

**Iowa City Downtown District**  
Board of Directors Meeting  
**Meeting Minutes from May 23<sup>rd</sup>, 2024**

**Voting Members Present:**

- In person
  - Wendy Zimmermann, Jason Paulios, Angie Brown, Tony Branch, Charlie Nusser, Bethany Young, Kristen Mondanaro, Josh Immerfall, Nina Lohman, David Kieft, Diego Lasansky,
- Virtual
  - Macy Krall, Jamie Skinner, Sophie Donta,

**Non-Voting Members Present:**

- In person
  - Monica Nieves, Austin Korn, Rachel Kilburg-Varley
- Virtual
  - Andrienne Korbakes

**Staff Present:**

- Betsy Potter, Joe Reilly, Katie Carpenter

**Guest Present:**

- Cady Gerlach

**Call to Order:**

- The meeting was called to order by Wendy Zimmermann at 9:02 am.

**Approval of April Meeting Minutes (vote)**

- No Discussion
- On a motion by Josh Immerfall, seconded by Diego Lasansky, the April minutes were unanimously approved.

**Approval of April Financials (vote)**

- Angie Brown reviewed April Financials. Items reviewed with the board included the following.
  - On the Profit and Loss sheet Income under events and campaign reflects sponsorship from Thompson and Co. and Hills bank for Block Party, tickets sales from Farm to Street as well as workshops and Shop Crawl from micro events. Other Income on the profit and Loss sheet under Program and Initiatives include Green State delivery sponsorship and City of Iowa City support of X marks the arts. April SSMID payment is also reflected on the income side of profit and loss. On the expense side under marketing reflected are expenses for X marks the Arts and Dubuque St. marketing as well as payment to CREOS for the summer art installation. Under event expenses reflected are expensed for block party features, workshops and shop crawl, holiday look book and onscreen advertising at FilmScene. Under programs and initiatives expenses include rent for In the

Meantime space, principal payment on the Iowa Ave. re-pavement loan. On actual vs. budget 77% of the budget has been spent.

- On a motion by David Kieft, seconded by Kris Mondanaro, the April financials were unanimously approved.

#### **Guest Speaker - Cady Gerlach with Better Together 2030 Updates**

- Cady Gerlach provided the board an update and review of the past year of Project Better Together including Excellence in Action Award with Iowa City Downtown District Iowa Ave Alley project receiving the Catalyst Project Award as well as other progress made toward the pillars of project.

#### **Budget / Memo (vote)**

- Betsy presented the FY25 budget to the board
- On a motion by Charlie Nusser, seconded by David Kieft, the FY25 Budget presented “as is” was unanimously approved.

#### **Executive Director's Review**

- Executive Director's Review - Closed Board Session

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