College Hill Partnership Meeting, December 9th in the CHP Office

X = present

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| X | Dave Deibler, President, Landlord | X | Chris Martin, Vice President, Resident |
| X | Kathryn Sogard, CHP Coordinator | X | Doug Johnson, Treasurer, At-Large |
| X | Becky Hawbaker, Secretary, Resident |  | Brent Dahlstrom, At-Large |
| X | Kyle Dehmlow, At Large | X | Andy Fuchtman, At-Large |
|  | Ryan Kreiner, Landlord |  | Jacob Levang, UNI Student Government |
|  | Andrea Geary, Business |  | Mike Hayes Ex-Officio City Liaison |
| X | Barb Schilf, Business |  | Andrew Morse, Ex-Officio UNI |
|  | Cary Darrah Ex-Officio, Cedar Valley Alliance |  | Mary-Sue Bartlett Ex-Officio CHAF  |
| X | Vaughn Griffith Ex-Officio Master Gardner/Hill Beautification |  | Crystal Ford, Ex-Officio, Community Main Street |
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Guests: Karen Howard, Jess Cruz, Terra Ray, Simon Harting

1. Call to order: Deibler called the meeting to order at a little after noon.
2. Minutes: The November minutes were approved with no changes
3. Presentation: Jess Cruz (Rod Con): Cruz thanked the board for our past sponsorship of Rod Con and asked for ideas about how to create more connections between the Hill and the Con. Deibler suggested a parade of those costumed to the Hill that would include some performance angles that the Rod Con costume contest doesn’t include. Cruz suggested an event on the Hill the evening prior to the Con, but Deibler recommended sticking with the day of the event for this year. Cruz requested information, coupons, or freebies that could be included in the goodie bags given out. Dehmlow asked if Rod Con could print coupons if we sent in a file. Cruz also suggested having one of the Pre-Con speakers or events located on the Hill. Griffin suggested creating signage or a flyer with a map directing people to the Hill. Cruz discussed restrictive campus rules about signage. Deibler will contact other Hill businesses. Griffin said the CHAF has signage that CHP could borrow to direct Rod Con attendees to the Hill.
4. Presentation: Terra Ray (Parking App Presentation): Ray outlined the parking ordinances that were approved by the council on February 3rd and the implementation of new pay stations and Smart Parking payment option. Smart parking is an integrated system for managing payments, permits, enforcement, and data collection and analysis. To use either the pay station or mobile app, you need to know your license plate number. The parking receipts will not be printed to cut down on litter.
5. New Business
6. Gradfest Participation: UNI has approached us to participate in Gradfest. Sogard said it is an event with minimal cost for us. Social House has hosted the main event the last few years with other businesses offering special deals for grads. Dehmlow estimates the number of attendees in the past has been around 200, which is low, but also that the number is unpredictable, making planning difficult. Sogard asked the board if this is an event the CHP should continue to plan and coordinate this event or if the alumni association should be directed to individual business owners. Dehmlow, Deibler, and Sogard will meet with the alumni association to discuss concerns and options.
7. Discussion: Radio Advertising Proposal, opportunity for a ‘voices from the Hill’ branding campaign. Will discuss further in March.
8. Updated Business
9. Discussion: College Hill Strategic Planning Recap, Sogard shared the notes from our retreat, but there was no discussion due to time.
10. Discussion: College Hill Visioning: Howard said that the consultants got a lot of great feedback from stakeholders when they were here, although attendance at the evening kickoff was not great. The next big event is Saturday, March 28th 9AM to noon at the CEEE and we really need more participation. There was discussion about strategies to get the word out and pull people in.
11. Apple TV monitor and system: Dehmlow shared that he investigated the cost and it is $760.76 for a 60” monitor. He will investigate further to see if there is an additional cost to use with non-Apple devices.
12. Reports from Executive Officers:
13. President: Dave Deibler: No report due to time
14. Treasurer: Doug Johnson: Johnson distributed a financial report. There were no questions.
15. Report from UNI
16. Neither Levang nor Morse were here to give a report.
17. Reports of Staff and Ex-Officio: No reports due to time
18. Adjourn: The meeting was adjourned at 1:20.

Respectfully Submitted

Becky Hawbaker

Next meeting: March 9th