

**Iowa City Downtown District**  
Board of Directors Meeting  
**Meeting Minutes from January 25th, 2024**

**Voting Members Present:**

- In person
  - Wendy Zimmerman, Jason Paulios, Angie Brown, Tony Branch, Charlie Nusser, Kevin Felker, Josh Immerfall, Macy Krall, Sophie Donta, Jamie Skinner, Diego Lasansky
- Virtual
  - Kristen Mondanaro, David Kieft

**Non-Voting Members Present:**

- In person
  - Andrienne Korbakes, Austin Korn, Noah LeFevre, Monica Nieves, Rachel Kilburg
- Virtual
  - Kylie Buddin

**Staff Present:**

- Betsy Potter, Christopher Hunter, Joe Reilly, Katie Carpenter

**Call to Order:** The meeting was called to order by Wendy Zimmerman at 9:00 am.

**Welcome**

- Welcome new board members Jamie Skinner (seat 7) and Kylie Buddin (ex-officio Summer of the Arts representative)

**Approval of November Meeting Minutes pgs. 2-3 (vote)**

- No discussion
- On a motion by Charlie Nusser, seconded by Josh Immerfall, the November minutes were unanimously approved.

**Approval of November and December Financials pgs. 4-13 (vote)**

- Angie Brown reviewed November and December financials with board. To note on the November Profit and Loss; holiday pop-up vendor fee income as well as holiday promotion expenses, expense to purchase new refrigerator that replaced 12-year-old refrigerator that was no longer in working order, FY24 annual contribution to BT2030, placemaking and public art expenses. December Profit and Loss; additional holiday activities income related to sponsorships and holiday vendor fees, top chef ticket sales (ticket sales sold out almost immediately upon becoming available), second payment from University of Iowa for their contribution to the ICDD was received, Herky on Parade payment was made. Actuals show budget is on track for the fiscal year.
  - Joe Reilly gave the board an overview of the gift card program. In the 10 years of the program over a million gift cards have been sold. The redemption rate of the gift card over that timeframe is roughly over 70% which is above average for

communities that implement this gift card program. Lots of interest in the gift card even without marketing efforts to promote the program.

- Katie Carpenter provided a wrap up of the holiday campaign. Revenue generated from the holidays was \$19,500 from two sponsors (Green State Credit Union and Hills Bank and Trust) and \$4,500 in vendor fees for the pop-up shops. Expenses for the holiday campaign was \$25,348. Expenses came in under budget as a result of grant awarded to ICDD from Think Iowa City. With grant funds new marketing strategies were utilized to amplify the holidays.
- On a motion by Diego Lasansky, seconded by Sophia Donta, the November and December financials were unanimously approved.

### **112 S. Linn St. Space**

- Betsy provided an overview of the 112 South Linn Street space for board discussion. 112 South Linn Street retail space is set to be acquired by the organization as a short-term lease opportunity (March - October 2024). The space will be innovated for temporary activation like pop-up shops, and events, as well as a strategic approach to recruit desirable retail options that strengthen the retail core in the downtown district.

### **Dubuque St. Construction**

- Betsy provided an update on the impending Dubuque Street project that included project staff and company, features of the project, timeline for the project, and upcoming meetings regarding the project with impacted businesses. Betsy also outlined how the organization will work to mitigate impact on businesses during the construction project utilizing marketing strategies, public art (for construction fencing as well as Herkys on parade in the downtown area) as close as possible the Dubuque St. area to activate foot traffic, social media, and way-finding signage.

### **Staff Updates**

- **C&E Grant/Marketing**
  - Set to launch the branding of the cultural and entertainment district on March 27<sup>th</sup>. This grant/marketing will help with a number of videos that will be created about Cultural and Entertainment District
- **Summer Activation – Los Trompos**
  - 5 Los Trompos pieces coming to the downtown area this summer. The pieces will arrive prior to the summer block party and will be a feature at the block party. They will be placed in the west side of the pedestrian mall in proximity to Reunion Brewery, Donnelly's. This has been area that hasn't been previous activated with this type of public art.

### **Ex-Officio Updates**

- **University of Iowa – David Kieft**
  - New UIHC downtown campus set to open next week Wednesday January 31<sup>st</sup>.
- **Greater Iowa City Inc. – Austin Kornis**

- Greater Iowa City rolled out new communications.
- Kicking off new councils
- Hosting a Lunch and Learn in collaboration City of Iowa City and Home Builders Association to talk zoning and code changes for residential builders.
- First business pm of the year at the Celebration Farm tonight.
- Business Startup Series “Branding 101 for Small Businesses” happening January 31<sup>st</sup>
- Application open for Executive Leadership Program.
- **Think Iowa City – Monica Nieves**
  - “Herky on parade” is coming back and will be having grand reveal Wednesday May 1<sup>st</sup>. 95 Herkys will be on display throughout Johnson County and about 8 will be placed throughout downtown district footprint.
  - Foodie February starts Thursday February 1<sup>st</sup>, restaurant week will be February 17<sup>th</sup>-26<sup>th</sup> culminating with Top Chef event downtown.
  - Annual Luncheon February 14<sup>th</sup> tickets are currently on sale.
  - Girls and Boys state wrestling coming to Xtreme arena February 1<sup>st</sup>-3<sup>rd</sup>
- **UISG – Noah LeFevre**
  - Personal safety devices and night caps have been distributed to student body.
  - Renters guide presentation was given to City Council and one is scheduled for UI Student Government. Renters guide is available on UI student government website under resources.
  - In February student government and graduate student government will be having a collaborative meeting with City council.
- **Summer of the Arts – Kylie Buddin**
  - Just had first meeting of the year and established committees. No notable updates to share at this time, will have information on summer programming to share next meeting.
- **City of Iowa City – Rachel Kilburg**
  - With the Dubuque St. project moving forward City of Iowa increasing some of the placemaking funds to support ICDD effort to address placemaking effort for project.
  - Rachel is doing work along with local businesses to learn more about their business/industries, strengths, challenges they face as a business and lastly who they are as a business owner. Would like to target and prioritize a few on the businesses on Dubuque St to help the city gain a better understanding of the impact the construct is having on their business.
  - In budget season at the city; some things to note that impact the downtown are; city increasing investment in the clean and safe measures, as well as increasing parking ramp rates, metered rates and citation for parking infractions. The increase in parking fees and citation is the first increase in ten years and these increases will help offset the investments into clean and safe measures as well as maintenance cost for the aging parking ramps.
  - Public art matching grants have been released

- **CommUnity – Andrienne Korbakes**

- Healing Prairie Farm Open House originally scheduled for January 14<sup>th</sup> is now rescheduled for Saturday January 27<sup>th</sup> 1pm-4pm. This will be the public's only opportunity to tour the space prior to opening the facility on March 1<sup>st</sup>. Video tour will be available once construction is complete prior to opening.
- Mobile crisis has seen a uptick in contact over the last month specifically with youth population

**Other Updates**

- ICDD hosting Clinton Iowa SMID for visit.

**Adjourn:** On motion by Tony Branch, seconded by Kevin Felker, the meeting of the Board was adjourned at 10:13am.