jason Paulios, Dingyu Ding, Nina Lohman, Mary Kate Pilcher Hayek, and Jigna Jani.

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

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 by President Nusser at 9:02 am on Zoom.

Resignation of Karen Kubby: Karen Kubby shared that due to moving her store 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.

September Minutes: On motion by Kubby, second by Lindsley, the minutes of the September meeting are approved unanimously.

Financial Updates: Nancy Bird shared an update and review of the ICDD financial reports, the Profit and Loss statement, the Budget to Actuals, including some specific items on placemaking and holiday projects upcoming. Bird shared that the Project Account expenses run through the year of expense, though the income was received and planned for in previous fiscal years. Oktoberfest event expenses are beginning to be on the account. Karen asked about box sales and preparations for retailers. Chris Hunter shared the results of Oktoberfest, and survey results are positive overall. People enjoyed the relaxed atmosphere and live music and were pretty positive all around. On motion by Kieft, second by Felker, the financial reports for September are approved unanimously.

990 Approval: On motion by Kubby and second by Lohman, the 990 draft was reviewed and approved by the Board of Directors with the amendments requested of the CPA firm.

SSMID Law Updates: 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 on 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).

Downtown Updates: Kubby shared the review of the ICDD Legislative Committee candidate selection and questionnaires. The Board reviewed the ICDD website candidate alignment and strengths and the percentages of the various candidates, early voting (including at the library!), and election information. ICDD Staff then shared a brief powerpoint on the International Downtown Association conference in Tampa. Highlights include streetscape science lessons from the pandemic, policing and community safety trends, sports commissions, housing in downtown, electric scooters, focus on creative endeavors and

murals, town and gown relationships, placemaking and management, breadcrumbs that attract and connect streets-arts-gateways, retail recruitment, the importance of downtown vibrancy, outsider perspectives on ICDD programs, the round the clock-ness of our downtown as compared to some larger cities that have less diverse retail, housing, business, downtown services, marketing opportunities, visionary plans for the coming years, and marketing and upcoming trends. Betsy then shared that holiday activities will be beginning in a few weeks, 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. The Singing Trees will be installed in the coming weeks through March 1 as a winter art installation.

Ex Officios: Dillard shared the updates from NCJC and haunted house events and community engagement opportunities. Wicks from the UISG on student voting, candidate meet and greets, and other ongoing events. Kilburg shared updates from the City, including the joint meeting coming up in November with the County, electric buses are coming, budget season, and city initiatives for energy efficiency and improving accessibility of city regulatory requirements. Casko shared that the Business Partnership Board passed their legislative priorities and a candidate guide. They had an event focusing on effectively using an entrepreneurial operating system. Restko shared that SOTA will be sending a survey to business owners and have requested some data sharing with ICDD staff and still reviewing locations of future festivals. Kieft shared an upcoming master plan for West Campus, also sharing that the Cowork Commons has opened in the Old Capitol mall as a modern work environment for people not working full-time on campus with coworking space for UI staff, opening early in the morning until later evening with a more public rollout soon. Pfeiffer shared that Think Iowa City is working on a digital giftcard program for Johnson County (a platform that runs on the mastercard network), and costs nothing to the consumer to purchase a card in November and December with a sponsorship from a local bank. ThinkIowaCity will be running digital campaigns and travel writers for the region. The hockey game is increasing in attendance and excitement. The highschool wrestling event (36 teams) is coming in December.

On motion by Kubby second by Lindsley, the meeting was adjourned at 10:15am.