

**Iowa City Downtown District**  
**Board of Directors Meeting**  
**Meeting Minutes from Thursday September 26th, 2024**

**Voting Members Present (13):**

- Wendy Zimmermann, Jason Paulios, Angie Brown, Tony Branch, Jeet Saini, Bethany Young, Kristen Mondanaro, Jamie Skinner, Josh Immerfall, Nina Lohman, Sophie Donta, David Kieft, Diego Lasansky

**Non-Voting Members Present (6):**

- Austin Korn, Monica Nieves, Rachel Kilburg-Varley, Matthew Monsivais, Jennifer Miller, Kylie Buddin

**Staff Present (3):**

- Betsy Potter, Joe Reilly, Christopher Hunter

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**Call to Order:**

- The meeting was called to order by Wendy Zimmermann at 9:00 am.

**Approval of August 22nd, 2024 Meeting Minutes (vote)**

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

**Approval of August Financials (vote)**

- Board Treasurer Angie Brown presented the August Financials to the board. Balance sheet looks good, expecting first SSMID sometime in mid-October. Activity on the profit and loss include income from ticket sales and sponsorship for the following events; Farm to Street, Oktoberfest and Taste of Iowa City; City of Iowa City invoice payment for their portion of the Block-by-Block services. Expense activities on the profit and loss include ads and marketing for the Dubuque St., Englert yearly advertising, CLP expense for board president, and Block-by-Block monthly payment for services under Clean and Safe initiatives. Budget versus Actuals nothing to note other than Iowa Ave. repaving project is in a separate account although income and expenses show up in the reports but are outside of the budget.
- Downtown District Executive Director Betsy Potter gave a recap of the Taste of Iowa City event and provided the board a breakdown of the event expenses and income.
- On a motion by Nina Lohman, seconded by Bethany Young, the August Financials were unanimously approved.

### **Strategic Planning/ SSMID Renewal**

- Downtown District Executive Director Betsy Potter provided the board a recap of the strategic planning process as well as outlined the purpose and intent. Betsy highlighted key points and takeaways (included in the September board packet) from the first sessions facilitated by Uncommon Bridges. Betsy updated board on the next steps in the process including timelines and dates for upcoming planning meetings and the board retreat.

### **Dubuque St. Streetscape Update & Reopening Celebration**

- Downtown District staff Christopher Hunter provided the board a wrap up summary of efforts and supports provided to Dubuque St. business during the street closure for construction through traditional advertising and promotions, public art, wayfinding signage, gift card programming and social media campaigns.

### **International Downtown Association Conference Recap**

- Downtown District Executive Director Betsy Potter provided the board a recap of her trip to International Downtown Association Conference in Seattle. Betsy shared key takeaways from the conference which included retail support, clean and safe programs, and data that tells the story of your district.

### **Ex-Officio Updates**

- **Austin Korn – Greater Iowa City Inc.**
  - Monthly business PM happening tonight at Eastern Iowa Rehabilitation Center.
  - Candidate forum with Mariannette Miller-Meeks (October 4<sup>th</sup>) and Christina Bohannon (October 8<sup>th</sup>)
  - Greater Iowa City Inc. Annual meeting November 21<sup>st</sup> 4:30pm-7:30pm
  - Board Leadership Program kicking off today September 26<sup>th</sup>.
- **Kylie Buddin – Summer of the Arts**
  - Downtown Summer of the Arts programming has wrapped up for the season.
  - Dates are confirmed for the 2025 Summer of the Arts; ArtsFest - June 6<sup>th</sup> -8<sup>th</sup> and JazzFest - July 4<sup>th</sup> - 6<sup>th</sup> with fireworks on the 4<sup>th</sup>.
- **Monica Nieves – Think Iowa City**
  - Think Iowa City sponsoring the African Festival of Arts and Culture this upcoming weekend, September 28<sup>th</sup> on the Ped Mall 12pm-9pm.
  - Sports Commission partnering with UI Athletics for Hoops Downtown.
  - October 20<sup>th</sup> Think Iowa City and Greater Iowa City Inc. partnering on Agriculture Iowa booze cruise touring area attraction farms; Walker Homestead, Calyx Creek Lavender Farm, Colony Acres, and Cedar Ridge.
  - State Volleyball is returning to Xtreme Arena in November.

- **Rachel Kilburg-Varley – City of Iowa City**
  - City Council first reading of the changes to tobacco zoning code changes and kratom ban
  - ICPD launched a co-responder model in partnership CommUnity which pairs a community-oriented police officer with a mental health liason from CommUnity. Within the first week they have been dispatched to 75 calls. So far it has been successful.
  - This week is ClimateFest and events are scheduled through the weekend.
- **Jennifer Miller – Iowa Healthcare Downtown**
  - Patient census hit 100 for in-patients which is double the census a year ago under the previous organization.
  - The downtown health care is largely focused on community hospital services.
  - Working to get messaging out that the core components (Doctors, nurses, and services) prior to the acquisition by UI Healthcare are still very much a part of the new center.
- **Matthew Monsivais – UISG**
  - Started some data-science on the annual renter's guide survey.
  - Increasing communication with sororities soliciting individual feedback on safety to and from campus.
  - State agenda governmental relations doing some advocacy on legislative changes to zoning laws in the state to promote housing development for affordable housing for students
- **David Kieft – University of Iowa**
  - October 1<sup>st</sup> is deadline for UI to exercise the option to purchase the Old Capitol Town Center. Working on agreement to negotiate purchase price with closure dated out 3-years in the future.

**Adjourn:** On motion by Josh Immerfall, seconded by Angie Brown, the meeting of the Board was adjourned at 10:13am.