



College Hill Partnership
 Monday, October 11, 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	X	Hannah Crisman, VP, At-Large Rep
X	Kathryn Sogard, CHP Coordinator	X	Becky Hawbaker, Secretary, Resident
X	Angela Johnson, Treasurer, Resident	X	Sam Blatt, At-Large
	Kyle Dehmlow, At Large		Zach Zippe, UNI Student Government
	Brent Dahlstrom, At-Large	X	Chris Martin, Ex-Officio, Past President
X	Bettina Fabos Martin, Landlord		_____, Ex-Officio Public Safety City Liaison
X	Andrea Geary, Business Owner	X	Karen Howard, Ex-Officio City Liaison
X	Barb Schilf, Business Owner	X	Cassie Mathes, Ex-Officio UNI
	Cary Darrah Ex-Officio, Cedar Valley Alliance	X	Doug Johnson, Ex-Officio CHAF
X	Vaughn Griffith Ex-Officio Master Gardner/Hill Beautification		Kim Bear, Ex-Officio, Community Main Street

Guests:

- I. Call to order: Kreiner called the meeting to order at about noon.
- II. Approval Minutes: Crisman/Johnson moved to approve the October minutes. The motion was approved.
- III. UNI Marketing Presentation: Cassie Mathes presented an overview of UNI's recent rebranding to create a more unified message and identity for all parts of the UNI enterprise. The rebranding was informed by information gathering starting in 2018 on what keeps UNI at the top of mind. This resulted in a core message that UNI exists to help students achieve their unrealized potential, later shortened to achieve beyond. This is not a slogan, but a foundation for messaging. "Take on Tomorrow" billboards, the visual identity of the forward-moving upward-leaning lettering/slash, more colorful, youthful images, and a redesigned

website are examples of how this core message is conveyed. The old academic logo with the campanile and window pane is now shifted to the 'vintage collection' but the athletic panther logo remains in place. Peterson asked how these changes have been communicated to the public. Mathes responded that press releases went out at the time and the new brand is increasingly visible in advertising and signage. Hawbaker noted the overlap in the brand personality with what we are trying to achieve on the Hill and surrounding neighborhood. Peterson expressed the strong potential for collaboration for projects like iconic identity for the Hill and making Seerley Park more inclusive. Kreiner noted that business owners are happy to include UNI messaging and images on the electronic signage, like they did with "Mask Up, Panthers" messaging last year. Mathes suggested a meeting to revisit aims and opportunities for UNI and the Partnership to work together. Mathes suggested Michael Hager and David Grady, plus several members of the partnership for such a meeting.

IV. New Business:

- A. Discussion: Seerley Park Improvements: Sogard reminded members that the Partnership and the Neighborhood Services Committee has been trying for the last five years to get traction on improvements to Seerley Park. Nancy Price and the Cedar Falls Authors Festival have donated tables, benches, trees, a boulder monument on Price's writing careers, and a Little Free Library. Cedar Falls is embarking on a comprehensive park improvement plan, but because of our many past meetings and communications, they are interested in starting with Seerley Park and would like to put forward a plan at the Council's goal setting meeting in December. Our committee has communicated a need for a new shelter that could be used flexibly for multiple uses, restrooms, water, inclusive design for all ages, and keeping with the historic neighborhood character. The city proposed a possible site plan by Ritman Kuiper (Plan A) as a starting point and the committee has given feedback to that plan. In particular, our committee is strongly in support of a more unique shelter with a historic gazebo design. As with the improvements to Pettersen Plaza, the city is looking for a commitment from CHP and associated committees to fundraise from private donors and through grants for 25% of the project's cost. Sogard clarified that our support at this point would not be for this specific design, but supporting a project of this scale.
Crisman/Schilf: To write a letter of support for Seerley Park improvements and ongoing input and feedback from the Partnership and neighborhood. The motion passed.
- B. Discussion: Public Parking Update (See Packet for: Counts & CHP Feedback Data): Sogard serves on the Parking Technical Committee for the city and shares the concerns she hears from Hill stakeholders with this

group. She presented parking study maps and surveys showing parking before the new charges went into effect and after and the changes do seem to be working in terms of keeping parking more open, especially in the lot behind Sidecar and Mohair Pair. Some business owners have requests a few more 15-minute spots for customer pick ups. Sogard advocated for these and the city has already added several more in. If anyone would like to provide feedback regarding the public parking on the Hill please fill out the following form:
<https://forms.gle/EL9CQU5DCqgDKYYP9>.

- C. Other Business: no other new business

- V. Updated Business:
 - A. Other Business: No updates

- VI. Reports from Committees:
 - A. Committee Reports (Light up College Hill, Seerley Park, Communication)

- VII. Reports from Executive Officers:

- VIII. Reports from Executive Officers:
 - A. President: Ryan Kriener

 - B. Treasurer: Kathryn Sogard (See Attached)
 - 1. September Financial Statement
 - 2. Sogard has submitted the community betterment grant.
 - 3. Sogard has requested that the Mayor identify a public safety liaison for CHP, not necessarily for every meeting, but definitely prior to Homecoming and similar events.

- VIII. Report from UNI:
 - A. UNI Student Update: Not present, no report
 - B. UNI Liaison Update (Cassie Mathes), no additional report

- IX. Reports of Staff & Ex-Officio Liaisons
 - A. Kathryn Sogard (written & attached)
 - B. Beautification (Vaughn Griffith): no report
 - C. Liaisons (Howard (City of Cedar Falls), N/A (CFPD), Ford (CMS), Darrah (Grow CV), Johnson (CHAF), Harding (City Council))

- X. Adjourn: The meeting was adjourned at 1:15.

Respectfully Submitted, Becky Hawbaker

Upcoming Events:

December Board Meeting: Monday, December 13