

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

Voting Members Present:

- In person
 - Wendy Zimmermann, Jason Paulios, Angie Brown, Tony Branch, Jeet Saini, Bethany Young, Kristen Mondanaro, Kevin Felker, Josh Immerfall, Nina Lohman, Sophie Donta
- Virtual
 - Diego Lasansky, Macy Krall, Jay LeaVesseur

Non-Voting Members Present:

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

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 March Meeting Minutes (vote)

- Revision to board attendance to note Diego Lasansky, Jammie Skinner, David Kieft and Charlie Nusser were not present at the March 25th meeting. Jeet Saini and Kylie Buddin were present. Macy Krall attended meeting virtually.
- On a motion by Keven Felker, seconded by Jason Paulios, the March minutes were unanimously approved.

Approval of March Financials (vote)

- Angie Brown reviewed March Financials. Items reviewed with the board included the following.
 - On the Profit and Loss sheet under Events and Campaign Income reflected are Block party sponsorship from Greenstate Credit Union, FY24 Local Rewards participation fees, as well as Shop Crawl ticket sales. On the Program and Initiative Income reflected is Midwest One Bank annual sponsorship for Cosign initiative for FY24.
 - On Expenses reflected under Campaigns are cost for X Marks the Arts video release, as well as Dubuque St. parking vouchers related to Dubuque St. construction project. Under gift card operations reflected are cost for Spring gift card order. Print Materials line item reflected cost for IC Eats and local reward print materials.
 - Deposits was made for booking the Dueling Pianos for upcoming block party in June.

- Other notable expenses on the Profit and Loss sheet include deposit for Block-by-Block operations office lease of 112 S. Linn St., Herky on Parade art work and removal of the doodle tree lights. Actuals vs Budget are on track.
- On a motion by Kristen Mondanaro, seconded by Bethany Young, the March financials were unanimously approved.

Historic Preservation Designation Advocacy Letter (vote)

- Board discussion on request from Friends of Historic Preservation for support of designation of the properties where Paglia's pizza is currently and the adjacent properties to land mark as historic property. Betsy has drafted a letter based on the organization's advocacy statement around historic designation.
- On a motion by Tony Branch, seconded by Sophia Donta, submission of Historic Preservation Advocacy Statement Letter to Iowa City Council was unanimously approved.

FY25 Program Opportunities/Budget

- Downtown District Gift Card Program
 - Joe presented to the board comparisons of the current gift card program (EML) and Downtown Gift Card. For cost purposes the organization is planning to continue with the current gift card program (EML).
- ARPA Grant
 - Submitting a letter to the City of Iowa City to express the organization's intent to apply for ARPA funds to install lighting in three alleys entering into the ped mall.

Hello Lamp Post - Report

- Chris presented to the board on the Hello Lamp post usage in the downtown district. The organization utilizes the Hello Lamp Post in variety of ways including events, art installations, and retail marketing. It is currently being used with on-going construction on Dubuque St. project and is utilizing AI technology to provide information about the project as well as businesses and attraction in downtown area.

Staff Updates

- **In the Meantime**
 - Katie provided update on the "In the Meantime" space and review of the first workshop held in the space with Willow and Stock. There are future workshops planned and 3 of them have already sold out. Katie will continue to organize and take lead on the workshops and events happening in the space and Kick it will handle the pop-up retail vendors since they have some experience with pop-ups.
- **Annual Meeting**
 - Annual meeting is set for Wednesday June 5th. There will be a VIP happy hour 3:30p-5p at the In the Meantime space prior to the meeting for sponsors, stakeholders, and board members. The event will then transition to the Englert stage for the formal annual meeting 5p-to 6p.

Ex-Officio Updates

- **Greater Iowa City Inc. – Austin Korn**
 - New Agriculture brand just rolled out with Johnson County to acknowledge rural businesses.
 - CLP application will be opening soon and a shout out to Joe and his CLP cohort's successful Non-Profit board fair!
 - May 9th hosting Build Johnson County event 3:30p on historic preservation and building use.

- **Think Iowa City – Monica Nieves**
 - Herkys on Parade will be unveiled Wednesday May 1st at 10am
 - Gran Gable bike event happened Saturday May 4th

- **UISG – Noah LeFevre**
 - No major updates, end of the school year approaching and will be transitioning off the board and will be replaced by Matthew.

- **Summer of the Arts – Kylie Buddin**
 - Friday night concert series start on May 10th with Iowa City Steel Band.
 - May 25th first movie of the summer.
 - May 31st Beauty and Beats performing for Friday night concert series

- **City of Iowa City – Rachel Kilburg-Varley**
 - Construction season is full effect and all project track.
 - Bus Routes are being impacted by staffing shortages
 - 21 S. Linn public input process wrapping up May 1st. Will sort information and present to City Council.

- **CommUnity – Andrienne Korbakes**
 - Currently hosting baby shower this month soliciting baby related items for the food bank. This campaign running through the end of April.
 - May 1st is Johnson County great give day through Community Foundation of Johnson County to support local non-profits.
 - Hiring for a new law enforcement liason with ICPD, current liason is moving to New York
 - 2-day ASSIST suicide training coming up and open to public. May 18-19 and June 20-21

Adjourn: On motion by Angie Brown, seconded by Jason Paulios, the meeting of the Board was adjourned at 10:16am.