



College Hill Partnership  
 Monday, August 9, 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

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

Guests:

- I. Call to Order: The meeting was called to order at a little after 12:00.
- II. June Minutes, May Minutes: **Dehmlow/Martin moved to approve the July minutes. The motion was approved.**
- III. New Business:
  - A. Resolution Approving Budget for UNI NOW Event: This is a UNI welcome week event to help introduce students to the community. In the past, it was held on a single day for both CH and Main Street. This year, there will be a separate days for each district. Sogard described how CHP and Hill Businesses have supported this event in the past with varying degrees of success. She contacted businesses for interest in participating and received responses from Chad's Pizza and OMG. She spoke with Jodee from the CH Farmer's

Market about holding the event during the market on August 26<sup>th</sup> and adding things like yard games, Hearst Center crafts like dorm plant hanger, a postcard table to encourage students to write home about the HILL, a drawing for Hill gift certificates, and distributing vouchers for Chad's and OMG.

**Dehmlow/Hawbaker moved to approve up to \$600 for the activities at this event. The motion was approved.**

- B. Discussion: Diversify Revenue for CHP: Kreiger opened the discussion by sharing the invitation from the Cedar Falls Schools CAPS program and thinking about a project they could assist us with. Hawbaker suggested help with our online payments platform to make it easier to use as a fundraising platform for projects like Seerley Park, and to automate sending out membership recruitment invitations and reminders to renew dues.

The board discussed events as a fundraiser. Many of our past events were more of a 'friendraiser' not a fundraiser, and some events did not even break even. Dehmlow noted that the Downtown Live to 9 events have seemed to be successful both in drawing people to businesses, but also purchasing beverages from the River Park volunteers. He asked again why we couldn't do this on the Hill. Sogard reviewed the challenges with liquor licenses and liability we uncovered when we tried to do this for a proposed GBPAC neighborhood concert on the Hill. Howard clarified that Live to 9 is a non-profit like CHP, and they proposed the event permit, but River Place owns the liquor license and is the liable party. There was further discussion about logistics of planning an event on the Hill that would help other businesses rather than competing. Dehmlow noted that an event like Oktoberfest drew a different demographic to the Hill and hopefully would encourage them to come back, so it fulfills a purpose even if it doesn't raise funds.

- C. Discussion: Future Board/Committee/Volunteer Recruitment: Sogard has approached several business owners about stepping in to our open Board seat. We have a maybe from the Cloud Nine owner. Kreiner suggested Omar from Up in Smoke. One barrier for some is that our meeting time may not be convenient, but it may be impossible to find a time that would work for everyone. Sogard urged members to talk to their constituent groups to encourage them to join CHP as a member, volunteer, or serve on a committee or the board itself.

#### IV. Updated Business:

- A. Resolution approving Past Financial Statements: Sogard shared a QuickBooks updated Financial Statement. **Martin/Petersen moved to accept the report. The motion was approved.**

#### V. Reports from Committees:

## A. Committee Reports

### 1. Light Up College Hill:

Kreiner reported that the structural engineer was unable to find a sound way to support the proposed zigzagging lights strung across the street and down the Hill. All American Turf had previously submitted a bid for lighting that was \$19,000, which is too high for our project. Kreiner will ask them for an alternative with half the budget. Someone suggested contacting CV Electric. Dehmlow recommended looking into magnetic hangers and solar lighting and will pass on a name and contact. Petersen suggested an alternative that might just hang at the top of the Hill as an iconic marker and identifier, similar to [Venice, CA](#). The committee will discuss these alternatives.

### 2. Seerley Park:

Martin reported that the committee will be meeting with Brian Heath and Chase Schrage from the city on Thursday to discuss the information and data the committee has collected and to move forward on a comprehensive plan for the park that could be phased in over time, one project at a time.

### 3. Communications:

Petersen reported that the Coffee in the Park was a big success, with more in attendance than expected (~25) including city Council representatives Kelly Dunn and Simon Harding. Many others who couldn't attend asked when the next one is. Hawbaker noted that having membership and volunteer forms at these events and sharing more updates on what CHP would be good in addition to the socializing.

## VI. Reports from Executive Officers:

- A. President: Kreiner had no additional report
- B. Treasurer: See Financial Report approved above

## VII. Report from UNI

- A. UNI Student Update: No report
- B. UNI Liaison Update: Kreiner reported that Cassie Mathes, Director of University Relations, will replace Andrew Morse as the UNI liaison on the Board. Neither was here today.

## VIII. Reports of Staff & Ex-Officio Liaisons

- A. Kathryn Sogard (written & attached)

Sogard gave an overview of her written report, which now also includes information about complaints received or issues reported.

Sogard shared that the tables we bought for Pettersen Plaza arrived. One is assembled and in the park, but the ADA-accessible table didn't fit together correctly and we are waiting on replacement parts. She assisted with general cleanup of the Plaza, but our gum buster broke and is getting repaired. She Noted that we have money from the Community Betterment Grant to purchase

new Farmer's Market banners, but needs an additional \$600 from CHP to purchase them. She reported on plans for UNI Homecoming Window Painting and gave an update on the Parking changes on the Hill. There are extra packets explaining parking available for businesses. She encouraged everyone to give feedback on parking to Marcy Breitbach.

- B. Beautification (Vaughn Griffith): Griffith reported that the drought and heat have been tough on the plants. The trees we lost in Pettersen Plaza were no longer under warranty, so we will have to pay to replace them. The beds in the lot behind SideCar had some noxious weeds that Sogard and Bob Huber took care of. CHP has a list from Kamyar Enshayan of recommended locations for new trees, but we are waiting for better weather conditions. His group will be planting some new perennials in the coming weeks.

- C. Liaisons (No reports)

Upcoming Events:

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

August 26th: College Hill Block Party (UNI NOW) (3-5pm)

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

The meeting was adjourned at 1:20.

Respectfully Submitted,  
Becky Hawbaker

Next meeting: Monday, September 13th