

Iowa City Downtown District
Board of Directors Meeting
Meeting Minutes from Thursday July 25th, 2024

Voting Members Present (8):

- Jason Paulios, Angie Brown, Tony Branch, Bethany Young, Diego Lasansky, Jamie Skinner, Kevin Felker, Kristen Mondanaro

Non-Voting Members Present (4):

- Austin Korns, Monica Nieves, Rachel Kilburg-Varley, Matthew Monsivais

Staff Present (4):

- Betsy Potter (virtual), Joe Reilly, Christopher Hunter, Katie Carpenter

Guest (1):

- Adam Schweitzer
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Call to Order:

- The meeting was called to order by Jason Paulios at 9:00 am.

Approval of June 27th, 2024 Meeting Minutes (vote)

- No Discussion
- On a motion by Diego Lasansky, seconded by Kevin Felker, the June Meeting minutes were unanimously approved.

Approval of June Financials (vote)

- Angie Brown reviewed May Financials. Items reviewed with the board included the following.
 - Balance sheet reflects negative \$30,288.50 for the MidWestOne Bank Accounts line item, that line item is not negative. Checks had been entered and cleared as well as final SSMID has not posted and been entered to the account hence the negative balance for that line item.
 - Profit and Loss sheet reflected income from Block Party ticket sales and sponsorships, Think Iowa City tourism grant to support Los Trompos installation, and SSMID payment. On the expenses reflected are; new vehicle lease and May & June delivery driver payment for the Delivery program, final payment for Los Trompos installation, block party expenses, micro events (Annual Meeting, In the Meantime vendors and workshops) expenses, Attorney retainer for representation, new office computer and air purifiers, retail grant buildout for Cielo, final payment for power washing services, ICPD annual contribution, and placemaking/public art for Plaza Center One mural, benchmarks, plantings in BHMP and Linn St. outdoor dining space.
 - Budget vs. Actual sheet; FY24 fiscal closeout will come in August once all payments and expenses are finalized.

- ICDD staff briefly provided an overview of 2024 Block Party financial report. The event profited close to \$29,000 which was higher than targeted budget gain of \$15,000.
- On a motion by Tony Branch, seconded by Bethany Young, the June Financials were unanimously approved.

Board Nomination (vote)

- 1-year Ex-Officio – Neighborhood Liaison
 - Jennifer Miller, Chief Administrative Officer, UI Health Care – Downtown
 - On a motion by Kristen Mondanaro, seconded by Angie Brown, the Neighborhood Liaison ex-officio nomination was unanimously approved

Presentation on Downtown Iowa City Ambassador Program

- Adam Schweitzer, Block by Block – Operation Manager
 - Adam provided a detailed overview of services being provided by Block by Block using data from Smart System utilized by IC Downtown Ambassadors. The system tracks trash collected during each scheduled Ambassadors shift, graffiti removed, hospitality engagement with visitors to the downtown district, and motorists assist for navigation through and around the downtown area. Adam also reviewed ways to utilize or contact his team to address any issues or to access a service provided by the IC Ambassadors.

Ex-Officio Updates

- Think Iowa City – Monica Nieves
 - 5 weeks remain for Herkys on parade.
 - 1 Herky added to the lineup with recent unveiling of the Lisa Bluder Herky displayed at the Athletics Hall of Fame with the women's basketball exhibit.
 - Fryfest is August 30th, free tickets available at Scheels and online.
- Greater Iowa City, Inc. – Austin Kornis
 - South of 6 District Executive Director Position is still accepting applicants.
 - August 7th 5pm-6pm will be ribbon cutting for the newly renovated Merge space and open house for Business Resource Center.
 - Women's Entrepreneurship Lunch 11:30am-1pm on August 2nd with a panel Women Entrepreneurs in partnership with JPEC.
 - September 10th from 11:30am-1pm Lunch and Learn around the new 260E Jobs training program through Kirkwood.
- City of Iowa City – Rachel Kilburg-Varley
 - 21 S. Linn St. Development RFP going to City Council on Aug 6th work session.
 - During last City Council work session, they discussed the direction to be taken related to Tobacco moratorium. They are considering moving toward a cap on the number of permits allowed in the community and a 500 ft. regulation that

restricts distances between tobacco businesses as well as proximity to other sensitive areas such as schools and universities.

- UISG – Matthew Monsivais
 - Student government this upcoming year will working to infuse Iowa City state legislative agenda with student advocacy.
 - Parking has created some shock value to returning and incoming student body. A meeting with the City of Iowa City is scheduled to understand justification regarding the rate increases for parking.

Adjourn: On motion by Bethany Young, seconded by Tony Branch, the meeting of the Board was adjourned at 10:05am.