



DOWNTOWN PARTNERS SIOUX CITY

418 Pierce Street
Sioux City, IA 51101

P (712) 252-0014

F (712) 258-8516

DOWNTOWNSIOUXCITY.COM

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

Downtown Partners, 418 Pierce Street

7:30 a.m. July 23, 2015

Present: Ryan Avery, Jennifer Rose Bass, Darin Daby, Frank Forneris, Terry Glade, Mark Hinds, Dennis Johnson, Dan Moore, Todd Moyer, Ryan Ross, Sam Wagner, Anne Westra

Absent: Ben Knoepfler, Keith Radig

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 June meeting were reviewed. A motion was made to accept as written. Motion carried.

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

A request was received from the city to support a visit from international destination branding expert Roger Brooks. This as an opportunity for an expert in tourism/downtown development/destination marketing to come in to our community and share with us our strengths and weaknesses as it relates to tourism and our downtown. A motion was made to approve \$5,000 with contributions being made by other entities and defined deliverables. Motion carried.

The board discussed task force chair postions. Wagner will represent the economic development/partnerships, Forneris will chair transportation, the livability group has not elected a new chair yet and Knoepfler will chair the communications task force.

Wagner reported that the Economic Development/Partnerships task force will not meet this summer and will resume meetings in September.

Ross and Daby reported on the successes and opportunities learned from the Better Block project. Both the transportation and livability task forces will move forward with identifying future projects in downtown using this concept. The active transportation plan, being developed by SIMPCO, will also look at using this demonstration tool for corridors identified within the plan.



Daby updated the board on the livability topics discussed at the last meeting. Maintenance with any/all existing green space (trees, planters, etc.) is a priority. The weeds have been an issue this year due to the weather, which has caused a need for a solid maintenance plan.

The digital campaign results for the first month were very positive, with 331,421 impressions, 3,187 clicks to the website and 1,488 new fans. The campaign continues to run through September and then we will look at utilizing the remainder of the budget for the highlighting holiday events and Small Business Saturday.

The Trader Sioux chairperson is away until the end of August, however they have an attorney helping with the organization structure and tax credit concepts for what may be a \$3 million project. The board will receive updates as the project continues.

The board discussed impressions from the Ragbrai event held this month and ideas to consider; a bike share program, wayfinding improvements, bike trails maps. The entertainment was impressive and the temporary Farmer's Market layout was very well received.

Our quarterly update to City Council will be at 4PM on Monday, August 17.

Adjournment at 8:35 a.m.