College Hill Partnership

Monday, June 14, 2021 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

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| --- | --- | --- | --- |
| X | Ryan Kreiner, President, Landlord Rep |  | \_\_\_\_\_\_\_\_\_, VP |
| X | Kathryn Sogard, CHP Coordinator | X | Becky Hawbaker, Secretary, Resident |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_, Treasurer |  | Sam Blatt, At-Large |
|  | Kyle Dehmlow, At Large | X | Hannah Petersen, At-Large |
|  | Brent Dahlstrom, At-Large |  | Samantha Bennett, UNI Student Government |
|  | Bettina Fabos Martin, Landlord | X | Chris Martin, Ex-Officio, Past President |
|  | Matt Heinen, Resident Representative |  | Mike Hayes, Ex-Officio City Liaison |
| X | Angela Johnson, Business | X | Karen Howard, Ex-Officio City Liaison |
| X | Barb Schilf, Business | X | Andrew Morse, Ex-Officio UNI |
|  | Cary Darrah Ex-Officio, Cedar Valley Alliance | x | Doug Johnson, Ex-Officio CHAF |
|  | Vaughn Griffith Ex-Officio Master Gardner/Hill Beautification | x | Crystal Ford, Ex-Officio, Community Main Street |

Guests:

1. Call to Order: The meeting was called to order at a little after 12:00, waiting for a quorum of members. There is not a quorum of voting members for this meeting.
2. May Minutes: **Johnson/Hawbaker moved to approve the May minutes. The motion was approved** (but will ask for formal approval by e-vote following this meeting or at the July meeting)
3. New Business:

A. Discussion: 2022 Visitors Guide Marketing Opportunity (See Packet)

We previously purchased 2-page sponsored content for $3,000 (See Packet). Sogard shared the 2-page spread which included a special featured block for individual businesses who paid around $150 to share the cost. Hawbaker asked how the booklets are distributed and how many are printed. Sogard will find out. Last time, Community Main street had purchased a large spread, so we felt we needed to give College Hill similar attention. Ford will report back on what Main Street plans this year. There was discussion about whether this publication reaches the clientele most likely to patronize the Hill. Schilf shared that she thought the ad was good for her business. This item was tabled until we have more information on interest from individual businesses in sharing the cost and a quorum.

B. Resolution Approving: 2021-2022 Budget (See Packet)

Sogard shared a proposed budget for 2021-2022, noting that there are no amounts set aside for committees who have not been active and have not used their budget in the past. The SSMID money has been late in coming in, so we are being more conservative in this budget. Light up College Hill and other efforts will need to come to the full board for financial support. The money set aside in the budget for trees was a donation that can only be used in particular ways. Hawbaker asked if it would cover new crab apple trees on Seerley Blvd or replacing the dead trees in Pettersen Plaza (or whether those trees are under some kind of warranty since they are so new).. Sogard will double check. We can revisit the budget at a future meeting if needed. Sogard noted that CHP is completely reliant on the SSMID for our finances and that there was a bill in this year’s legislature that would have abolished SSMIDs. While it was not passed, it reminds us of the importance of diversifying our funding.

IV. Updated Business:

A. Resolution: Election or appointment of Executive Positions

1. VP: No volunteers

2. Treasurer: Angela Johnson volunteered to serve as Treasurer, but asked for clarification if she is still eligible to serve. She was elected as a Business representative, but her business will be closing in the fall. Sogard believes that the bylaws would not preclude her from continuing to serve in the role as long as she stays in contact with other businesses to represent them. In the past, some representatives have resigned when they were no longer a member of the constituency they represent.

B. Discussion: Parking in College Hill Business District

Sogard sent a letter to the city making the points we discussed last month about how the Hill is unique and different from Main Street and our desire to enforce paid parking when the university is in session since our parking issues stem from students seeking free parking when they go to class. Main Street is reverting back to the old system of unpaid 4-hour parking on Main Street. There was further discussion about making sure that parking fees collected on the Hill benefit the Hill. Howard reported that currently parking funds are not tracked by district or zone, but that ‘everything is on the table’ in terms of how to proceed. Several members made the point that Hill Business owners who are concerned that having paid parking on the Hill puts them at a competitive disadvantage to Main Street need reassurance that the paid parking will benefit them beyond parking turnover and keeping spots open for their customers. Howard suggested that businesses might consider validating parking for customers, but the current system isn’t set up for that.

V. Reports from Committees:

A. Committee Reports (

1. Light Up College Hill: Kreiner reported that CV Electric has examined the site and that we’ve talked to property owners about hooking up to their meters and then reimbursing the cost of the lights.

2. Seerley Park: Martin reported that the committee will meet this week and is working on a list of amenities and ideas for the shelter design and location to take to the city. Hawbaker reported that the Little Free Library now also includes snacks and toys like sidewalk chalk, bubbles, whiffle ball set, and a kickball.

VI. Reports from Executive Officers:

A. President: Kreiner had no additional report

B. Treasurer: Sogard will send out the financial report for an e-vote. She reported that we have moved to QuickBooks rather than a Google Sheet, which will allow for more complex tracking of expenses. She reported that we just got a SSMID payment and have paid for tables for Pettersen Plaza ($7000), most of which will be reimbursed by a grant.

VII. Report from UNI

A. UNI Student Update: No report

B. UNI Liaison Update: No report

VIII. Reports of Staff & Ex-Officio Liaisons

1. Kathryn Sogard (written & attached)
   1. Block Party Cancelled: The GBPAC cancelled our September 10th block party because we could not finalize a location. Hawbaker noted that it was laudable for us to try to find a way to make a Hill location work for this event, but that we should have been ready to revert back to Seerley Park rather than lose the event altogether. Hopefully, the block party program will continue next year and we can have another shot.
   2. Board Commitment Forms: Sogard reminded board members to sign and return the commitment forms.
2. Beautification (Vaughn Griffith): Griffith was not in attendance, but Sogard announced that we nominated him for a Governor’s Award for volunteering and he was selected. Sogard will check to see if any plantings or weeding sessions are planned for the Hill as some of the beds look like they need some attention.
3. Liaisons (Howard, Hayes, Ford, Darrah, Bartlett, Harding): No reports

Upcoming Events:

Thursdays June-Oct: CH Farmers Market (4-6pm)

August 3rd: Cedar Falls National Night Out - College Hill Neighborhood Picnic?

August 20th: College Hill Block Party “Taste of the Hill” (UNI NOW) (3-5pm)

Sept 27th: UNI Homecoming Window Painting (4-6pm

The meeting was adjourned at 1:15.

Respectfully Submitted,

Becky Hawbaker

Next meeting: Monday, July 14th