



College Hill Partnership

Monday, September 13, 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 | X | Hannah Petersen, VP, At-Large Rep |
| X | Kathryn Sogard, CHP Coordinator | X | Becky Hawbaker, Secretary, Resident |
| X | Angela Johnson, Treasurer, Resident | X | Sam Blatt, At-Large |
| X | Kyle Dehmlow, At Large | | Samantha Bennett, UNI Student Government |
| | Brent Dahlstrom, At-Large | X | Chris Martin, Ex-Officio, Past President |
| X | Bettina Fabos Martin, Landlord | | Mike Hayes, Ex-Officio City Liaison |
| | _____, Business Owner | X | Karen Howard, Ex-Officio City Liaison |
| X | Barb Schilf, Business Owner | X | Andrew Morse, Ex-Officio UNI |
| | Cary Darrah Ex-Officio, Cedar Valley Alliance | | Doug Johnson, Ex-Officio CHAF |
| X | Vaughn Griffith Ex-Officio Master Gardner/Hill Beautification | X | Kim Bear, Ex-Officio, Community Main Street |

Guests: Cassie Mathes, Sally Timmer, JD Atadoria

- I. Call to Order: The meeting was called to order at a little after 12:00.
- II. CHP Vice President: **Hannah Petersen was nominated as VP. She was unanimously approved.**
- III. August Minutes: **Petersen/Blatt moved to approve the August Minutes. The minutes were approved.**
- IV. New Business:
 - A. Resolution Approving Budget for UNI Homecoming Window Painting: Sogard requested \$390 for snacks, prizes, and cleanup costs for Homecoming Window Painting, based on costs from previous years. While only a few student groups have asked to participate so far, Sogard believes more applications will come in closer to the event. Hawbaker asked if, given the

hard feelings over the relocation of the parade, Hill businesses are still on board to participate. Sogard shared that while she doesn't have firm commitments from businesses at this point, she hoped that there would be enough to match to each student group. Hawbaker asked when we started to pay for cleanup, as this used to be an expectation for the student groups. Sogard answered that several years ago, CHP began paying for cleanup after business complaints about clean up delays or quality. There was discussion about the prizes being Hill gift certificates to encourage more business on the Hill. **Johnson/Petersen moved to approve the budget requested, with Hill gift certificates as the prizes. The motion was approved.**

- B. Discussion: UNI Homecoming Parade Relocation: Morse, who was previously the UNI Liaison to the CHP and was recently replaced by Cassie Mathes, began by acknowledging the concern, anger, and hurt feelings over UNI's decision to relocate the Homecoming Parade to downtown this year. He asked Mathes to share more about the decision making process. As this is Mathes' first meeting, she introduced herself and asked each board member to introduce themselves as well. She explained that over the summer there was concern at UNI that since there had not been a parade in two years and was declining participation prior to that, and because it is so much work to organize that there was a risk of losing the parade altogether. Mathes volunteered for University Relations to provide more leadership and support for the parade and pulled together a committee of 15, with the idea of saving the parade. Mathes explained that the committee hoped to make the parade more of a community event and saw moving it to the heart of downtown as a way to bring more visibility and to exposure to the UNI brand and to enhance the student experience. She acknowledged that not talking to CHP about this sooner was an oversight, and the decision was made as Morse was stepping off the CHP board and she had not yet joined. Board members shared personal stories of viewing the Homecoming Parade when it was previously in the neighborhood streets (Seerley Blvd) as well as College Hill, and the deep sense of ownership the Hill feels about the parade. Mathes asked whether businesses felt the relocation of the parade would have a negative impact on sales and business that day. Multiple board members made the point that loss of sales is likely minimal and is not what is motivating the concerns. Multiple board members expressed the hope that UNI would remain and recommit to being an active partner in our mission of revitalizing and promoting College Hill. No decision has been made about the location of the parade for next year.

IV. Updated Business:

V. Reports from Committees:

A. Committee Reports

1. Light Up College Hill: Nothing to report

2. Seerley Park: Plans to work with McGee Construction on design of shelter.

3. Communications: Having another coffee in Seerely Park. Working on newsletter.

VI. Reports from Executive Officers:

A. President: Kreiner had no additional report

B. Treasurer: Sogard gave a report of expenses since last month, most of which was related to the UNI NOW event. She is working to translate over our past financial records to QuickBooks. Hawbaker/Martin moved/approved financial report.

VII. Report from UNI

A. UNI Student Update: No report

B. UNI Liaison Update: No additional report

VIII. Reports of Staff & Ex-Officio Liaisons

A. Kathryn Sogard (written & attached)

Sogard gave a brief overview of her written report.

B. Beautification (Vaughn Griffith): No report given.

C. Liaisons: No reports given

Upcoming Events:

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

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

The meeting was adjourned at 1:30.

Respectfully Submitted,

Becky Hawbaker

Next meeting: Monday, October 11th.