

Iowa City Downtown District
Board of Directors Meeting
Meeting Minutes from October 26th, 2023

Voting Members Present:

Wendy Zimmermann, Jason Paulios Tony Branch, Angie Brown (via zoom), Diego Lasansky, Kristen Mondanaro, Josh Immerfall, Nina Lohman, Sophie Donta (via zoom), David Kieft, Macy Krall

Non-Voting Members Present:

Abby Restko, Austin Korn, Noah LeFevre, Rachel Kilberg

Staff Present:

Betsy Potter, Christopher Hunter, Joe Reilly, Katie Carpenter

Call to Order: The meeting was called to order by Wendy Zimmermann at 9:01 am.

Approval of September Meeting Minutes (vote)

- No discussion
- On a motion by Kristen Mondanaro, seconded by Diego Lasansky, the September minutes were unanimously approved.

Approval of September Financials (vote)

- Angie reviewed September Financials. Angie noted some key details from financials that included balance being low as result of SMMID payment coming in October and a number of payments that cleared in September. Angie highlighted some of the event income and expenses for marketing campaign that were in the profit and loss sheet. Programs and Initiatives expenses included power washing monthly bill and purchase of pickle ball court.
- On a motion by Nina Lohman, seconded by David Kieft, the September financials were unanimously approved.
- Northside Octoberfest Event Review
 - Katie provided overview of Octoberfest Event. This year's event was successful, weather was great and volunteer engagement was exceptional. The event received positive feedback from businesses. Some things to consider for next year's event that could improve the event experience include distinction between beer hall and Brewfest as well as the overall Octoberfest as event. The event net gain was lower than budgeted but was a result of lower attendance from previous year. The budgeted amount was based on previous year's attendance. It should be noted that the event didn't lose money, it just didn't gain the revenue that was hoped for.

Professional Development – IDA Recap from staff

- ICDD staff (Betsy, Christopher and Katie) attended the International Downtown Association conference. Staff shared highlights and key takeaways from conference session around 3 key areas; events, marketing and communication, and place-making

(public sphere making). The insights gathered from the various sessions provide some perspective for ways to improve or enhance aspects our downtown district association. It was also reassuring to hear some of information shared are already practices that our downtown district is already doing.

Holiday Happenings Update

- Fall shop crawl is happening Friday October 27th, 278 tickets sold to date and expecting to reach goal of 300 tickets. Several businesses including non-retail business are participating. New event included in holiday happenings this year will be the 'Tis the Season kickoff will be held Thursday November 9th 5p-8p. The event will include trolley rides downtown, University of Iowa acapella groups performing, opening of the pop-shops market. Holiday Kids will be back November 13th-22nd and has been a popular feature. Retail open house is scheduled for Saturday December 2nd. Hunt for Elves, tractor rides, and Santa Saturdays at Film Scene will be back for holiday season as well.

Ex-Officio Updates

- **University of Iowa – David Kieft**
 - Tuesday October 31st ground breaking event for new academic building on Grand Ave.
 - Major renovation of burn treatment center and is the only center in the state and is 1 of 16 center in the country
- **Greater Iowa City Inc. – Austin Korn**
 - Child care wage enhancement is live
 - Spooky Business PM happening tonight
- **Think Iowa City – Monica Nieves**
 - Shared via email
- **UISG – Noah LeFevre**
 - UISG met with Board of Regents.
 - UISG pushing for mental health funding for all 3 regent institutions
 - Shared governance meeting between faculty senate, graduate & professional government, staff council, and student government. The entities discussed shared goals and how to better work together.
 - Hosted city council candidate forum. This was the first one hosted since covid-19
 - Narcan campaign starting up as well as night caps are being tested/piloted with student body that will be provided directly to about 1,000 student by UISG.
- **Summer of the Arts – Abby Restko**
 - Holiday Thieves Market happening on December 9th and 10th at Hyatt Regency. Silent Auction at the event will help support Summer of the Arts programming.
 - Looking ahead to next summer some event already scheduled and slight change on the JazzFest date will move to the weekend following 4th of July.
- **City of Iowa City – Rachel Kilborg**
 - Next City council agenda will include recommendation for the Inclusive Economic Development support for underestimated businesses ARPA program.

- 21 South Linn Process
 - In December will start to review with council members the previous processes for similar project since no current members took part in previous processes. They will then set a plan for moving forward based on what worked well and what might need a different approach.
 - Will then move into public engagement planning phase which will likely take place winter through spring.
 - Next summer should be ready start the RFP development for roll out with a timeline of making an award by fall of 2024. This a tentative timeline and could be subject to change.

Other Updates

- Next board Meeting Scheduled for November 30th

Adjourn:On motion by Josh Immerfall , seconded by Jason Paulios , the meeting of the Board was adjourned at 10:09am.