

Iowa City Downtown District

Board of Directors Meeting

Meeting Minutes from September 23, 2021

Voting Members Present: Charlie Nusser, Jeet Saini, Karen Kubby, Greg Turner, Susan Felker, Jason Zeman, Michelle Galvin, Cady Gerlach, Jason Paulios, Dingyu Ding, Nina Lohman, Chris Adams, Mary Kate Pilcher Hayek, David Kieft, and Jigna Jani.

Non-Voting Members Present: Rachel Kilburg, Nick Pfeiffer, Abby Restko, Chastity Dillard, Kate Moreland, 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.

July Minutes: On motion by Kubby, second by Restko the minutes of the July meeting were unanimously approved by the Board with edits to the typo in the name of Soul and Blues Fest.

Financial Updates: Treasurer Turner shared the financials of the organization and Betsy Potter updated the Board on the financial outcomes on Taste of Iowa City and the Farm to Street Dinner, including the event attendance and shared the staffing issues faced by the participants. Turner shared the Budget to Actuals for the organization, the Profit and Loss, and the Balance Sheet of the organization. On motion by Felker, second by Galvin, the financials of the organization were approved unanimously.

Downtown Updates: The ICDD staff shared an update on the higher intensity work items. Christopher shared the Oktoberfest and Brewfest updates. Chris shared the Northside Oktoberfest in a Box contents curated by the Northside vendors. The staff is considering continuing the Box at home experience in future years. Christopher shared the in person event options that are happening, coming up in October, limited to 600 attendees. With a ticket purchase, it comes with samples, a t-shirt, mug, and other goodies. There are staffing issues with the beer vendors as well. There will be entertainment and opportunities for fun that weekend. FlyCID is the sponsor and will bring the stair truck for people to climb up and get a Northside view. Following the event, there will be a general admission block party styled Oktoberfest event for Bier Hall. Presale mugs are being sold, and there are VIP tables reserved from 12-8pm on sale for \$600. Staff hope to sell six VIP tables that will be placed near the Oktoberfest stage, which is programmed the entire time.

Betsy shared updates on the Alleyway activation. Steve Miller at Slingshot Architecture has been working on the project and the team has been working on activating the alley with a lighting installation, and this lighting project increases the safety and improves the uses of the alley. There is a project to activate these lights through motion and the ICDD staff are getting trained in uses of the lights. Karen Kubby is hosting the laptop and software in the back of her Beadology offices. October 8 is the hopeful launch in the alleyway during the Gallerywalk. A press release and social media announcement are soon to follow. Chambers Electric came through and did the installation and everyone worked really hard, but Kubby asked the Board to ensure that Chambers are compensated equitably for their efforts. The team will all be celebrated at the First Round on October 20. The First Round to be held at Sports Column will be the first opportunity for everyone to experience the Alleyway activation.

Betsy then shared the Singing Tree public art project. There are six trees in the Ped Mall next to BlackHawk minipark that will have icicle lights wrapped and hung that respond to sound and music and will be installed in November and removed in March. The ICDD will own the lights and will be able to do this annually. Sustainable Landscape Solutions will install and ensure the trees are not damaged and are well cared for through the process. There will be music programming in the area then to enhance the use of the Singing Tree lights. This will then also allow the ICDD to pay the musicians to make the trees sing and share the art pieces with other neighborhood hubs. The Board was very excited in the highly interactive opportunity. The Board discussed holiday lighting and tree wrapping for lights in the ICDD and year round opportunities for lighting in ICDD and use of solar power to power the lighting.

Joe shared that there were 5 candidates selected from 21 applications for the Better Bathroom initiative. Bathrooms were scored by a committee of RVAP, Architectural, Nightlife, and other representatives on a variety of factors. Amy Guhl from NM Architects is working with the candidates on their designs. Joe shared that single use bathrooms were a big point of advocacy by the ICDD and staff but that the businesses have not adopted that due to uses and treatment of their facilities. The staff are working with businesses to time their renovations to ensure they do not lose capacity.

Nancy shared that ICDD was approached by Mayor Teague to open a discussion regarding sexual violence, and the ICDD staff have taken the bathroom initiative opportunity to open the dialogue with the business owners and other stakeholders to ensure that ICDD is being part of the solution through education and training through the Partnership for Alcohol Safety meetings and the Violence Prevention Team. The Board discussed the importance of language consistency and messaging that creates repetition and learning of those reading posters and messaging in bathrooms.

Nancy shared updates on the Retail Incubator ideas to improve downtown inclusiveness and access of small retailers to downtown and that there are opportunities for all. Nancy shared that Redmond Jones from the City will join a call with USBank and ICDD staff regarding the property on Washington Street and utilizing the underused spaces in that building. The Board discussed what the opportunity could look like and to do a thorough feasibility study.

Nancy then shared that the ICDD and Board Members will be interviewing the City Council candidates today and tomorrow and the questionnaire in the Board materials. Following these interviews, ICDD needs to develop a scoring panel to ensure the questionnaires are scored. Nancy shared the CA Ventures project was declined reconsideration by the Board of Adjustment but ICDD remains in conversation with the team to see the next steps of that project.

Ex Officio Updates: Soul and Blues Fest and the Arts Fest went well and live concerts continue on the PedMall. Movies are running through October 2. Summer of the Arts is planning for next year already and shared that the SOTA group is looking at going back to the original calendar of events previously. The SOTA team is looking at moving Soul and Blues Fest. There are many questions the SOTA team has and Nancy invited them to a meeting with ICDD to give them full consideration. Rachel Kilburg shared updates from the City on Climate Action, Redmond Jones starting at the City of Iowa City, City Council orientation meetings, and that Wendy Ford is working on energy efficiency matching grant programs for the City, and there will be more information next meeting, and then the ARPA funds recommendations, which Rachel will send them out to the ICDD Board. Kim Casko shared the Business Partnership's updates, including the legislative priority updates, the EOS strategic framework event coming up, and other events coming up. Kate Moreland shared the ICAD Annual Meeting updates, the Virtual Career Fair

coming up. Sierra from UISG updated the group on the University of Iowa updates, including the protests regarding FIJI and sexual assault, the undergraduate student government released their statement regarding the events. The Downtown Gift Cards are still being used as vaccination incentives for students, and the University is continuing its listening sessions for Strategic Planning for the upcoming years. Chastity shared updates from the Neighborhood Centers of Johnson County and programming upcoming. David from the University of Iowa shared that the Museum of Art is 94% complete and the project is under budget and the commissioning timeline to meet accreditation standards. David shared that there are some lead time delays on installations due to the pandemic. There is a project that will re-gold-leaf the Old Capitol dome in the coming years. A Director of UI Public Safety search is beginning and will follow a long engaged process about reimagining and revisioning public safety. UIHC census is increasing but steady with mostly non-Johnson County and almost all non-vaccinated. Nick shared the JingleCross timing, and the hockey arena schedule and upcoming events.

On motion by Kieft second by Turner, the meeting was adjourned at 10:15am.