

Iowa City Downtown District
Board of Directors Meeting
Meeting Minutes from June 22nd, 2023

Voting Members Present: Charlie Nusser, Susan Felker, Tony Branch, Jason Paulios, Diego Lasansky, Wendy Zimmerman, Maka Pilcher Hayek, Bethany Young, Josh Immerfall, Greg Foster, Jeet Saini, David Keift

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

Staff Present: Christopher Hunter, Joe Reilly, Katie Carpenter, Betsy Potter

Call to Order: The meeting was called to order by Charlie Nusser at 9:01 am.

Welcome Katie Carpenter to Downtown District Team.

Approval of May 25th, 2023 Meeting Minutes (pg. 2) (vote)

- On a motion by Maka Pilcher-Hayek, seconded by Diego Langansky the May minutes were unanimously approved.

Approval of May 2023 Financials (pgs. 3-8)

- May financials presented by Greg Foster. Things to note on financials include the balance sheet now include the proceeds for the Iowa Ave. re-pavement loans. Sponsorship on the income statement include \$10,000 for cosign from MidWest One Bank, as well as Green State Credit Union \$15,000 for Benchmark public art place making. Things are in line on the balance sheet based on the year's projected budget. Betsy added that with the upcoming block party some expenses will come as the fiscal year closes out and the bench mark sponsorship is in its final year and the agreement is being renegotiated.
- On a motion by Jason Paulios, seconded by Maka Pilcher Hayek, the April financials were unanimously approved.

Nomination Committee

- New board seat nominations presented to the board
 - **Seat #6** – business owner representative > 3000 sq. ft. – **Kriss Kass, Joseph's Steakhouse**
 - On a motion by Diego Lasansky, seconded by Josh Immerfall, the nomination was unanimously approved.
 - **Seat #9** – Northside representative – **Kevin Felker, Prairie Kitchen**
 - On a motion by Maka Pilcher Hayek, seconded by Wendy Zimmerman, the nomination was unanimously approved.

o Seat #17 – Optional stakeholder seat – **Macy Krail, 223 Baby Co**

- On a motion by Jason Paulios, seconded by Jeet Saini, the nomination was unanimously approved.

o Seat #12 – Sophie Donta, **OPN Architects**

- On a motion by Wendy Zimmerman, seconded by Tony Branch, the nomination was unanimously approved.

o 1 year Ex officio – Adrienne Korbakes, **CommUnity**

- On a motion by Tony Branch, seconded by Diego Lasansky, the nomination was unanimously approved.

Officer Nominations

- Greg Turner – Treasurer, Charlie Nusser – Past President, Tony Branch – Secretary,
- New Nominations: Wendy Zimmerman – President, and Jason Paulios – President Elect

Budget Memo Review & Proposed Budget Approval (pgs. 9-15)

- Budget memo presented by Betsy Potter. The budget memo outlines the major changes for the things in the upcoming budget for the new fiscal year. Things to note in are increase in marketing budget to match Christopher Hunter’s promotion into the Director of Marketing position for the organization to take on marketing initiatives. Place making public art project reflect a reduction on the budget but the organization is working on 3-year plan to sustain public art. Cosign project will continue thanks to sponsorship from MidWest One Bank. Considering adding a Clean and Safe Ambassador to downtown with support from the City of Iowa City. Also included under supports and initiatives is the support to the Better Together 2030 effort. Reserves are in good shape.
 - On a motion by Susan Felker, seconded by Diego Lasansky, the 2024 Proposed Budget was unanimously approved.

Advocacy Draft (pgs. 16-32)

- Joe Reilly reviewed advocacy statement. Legislative sub-committee met to revise the Advocacy statement. The goal of the Advocacy statement is it served as document that can be referenced for the goal/priorities for advocacy on the district’s behalf. Draft document revised to 16 pages that will be voted on at next board meeting. Some of the high-level revision on the draft include minimized COVID recovery practices, inclusion of the Better Together 2030 vision, inclusion of stronger effort on baseline cleaning services in downtown, mention of diversion services, reference to wishes for housing code, and new section on predatory leasing. Board discussion on advocacy statement regarding aspects around section 3.4 of the statement related to mitigating potential nuisances and bars within 500 ft of each other.

Staff Updates

- Christopher Hunter reported on upcoming Block Party. Inclement weather is expected to potentially impact the event. Sponsorships are up, 13 sponsor have been secured and income from sponsorships have generated \$51,000. Ticket sales are trending well and those sales could possibly exceed previous Block Party events. Due to pre-sales and with

sponsorships the event is in a good spot even the potential for weather to impact the event. Will discuss later in the day more definitive plan in the event of inclement weather. The event is rain or shine and rain insurance was secured for the event for the hours between 2p-7p. Confirming the process for collecting insurance should rain occur during the event. Sought information from Johnson County Emergency Services on action the event should in the event of severe weather, will be finding out more on specific when we follow up with them later. If it rains a weather plan is in place to move some events indoor or cancel other that aren't feasible to be moved indoor. Christopher reviewed events scheduled at Block Party.

Acknowledgement to board members whom are leaving the board.

Ex-Officio Updates

Chastity Dillard (Neighborhood Centers of Johnson County)

- NCJC is thankful for the help with BASP campaign
- NCJC's 50th year celebration upcoming in September 23rd (Taste of NCJC event).

Abby Restko (Summer of the Arts)

- Summer of the Arts, half way through summer arts season, Artfest, and Juneteenth already happened with Jazzfest coming up next on Friday June 30th, Saturday July 1st and July 2nd.

Monica Nieves (Think Iowa City)

- Ragbrai is a month away 50-60,000 riders expected. 900 volunteers needed. Also need house/yard to host riders. Information available on the website. Gift cards and incentives offered for folks that host. Anime is coming to IRL the weekend following Ragbrai.

Rachel Kilberg (City of Iowa City)

- Free Transit fare kickoff in August. Other exciting news regarding transit to come. Change in contract for towing services from Big10 to Holiday. Growing concerns with youth and toy guns in downtown setting.

Austin Kornis (ICAD/ICBP)

- Nancy is now leadership at merged ICBP/ICAD. Information on website about the newly merged entity. Communication is still done by both agencies independently of each other (ie social media, newsletter) working on plan for merged communication. Ignite ICR event Thursday at BigGrove for interns coming to area.

David (University of Iowa)

- Newman Monson Architect awarded bid for UIHC

Adjourn:

On motion by Maka Pilcher-Hayek, seconded by Josh Immerfall, the meeting of the Board was adjourned at 9:55 am.