



DOWNTOWN PARTNERS SIOUX CITY

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**Downtown Partners Sioux City Board of Directors
Meeting Minutes**

Downtown Partners, 418 Pierce Street

7:30 a.m. March 26, 2015

Present: Darin Daby, Frank Forneris, Annette Hamilton, Mark Hinds, Larry Jensen, Ben Knoepfler, Dan Moore, Keith Radig, Ryan Ross, Sam Wagner, Anne Westra

Absent: Ryan Avery, Terry Glade, Todd Moyer

Guest: Jill Wanderscheid

The meeting was called to order at 7:33 a.m.

The agenda for the meeting was reviewed. A motion was made to accept as written. Motion carried.

The minutes from the January meeting were reviewed. A motion was made to accept as written. Motion carried. Minutes compiled from the City of Sioux City from the February joint meeting with City Council were also reviewed.

The January and February 2015 financial reports were presented and reviewed. A motion was made to accept both as written. Motion carried.

Cote presented sponsorship requests from Sculpt Siouxland and the Sioux City Farmer's Market. A motion was made to approve a \$1,000 donation to the Sculpt Siouxland project and support for the Sioux City Farmer's Market. Motion carried. A committee will be formed to create sponsorship guidelines for all future requests.

A proposal to provide marketing content was reviewed from Sioux City Now. A motion was made to contract for three months of content; including videos, business/area highlights and information to be used for ongoing downtown marketing purposes at \$260 per month. Motion carried.

Wagner updated the board on the Economic Development task force meeting. The group continues to look closely at a development plan on a block by block basis, a façade package that could include streetscape elements and commercial reporting or beneficial links for property information.



Ross shared the Transportation task force's updates on the trolley sponsorship packets that were released to our membership in February and will be announced via press release in early April. Advertising standards were created by the task force and presented to the board. A motion was made to accept the standards with the following amendment to add "or nicotine delivery systems" to the second line. Motion carried. Parklet information was shared with the board as the group continues to research the concept.

Jill Wanderscheid presented information on the Main Street Iowa program after attending an application workshop on the City's behalf. The board would like to look into the possibility of applying for the program. A committee will gather to look further into creating a letter of intent to apply for the program. Main Street Iowa requires communities to submit a letter of intent to apply for the program. The letter is non-binding, but will serve as an indication of those communities who intend to apply. The topic will be discussed further at the next board meeting in April.

The Livability task force was not able to meet in March due to scheduling conflicts but is moving forward with recycling in the downtown market rate resident buildings. Along with other projects, the group also continues to look at enhancing the usable outdoor spaces and working with the Economic Development Task Force in efforts to create a façade and outdoor space program.

The Communication task force did not meet due to the new designs currently being produced by JD Gordon Creative Labs which will be printed in April.

Trader Sioux has received the pro forma from CDS Consulting Co-op and is reviewing the information. Chris Bogenrief has been chairing this group and will continue to provide updates to the board.

Additional board discussions provided updates on a summer internship in conjunction with the Sioux City Farmer's Market and Morningside College that will begin in June and the board would like to reach out to the Children's Museum of Siouland and offer assistance with any upcoming event in downtown that could benefit their capital campaign. The internship is being run through the Iowa College AmeriCorps Program (ICAP) and will provide the market with 20 hours per week and Downtown Partners with 10 hours per week of assistance with event and project based enhancements.

Adjournment at 8:44 a.m.