

Iowa City Downtown District
Board of Directors Meeting
Meeting Minutes from April 27, 2023

Voting Members Present: Charlie Nusser, Susan Felker, Tony Branch, Jason Paulios, David Kieft, Diego Lasansky, Wendy Zimmermann, Maka Pilcher-Hayek, Bethany Young, Nina Lohman, Josh Immerfall

Non-Voting Members Present: Abby Restko, Rachel Kilburg, Monica Nieves, Keaton Zeimet, Austin Korns, Chastity Dillard

Staff Present: Christopher Hunter, Joe Reilly, Julie Watkins

Call to Order: The meeting was called to order by President Nusser at 9:02 am.

March 23, 2023 Meeting Minutes

On motion by Wendy Zimmermann, seconded by David Kieft, the March minutes were unanimously approved.

March 2023 Financials

In the absence of Greg Turner, President Nusser reviewed all financials included in the board packet. Some points of interest include that 90,000 dollars were transferred out of our account, and that it looks like we have less money than we do in reality due to the SSMID payment being backdated. Additionally, we have settled up with Martin Construction.

On motion by Diego Lasansky, second by Maka Pilcher-Hayek, the March financials were unanimously approved.

Block Party Overview

Christopher Hunter provided an overview of the upcoming Block Party, set for June 24th from 4 - 11pm. It will take place in the same footprint as previous years which entails 14 blocks of the downtown. As in previous years, cups will be available for presale at \$10 and will increase to \$15 the day of the event. The intention is to focus on the existing night time economy downtown. Free parking will be available throughout downtown parking ramps.

Attendance is expected to rebound and will likely mirror pre-covid numbers. To date there is \$58,000 in total sponsorships, and the ICDD is exploring a potential sponsor in Chase bank. With cost increases for the event, the budget hinges on sponsorships. Programming includes SCWPro Wrestling, drag storytime, ChildServe talent show, Pomtastics, juggler Luther Bangert, Studio 13 drag show, Wright House of Fashion, sand volleyball, basketball, tennis, pickleball, chess tournament, dueling pianos, bocce ball courts, a FilmScene outdoor screening, video game tournament, and tug of war. Silent disco is set to return and will increase to 1000 headsets this year. There is conversation around bringing back roller-skating but is dependent on IC Parks and Rec. The Children's Museum will be hosting the kid's beach area. The Englert Theatre main stage will feature a new act, Mucca Pazza. Staff is still deciding how to activate Black Hawk Mini Park. It is projected that local groups, clubs and nonprofits volunteering for the event will likely receive \$11,000 back in donations for their efforts in assisting with the event.

FY24 Budget Research – Flexibility in Grant Programs

Joe Reilly presented on budget research discussing current and past grant programs such as CoSign+ which identifies and prioritizes new business to support with signage, and builds out grants for new retail to help businesses transform their new space with priority for a specific retail type.

New aspects to the grant program is a property evaluation program with the goal to do one for next year allocating \$4000 matching grants to support investment into buildings, IT support grants help business update tech systems to improve point of sale, and online sale, and photography support in-kind to help retail social media marketing.

Ex-Officio Updates

Austin (ICAD)

- Innovation in Ed award celebrating educators and folks impacting young people
- ICAD and ICABP held another joint board meeting, plan to vote on merger May 11; it is expected the joint boards will vote to have a full merger. Launch party for the new SSMID district will be Saturday May 13 Entrefest is coming and will be hosted throughout downtown on June 9

Monica Nieves (Think Iowa City)

- RAGBRAI is coming and will require over 900 volunteers for a variety of roles
- CLP application is opening soon

Rachel Kilburg (City of Iowa City)

- Change to sidewalk café permits
- New automated parking machines installed in ramps
- Keeping an eye on state legislation's impact on property tax
- Street outreach has made impact on placement for homeless referrals made

Chastity (NCJC)

- NCJC thankful to partners in the room for continued support of NCJC
- New westside neighborhood association formed
- Campaign to raise \$100,000 to support kids after school care. Benefit concert May 13

David Kieft (University of Iowa)

- After 2 years of intense planning the healthcare campus project will begin
- Billions of dollars allocated to the project
- Work will begin starting at Grand Ave. as well as a new tower for the hospital, new parking ramp and other research buildings in that vicinity

Keaton Zeimet (UISG)

- New elected governing body new liaison

Abby (Summer of the Arts)

- Summer of the arts kicking off in the coming month (May)

Adjourn:

On motion by Maka Pilcher-Hayek, seconded by Susan Felker, the meeting of the Board was adjourned at 10:11 am.