

Iowa City Downtown District

Board of Directors Meeting

Meeting Minutes from September 22, 2022

Voting Members Present: Charlie Nusser, Wendy Zimmermann, Nina Lohman, Susan Felker, Nancy Ginsberg, Tony Branch, Greg Turner, Mary Kate Pilcher Hayek, DingYu Ding, Josh Immerfall, Bethany Young, David Kieft (via zoom)

Non-Voting Members Present: Abby Restko, Chastity Dillard, Rachel Kilburg, Nancy Bird

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

Call to Order: The meeting was called to order by President Nusser at 9:04 am.

August Minutes: On motion by Turner, second by Lindsley, the minutes of the August meeting minutes were unanimously approved with the change that Josh Immerfall was omitted from being present.

August Financials: On motion by Pilcher Hayek, second by Branch, the August Financials were unanimously approved.

Executive Board Nominations: On motion by Pilcher Hayek, second by Turner, Wendy Zimmerman was unanimously approved as Vice President.

Financial Updates: Greg Turner shared the financial updates of the Board, thanking Hills Bank, CID Airport and Univ. of Iowa for their sponsorship towards events and campaigns. There was nothing unusual for the month and in line for the planned budget.

Downtown Covid 19 Recovery Brief: Nancy gave a presentation about the Downtown Covid 19 Recovery Brief which was put together in March 2021. The business behavior pre Covid and behavior now have changed, and this is a plan to help navigate, reposition, feel safe and recover as just a few identifying actions that will help benefit ICDD. Some of the national issues downtown areas are seeing ICDD is not experiencing, so there are opportunities. In August there was a 35% increase in visitors downtown, especially on the weekends. The thought is that we need to re-look at this strategic plan as some areas will need to be re-defined as we now have more and better data after the pandemic and shut down.

Downtown Delivers Program: Nancy spoke about how the Downtown Delivers program has been a great success and ICDD is only one in the country doing a retail delivery on this level.

Julie Watkins: Nancy spoke about Julie Watkins and was very excited for her to start as the events and admin coordinator in early October.

Permanent Downtown Market: Wendy Zimmerman gave an overview of public markets and will discuss this later as an opportunity to create a local store/market for ICDD.

Staff reports:

Chris reminded everyone that Oktoberfest is on October 8th and ticket sales have been very strong. Betsy stated that we are moving forward with the lighted canopy for the alley near the Ped mall and are

in the process of writing a grant for this project. Other lights for the ICDD have been ordered and murals are going up. Joe shared how tickets are on sale for Literary Pub Crawl and he is in talks about doing a beer cave tour.

Ex Officios Reports:

Abby Restko for SoTA - Solon Blues Fest is Sept. 23-24th with the black business owner's forum and black authors panel at Prairie Lights being some of the highlights for this event.

Rachel Kilburg for City of Iowa City - Climate Fest is underway, the parking ramps all now have the same hours being open from 8-midnight and there is going to be a new payment method for the parking meters.

Chastity Dillard for Neighborhood Centers of Johnson County - Fall programs are underway; they are gearing up for their annual haunted house and Harvest Fest.

David Kieft for the University of Iowa - A more visible public safety station that will be located on the first floor in the mall. It is currently in the basement.

Monica Nieves for Think Iowa City – Men's and women's freestyle world cup wrestling will be taking place in Coralville Dec. 10-11th and will have many athletes here from different countries competing.

On motion by Wendy Zimmermann, second by Susan Felker, the meeting of the Board was adjourned at 10:01am.