



College Hill Partnership
 Monday, September 14th, 2020 12:00pm
 via Zoom

College Hill Partnership Mission Statement College Hill Partnership (CHP) is a non-profit organization that serves as the leader in revitalization and promotion of the College Hill area, an urban neighborhood community. The scope of its mission includes promoting healthy neighborhood businesses and housing enhancement; strengthening collaboration and pride; developing public/private partnerships; and serving as an advocate for addressing area concerns.

X = present

	Dave Deibler, Past President	X	Chris Martin, President, Resident
X	Kathryn Sogard, CHP Coordinator	X	Doug Johnson, Treasurer, At-Large
X	Becky Hawbaker, Secretary, Resident	X	Ryan Kreiner, Vice President, Landlord
X	Kyle Dehmlow, At Large	X	Andy Fuchtman, At-Large
	Brent Dahlstrom, At-Large	X	Noelle Sampson, UNI Student Government
X	Bettina Fabos Martin, Landlord		Mike Hayes Ex-Officio City Liaison
X	Andrea Geary, Business	X	Andrew Morse, Ex-Officio UNI
X	Barb Schilf, Business		Mary-Sue Bartlett Ex-Officio CHAF
	Cary Darrah Ex-Officio, Cedar Valley Alliance	X	Crystal Ford, Ex-Officio, Community Main Street
X	Vaughn Griffith Ex-Officio Master Gardner/Hill Beautification		

Guests: Karen Howard, Noelle Sampson

- I. Call to order: Martin called the meeting to order at about noon.
- II. Approval Minutes: August Meeting Minutes were approved with no changes.
- III. New Business:
 - a. Resolution: Approving New Wheat Pasting Murals & \$50 Façade Design Application Fee – Fabos B.
Dehmlow/Fuchtman moved to approve the wheatpasting design to move forward next to P&Z and to reimburse Bettina for a \$50 Façade Design Application Fee. The motion passed with Martin abstaining.
 - Griffin/Hawbaker moved to approve up to \$150 to cover the printing costs. The motion passed with Martin abstaining.**

- b. Discussion: College Hill Visioning – Howard shared the details of the College Hill Visioning Charette presentation week. The week will kick off on October 3rd from 9-11 via Zoom and there will be several opportunities throughout the week to drop in and visit with the team. Howard asked for ideas on how to encourage as many people as possible from many different constituent groups to attend. We will create posters, postcards, email blasts, social media.
- c. Discussion: Preparing for Re-Opening of Bars
 - i. 1. Gift Card Incentive Program: Sell our certificates at a discount (\$20 certificate for \$15, with CHP covering the extra \$5)
 - ii. Raffle Program: Buy a raffle ticket on behalf of a business \$500 in CH certificates
 - iii. Press Release on reopening, UNIs position on potential reopening. Dehmlow asked what the CHPs and UNIs messaging would be on reopening and stated the importance of having a consistent positive message. Dehmlow suggested CHP following the [Iowa Restaurant Association Promise](#), in which we list and promote businesses who have promised to follow safety protocols above and beyond legal minimums. Morse responded that we should all focus on the message of prevention measures needed to keep businesses open. Kreiner noted that when bars reopen, we will also need the city’s help with crowds in lines on sidewalks outside the bars. Martin and Sogard will work on a press release to go out ASAP. Geary suggested a spotlight story for each business saying their own “promise” to keep patrons safe.

IV. Updated Business

V. Reports from Committees:

- a. Light Up College Hill: Two options have been discussed: 1) LED lights along the tops of buildings, ~\$20,000 for upper hill only, and 2) Eight strands of LED lights crossing over across the street from tops of buildings, ~\$8,000. The second idea is favored by the committee for both cost and design, but will need to work through concerns the city has.

Dehmlow/Fabos moved to approve \$8,000 from either CHP or our Façade Grant program to support the second idea and begin working through the city. The motion passed.

Kreiner also suggested approaching businesses in the meantime with the idea of CHP buying lights and asking the businesses to put them up along the tops of their building for the holidays.

- b. Neighborhood Committee: Spotlighting safe and socially distant ways Seerley Park is being used by fitness communities, puppy finishing schools, and other groups. The Little Free Library is seeing a lot of use.

- c. Communication Committee: The Committee sent minutes and ideas about social events, looking at door hangers and postcards, better social media presence.
- VI. VI. Reports from Executive Officers:
- A. President: Chris Martin has written a letter to the editor on the Courier's use of an old picture of crowded lines on the Hill for an unrelated story.
 - B. Treasurer: Doug Johnson (See Attached)
- VII. VII. Report from UNI:
- a. A. UNI Student Update
 - b. B. UNI Update (Morse): Classes will begin January 25th, one week later than usual, no spring break.
- VIII. Reports of Staff & Ex-Officio Liaisons
- A. Kathryn Sogard (written & attached) assisted with a positive story on KWWL that included an interview with Dave Deibler. She worked with UNI, the City, and Downtown on a Mask Up social media campaign. Mary Sue Bartlett has stepped down as liaison for the College Hill Arts Festival. Johnson will fill that role for this year.
 - B. Beautification (Vaughn Griffith)
We will not be doing Homecoming plantings on the Hill.
 - C. Liaisons (Howard, Hayes, Ford, Darrah, Bartlett, Harding):
The city will be sending out press release on resilience and climate change in the community.
- VIII. Adjourn: The meeting was adjourned at 1:15.

Respectfully Submitted,
Becky Hawbaker

Next meeting will be on October 12th at 12pm, at TBD.