

Iowa City Downtown District

Board of Directors Meeting

Meeting Minutes from October 27, 2022

Voting Members Present: Charlie Nusser, Nick Lindsley, Susan Felker, Nancy Ginsberg, Tony Branch, Jason Paulios, Mary Kate Pilcher Hayek, Josh Immerfall, Bethany Young, David Kieft, Nina Lohman, Diego Lasansky

Non-Voting Members Present: Abby Restko, Chastity Dillard, Rachel Kilburg, Tom Banta, Monica Nieves, Kim Casco, Nancy Bird

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 9:03 am.

President Nusser introduced Julie Watkins as the new events and admin coordinator and gave a nice congratulations to Christopher Hunter and Joe Reilly for being honored as under 40 and making an impact in their business and community.

September Minutes: On motion by Tony Branch, second by Mary Kate Hayek, the minutes of the September meeting minutes were unanimously approved.

September Financials: Nancy Bird gave the financial update as Turner was not able to attend the meeting. Financials are on projected trend. Two important callouts are that ICDD received 15K from Univ. of Iowa for the canopy lighting and that a meeting was held with MidwestOne Bank, allowing for a lower interest rate on the CD's from 25% to 2%, which will see next month.

On motion by Kieft, second by Lindsley, the September Financials were unanimously approved.

SSMID Levy Rate: Nancy wanted to update the board about a survey that has been established to send out to members and property owners before going to City Council and the possibility of the rate changing from \$2.00 to \$2.50. Even though the authorization is there to change this rate, Nancy feels that everyone should be made aware so there are no surprises to businesses that this will affect. The increase will try to be presented more as an investment in the ICDD district as the costs for goods and services across the board have increased and do not want to have to give up programs and events in the future. The results of this survey will be presented at the next board meeting. Revenue that will generate from this increase is approx. 60K.

Oktoberfest Update: Christopher reported on Oktoberfest, stating that it met its budget and that the event went very well overall. Highlights from Chris regarding Oktoberfest is that attendance was up from 600 to 645 attendees but still shy of their 800 tickets being sold. This is probably due to the ticket price being increased. The Bierhall was a great success. Even though ticket sales were down this event made money compared to last year. This was due to lowering costs by switching to a different event company, hiring a moving company, reworking the entertainment schedule and working directly with the local businesses.

990 Approval: On motion by Lindsley and seconded by Felker the motion to approve the 990 form was approved. This is the form used for gathering information about tax-exempt organizations, educating

organizations about tax law requirements, and promoting compliance. Organizations also use the Form 990 to share information with the public about their programs.

Holiday Events and Drivers: Betsy provided updates on the holiday 'Tis the Season campaign, including the Kid's Market, Pop-up Shops, Santa Saturdays, and more. She discussed other lighting elements being placed in the next month, including wrapping trees in lights and the implementation of the Singing Trees.

ICAD/ICA Merger: Charlie Nusser attended the ICAD/Business Partnership merger meeting on ICDD's behalf and provided an overview of the meeting. Kim Casco also gave updates on the potential merger, and shared information on the Better Together awards event, which will occur November 10, 2022. At this time, it would not be beneficial for the ICDD to join the merger as we serve a very limited downtown area, our tax base is separate, and though we want to help as many as we can, we have our own focus at this time. There will be a November meeting to vote on this merger and board members. Tom Banta was introduced as the interim ICAD president, beginning in January.

Retail Strategy Update: Nancy attended the ISCS conference (Innovating Commerce Serving Communities) in Chicago. She determined that the conference was interesting for insights into the big box retail environment, but that few major retailers were present that would compliment the downtown's offerings. Nancy did review a retail strategy that was done in 2014 for the ICDD. At that time the ICDD was heavy on the side of food and beverage businesses. The study also looked at business signage, store fronts, locations, how to move the needle to get a better mix of business and even hired a coordinator. In 2019 the strategy was reconsidered and the new conclusion was that there has been a lot of progress, with sales and growth trending up. There are still areas of concern such as alleys, Washington street, and filling vacant spaces. This topic will be revisited in the spring.

Ex Officios Reports:

Monica Nieves – have the girls state volleyball championships coming up with 40 teams attending, the better together excellence awards coming up and the world cup wrestling competition for both men and women will soon be here.

Chastity Dillard – thanked Nancy for the donation of computers, had a very successful haunted house , harvest feast will be coming up, and in preparations for upcoming 50th anniversary celebration which will kick off Dec. 9th.

David Kieft – Homecoming week – busy!

Rachel Kilburg – Ped mall new playground is open, meters have now been converted to new parking apps, have re-stripped loading zones areas on streets, in middle of budget season and city counsel is wrapping up their strategic plan.

Kim Casco – spoke about the merge of the ICAD and ICA and boards, and legislature if working on 2023 priorities.

Tom Banta – spoke about his taking over as interim president of the ICAD and ICA upcoming merge and upcoming vote for board members.

Abby Resko – Holiday feast market is coming up, already working on fundraising for next summer of arts events.

Next board meeting will be Nov. 17th

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