



AGENDA CITY COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MONDAY, JULY 13, 2020

4:00 PM

**Electronic Meeting
ZOOM MEETING PLATFORM**

Electronic Meeting

(Pursuant to Iowa Code section 21.8)

An electronic meeting is being held because a meeting in person is impossible or impractical due to concerns for the health and safety of Commission members, staff and the public presented by COVID-19.

You can participate in the meeting and can comment on an agenda item by going to <https://zoom.us/meeting/register/tJMrc-2vqzMoH9dWQymvNMNnPSomlgLNZDo4> via the internet to visit the Zoom meeting's registration page and submit the required information

Once approved, you will receive an email message with a link to join the meeting. If you are asked for a meeting or webinar ID, enter the ID number found in the email. A meeting password may also be included in the email. Enter the password when prompted.

If you have no computer or smartphone, or a computer without a microphone, you may call in by telephone by dialing (312) 626-6799. When prompted, enter the meeting or webinar ID. The ID number for this meeting is: 976 4475 8253

Once connected, you may dial *9 to "raise your hand," letting the meeting host know you would like to speak. Providing comments in person is not an option.

AGENDA

1. Call to Order
2. Consider approval of minutes from the January 27, 2020 Economic Development Committee meeting
3. Discuss Tailwinds' proposal for historic preservation and redevelopment project on south side of 100 block of East College Street
4. Staff time
5. Committee time
6. Other business

If you need disability-related accommodations in order to participate in this program/event, please contact Wendy Ford, Economic Development Coordinator at 319-356-5248 or wendy-ford@iowa-city.org. We ask that contact us early to allow sufficient time to meet your access needs.

**MINUTES
CITY COUNCIL ECONOMIC DEVELOPMENT COMMITTEE
JANUARY 27, 2020
EMMA HARVAT HALL, CITY HALL, 4:00 P.M.**

Members Present: Susan Mims, Mazahir Salih, John Thomas
Staff Present: Wendy Ford, Geoff Fruin
Others Present: Derek Willard (Riverside); Adam Knight (Riverside); Kate Markham (Riverside);

RECOMMENDATIONS TO COUNCIL:

**Thomas moved to nominate Mims for Chair of the Economic Development Committee.
Salih seconded the motion.
The motion carried 3-0.**

**Salih moved affirmation of the FY21 budgeted amount, and intent to budget FY22 and FY23 financial assistance for Riverside Theatre.
Thomas seconded the motion.
The motion carried 3-0.**

CALL MEETING TO ORDER:

The meeting was called to order at 4:01 P.M. Wendy Ford asked those present to introduce themselves.

ORGANIZATION OF COMMITTEE:

Ford noted that since this is the first meeting of the newly appointed Economic Development Committee, the first order of business would be to elect a Chair.

**Thomas moved to nominate Mims for Chair of the Economic Development Committee.
Salih seconded the motion.
The motion carried 3-0.**

Susan Mims was elected to continue as the Chair of the EDC.

CONSIDER APPROVAL OF MINUTES FROM THE OCTOBER 28, 2019, ECONOMIC DEVELOPMENT COMMITTEE MEETING:

Mims noted that it is a bit awkward for the new Members to vote on these meeting minutes, as they were not a part of the Committee at that time. She noted that Fruin and Ford could attest to the accuracy of the submitted minutes.

**Thomas moved to approve the minutes from the October 28, 2019 meeting as presented.
Salih seconded the motion.
The motion carried 3-0.**

Consider affirmation of FY21 budgeted amount and intent to budget FY22 and FY23 financial assistance for Riverside Theatre:

Ford noted that there are several folks from Riverside Theatre present to can give the Committee an update on the theatre. She noted the history of City support of Riverside Theatre, and the most recent two years' support of \$20,000. The Riverside staff then addressed Members, noting that they now have a full-time development director on staff. Markham then reviewed Riverside's fiscal year that ended at the end of August, 2019 and their standing in current budget year. Reviewing FY19, Markham noted several challenges for Riverside Theatre. Lower subscription sales and ticket sales were a major issue. Also at issue were leadership changes within Riverside. On the bright side, expenses were less than budgeted. This still resulted in an approximate \$34,000 loss. Moving on to the fiscal year-to-date report, Markham noted that subscription and ticket sales are up. She continued to share with Members how the current fiscal year appears to be shaping up – the budget is stable, contributing income is up, but cash flow remains an issue due to lack of assets and savings. The good news is that there is an anticipated \$10,000 surplus next year, which will help to pay down some of the long-term debt, according to Markham.

