

Iowa City Downtown District

Board of Directors Meeting

Meeting Minutes from Thursday October 24th, 2024

Voting Members Present (12):

- Wendy Zimmermann, Jason Paulios, Tony Branch, Charlie Nusser, David Kieft, Bethany Young, Kristen Mondanaro, Kevin Felker, Josh Immerfall, Nina Lohman, Diego Lasansky, Macy Krall

Non-Voting Members Present (4):

- Cady Gerlach, Rachel Kilburg-Varley, Monica Nieves, Kylie Buddin

Staff Present (2):

- Betsy Potter, Katie Carpenter

Guest (1):

- Allison Hoflen
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Call to Order:

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

Board Seat #2 – Nomination (vote)

- Nomination – Allison Hoflen
- On a motion by David Kieft, seconded by Josh Immerfall, nomination of Allison Hoflen to Board Seat #2 was unanimously approved

Approval of September 26th, 2024 Meeting Minutes (vote)

- No Discussion
- On a motion by Charlie Nusser, seconded by Diego Lasansky, the September Meeting minutes were unanimously approved.

Approval of September Financials (vote)

- Betsy Potter presented the September Financials in the absence of Board Treasurer Angie Brown.
 - Balance sheet looks pretty typical for this point in the fiscal year. May see some negative balances reflected on the sheet which is normal for September with tons of events on the front end of the fiscal year as well as SSMID payment isn't usually received until October. All things are in good standing and not an actual negative on budget. Profit and Loss sheet reflects income from event ticket sales for both Taste of Iowa City and Octoberfest as well as sponsorship from Midwest One Bank for Taste of Iowa City. Expenses reflected on the Profit and Loss sheet include Hello Lamp post subscription renewal, restaurant reimbursement under Taste of Iowa City event, fees for litigation representation, IDA conference fees, Block by Block expenses, and renderings for the Alleyways lighting project. Budget versus Actuals is also typical for this point of the fiscal year.
 - Katie Carpenter provided the board a recap of the Octoberfest which included event income (\$55,000) and expenses (\$46,000) as well as profits (~\$9,000) from the events.
- On a motion by Kristen Mondanaro, seconded by Nina Lohman, the September Financials were unanimously approved.

Approval of 990 (vote)

- No discussion
- On a motion by Tony Branch, seconded by Kevin Felker, the 990 was unanimously approved.

ICDD Charitable Fund with CFJC (vote)

- Betsy provided information and rationale for setting up a charitable fund through the Community Foundation of Johnson County as well as the opportunities that will be available to the organization.
- On a motion by David Kieft, seconded by Bethany Young, the ICDD Charitable Fund w/ CFJC was unanimously approved.
- On a motion by Charlie, seconded by David, the ICDD Board unanimously approved Executive Director Betsy Potter as executive signer on ICDD Charitable Funds, related documents, and ability oversee funds with CFJC on behalf of the ICDD.

Staff Updates – Holiday

- Katie Carpenter presented an overview of the upcoming Holiday season event and festivities planned for Halloween, and the Christmas/Winter holidays.

Better Together 20230 Updates

- Cady Gerlach presented to the board on the Better Together 2030 project which included updates each of the five pillars and progress made in each of those pillars. Cady also shared exciting things to come related to the project.

Ex-Officio Updates

- **Greater Iowa City Inc. – Cady Gerlach**
 - November 21st 4p-7p Annual Meeting at the Hyatt Regency
- **Rachel Kilburg-Varley – City of Iowa City**
 - New small business development grant program aimed at helping small businesses and entrepreneurs work on barriers that prevent them from growing or sustaining their businesses.
 - 21 south Linn St. RFP responses are due November 1st.
- **Summer of the Arts – Kylie Buddin**
 - Disco Ball fundraiser happening on November 9th at 1st Ave. Club
 - Currently recruiting for new board members. Applications and information available on Summer of the Arts website.
- **Think Iowa City – Monica Nieves**
 - State volleyball happening at the Xtreme Arena
 - Soldier Salute ticket on sale, 22 collegiate teams scheduled to participate including both Iowa women's and men's teams.
 - Agriculture Cruise was a success, the event sold out and had a waiting list. Planning to offer it again on May 4th and increasing space to accommodate interest.

Adjourn: On motion by Josh Immerfall, seconded by Diego Lasansky, the meeting of the Board was adjourned at 10:10am.