

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

Voting Members Present:

Wendy Zimmermann, Jason Paulios, Greg Turner, Tony Branch, Jay Leavesseur, Bethany Young, Kristen Mondanaro, DingYu Ding, Kevin Felker, Nina Lohman, Sophie Donta, Diego Lasansky, Macy Krall

Non-Voting Members Present:

Rachel Kilburg, Cady Gerlach, Austin Korn, Adrienne Korbakes

Staff Present:

Betsy Potter, Christopher Hunter, Joe Reilly, Katie Carpenter

Guest:

Karen Cubby

Call to Order: The meeting was called to order by Wendy Zimmermann at 9:03 am.

Approval of June 22nd, 2023 Meeting Minutes (pgs. 1-3) (vote)

- On a motion by Greg Turner, seconded by Nina Lohman, the June minutes were unanimously approved.

Approval of June 2023 Financials (pgs. 4-11) (vote)

- Two point of discussion the June financials, June 2023 and close out of FY23. No comment on the current balance sheet. For the June profit and loss Greg noted that the Block Party proceeds (revenue and expenses) are not included in profit and loss, but they do land in FY23. Overall, the June financials came in as expected. Block Party this year was largest in history of the event despite weather and early end to the event. The event generated the most pre-sales for cups in event history. The event budget came in as expected. End of Year summary discussion, net income was over budget due to income from events, northside fundraiser proceeds, tax revenue from SSMID and Iowa alley repave project.
- On a motion by Diego Lasansky, seconded by Kristen Mondanaro the June financials were unanimously approved.

Review and Approval of FY23 Year End Report and Actions (vote)

- No discussion
- On a motion by Tony Branch, seconded by Diego Lasansky the FY23 Year End Report was unanimously approved.

Staff Updates for FY24 Programs, Projects and Initiatives

- Betsy provided overview of projects initiatives that currently in budget and opportunities for unbudgeted project from proceeds from previous year. The Program opportunities for the upcoming Fiscal Year (based on members surveyed in FY23 which identified 4 specific areas; increased beautification, increased cleanliness, increased marketing, and added real estate services for retail in attraction and retention) based on increase SSMID levy include:
 - Place making and Public Art – Budgeted opportunities include; the reactivation and expansion of the projector program, development of a 3yr. public art strategy, updating public art website features integrating it into ICDD website, creating a sustainable winter nightlights program, installing a flexible multi-sport play area in the Black Hawk mini park and Northside outside dining street space. Un-budgeted opportunities include; expansion of winter night lighting, summer installation with traveling public art, and Dubuque St. streetscape enhancement.
 - Clean and Safe – Budgeted opportunities include; urban acupuncture grants, power washing weekly and seasonally on a larger scale, support of ICPD daytime liaison, and home football games portable bathrooms. Unbudgeted opportunities include; support of Block-by-Block cleaning contract for enhanced services that bridge the public-private gap and additional acupuncture grants.
 - Marketing – Budgeted opportunities include; growing local rewards and supporting it with marketing collateral and promotions, continuing the downtown delivery program, gift card program, launching cultural and entertainment district marketing brand as well as related marketing strategy and expansion of “Hello Lamp Post” paths.
 - Retail and Office Attraction and Retention – Budgeted opportunities include continuing Cosign+ grants, retail build out grants, referral and recruitment program, property evaluation program, and catalytic grant for retention. Unbudgeted opportunities include; investing in retail incubator space, add additional retail build out grants, develop office build out grant, and lease valuable retail space as needed on an interim basis.

Bylaw Updates (vote)

- Discussion on revision to the bylaws that included the major revisions.
- On a motion by Nina Lohman, seconded by Greg Foster the Updated by-laws were unanimously approved.

Approval of ICDD Advocacy Statement (vote)

- Discussion on Advocacy included some notes and recommendation on the items included in the statement.
- On a motion by Diego Lasansky, seconded by Bethany Young, the Approval of ICDD Advocacy Statement were unanimously approved

Ex-Officio Updates

- Abby Summer of the Arts
 - Updates included in email to the board in Abby's absence
- Rachel
 - Preparing for Ragbrai and preparation for the Saturday route. Road closures and towing will be in effect. Most of downtown closures and impact of Ragbrai is expected to last through about mid-day. Fare Free transit will begin Tuesday August 1st. Ped mall fountain still down and the city is hopeful to get it up and running soon. Unhoused issues in the downtown, the city has to follow prescribed processes set out by the state for evictions. The city will work with the unhoused individuals through shelter house liaison and ICPD liaison to get them connected to housing. Unless crime is happening not much city can do to intervene. The city is closing on US Bank parking lot in August. New transit grant to improve transit facility and inclusion of electric buses.
- Austin
 - Doing survey for regional public policy priorities partnering in CR Metro Economic Alliance. New teacher luncheon coming up on August 10th at the Highlander. Business PM reception at the Coralville Mall 25th anniversary of the mall. Seeing an increase office space request and needs, Merge currently full.
- Adrienne
 - 988 sub-network launched new services for LGBTQ youth support. Set to close on Kinder Farm sometime in September to provide services for youth (hoping to open for services in January). Hiring a second law enforcement liaison with ICPD to expand coverage into the evening hours. Mobile crisis services keeping busy.

Announcement

Seeking ICDD board members to join the legislative committee.

Adjourn:

On motion by Tony Branch, seconded by Greg Turner, the meeting of the Board was adjourned at 10:16am.