Continuing, Knight addressed Members regarding Riverside's history. He noted that over the past four years they have been going through a transition, away from a founder-driven institution and towards a mission-driven institution. He spoke to Riverside's mission of challenging their audiences, yet still needing to bring in enough in ticket sales to carry them forward.

Knight shared that three of the eight plays being offered this year were written by women, which is above the national average. Also, this year will be two plays written by people of color, which is probably a first in Riverside's history. Looking at the summer schedule, Riverside hopes to program an all-black cast in a production. Continuing, Knight shared some of the upcoming productions that Riverside will be offering. He talked about some of the programming they offer, from where students come for matinee performances which helps to further their mission within the community. He stated that everyone that works on their stage, from actors to production, are paid for their work. Knight said they are working to increase student attendance and noted that they have a goal of increasing this by 10%. Currently, they are at 17% with their first three productions. Regarding the summer Shakespeare Festival, he noted that this will be the third year of making this free to the public. They continue to work with business and corporate interests for financial backing. There will be a third week added to this year's Shakespeare schedule.

Derek Willard expressed how grateful Riverside Theatre is for the City's continued support. He added that getting feedback from the City is helpful for them as well. Regarding downtown, he stated that he is glad they can be a part of the revamping that is occurring in the Northside Marketplace area of downtown. Mims thanked the Riverside staff for sharing with the Committee and praised their goal of increasing student attendance at plays. Salih stated that she does not know a lot about Riverside Theatre, and she spoke to the diversity they say they want in their productions. She asked who the audience is for the plays being offered. Knight responded, noting that the 17% student attendance is very promising. He added that this is not a Riverside-centric problem, but an industry problem, that almost every theater in the U.S. is concerned about diversity as well. The topic of outreach was touched on, with Salih stating that since this is taxpayer money being used, she would like to see everyone in the community be made aware of what Riverside does. Knight agreed, stating that outreach is something they have been working on the past few years, as changes have taken place at Riverside. Thomas agreed with Salih's comments, noting that he will be attending four of the eight plays this year. He spoke to expectations of those attending the theater and how this has been changing. He applauded Riverside for their outreach to high school students and other cultural organizations in the area.

Members continued to discuss some of the issues of outreach, diversity, community interests, etc., that Riverside faces as they move away from a founder-driven to a mission-driven theater.

Salih moved affirmation of the FY21 budgeted amount, and intent to budget FY22 and FY23 financial assistance for Riverside Theatre.

Thomas seconded the motion.

The motion carried 3-0.

STAFF REPORT:

Ford spoke first to the 'climate action at work' programs staff has been working on. One program is to get local businesses to sign up for a program called 'portfolio manager,' which is a national database for tracking energy and resource use. Ford stated that this will help people understand the metrics of their energy use, in their own building, and will allow them to compare themselves with other businesses, both locally and nationally. The first business to begin this program is Beadology, with Karen Kubby. Ford stated that Kubby let staff in to help her get started with this program, and that it has been fairly simple so far. A local bank is also interested in the program, and Ford stated that staff will be helping them as well. Another item staff has been working on is tax abatement areas in the Highway 1/Highway 6 corridor, excluding existing urban renewal areas. Lastly, Ford noted that staff will be amending three of the urban renewal areas that are in industrial zones. The plan is to create incentives for these industrial buildings to undergo energy efficiency projects. Ford noted that buildings typically lose 30% of the energy they consume.

COMMITTEE TIME:

None.

OTHER BUSINESS:

None.

ADJOURNMENT:

Thomas moved to adjourn the meeting at 4:39 P.M.

Salih seconded the motion.

Motion carried 3-0.

**Council Economic Development Committee
ATTENDANCE RECORD
2020**

NAME	TERM EXP.	01/27/20										
Susan Mims	01/02/22	X										
Mazahir Salih	01/02/22	X										
John Thomas	01/02/22	X										

Key:

X = Present

O = Absent

O/E = Absent/Excused