

# **Oct 2021 Executive Director's Report: Kathryn Sogard**

## **Social Impact (Social Media / Website Statics – Follows unless marked differently)**

- Jan 2018: Facebook 1425 Instagram 404 Twitter 1898
- Jan 2019: Facebook 1597 Instagram 1044 Twitter 2156 LinkedIn 259 Pinterest views 1.4K
- Jan 2020: Facebook 1782 Instagram 1451 Twitter 2344 LinkedIn 366 Pinterest views 4.6K
- Jan 2021: Facebook 1819 Instagram 1674 Twitter 2462 LinkedIn 422 Pinterest Views 12.5k Youtube 2
- Sept 2021: Facebook 1848 Instagram 1864 Twitter 2470 LinkedIn 455 Pinterest Views 331 Youtube 4 Google Analytics Users 236 (last 28 days)
- October 2021: Facebook 1849 Instagram 1866 Twitter 2480 LinkedIn 457 Pinterest Views 420 Youtube 4 Google Analytics Users 218 (last 28 days)

## **Public Concerns Submitted**

- Business Owner: Recycling Dumped all over 22nd Street West by Black Hawk Waste
- Business Owner: Concerns about the way the Hill is portrayed by the Mayor refers to the Hill as “our mini downtown”
- Business Owner: Concerns about flyers being placed on cars for bar downtown creating more trash on the Hill
- Business Owner: Concerned about Farmers Market blocking entrance causing decrease in business and would like to see it moved
- Neighbor: Complaint about increased presence of CFPD during homecoming
- Business Owner: Complaint about barricades on Hill homecoming weekend
- Business Owner(x2): Complaint about now having enough kiosks in parking lots (requested to have one at the south end of 22nd Street East South - requested one at the corner of 22nd and College on the West side, for the diagonal parking lot)
- Business Owner: Concerns about decreasing foot traffic on College Hill.
- Business Owner (x2): Concerns about business struggling

## **Meeting Updates**

### **Committee Meetings**

- Design Committee, Marketing & Promotions (Events), Business Improvement, Membership, Neighborhood Services Committees do not meet on regular basis
  - No Meeting Held
- Executive Committee
  - Reviewed Agenda
  - Discussed how we move forward regarding relationship with UNI and concerns about relocation of UNI parade
  - Recommended to support Donation Requests (\$20 CH Gift Certificates with 1 year expiration)
  - Supported ad investment (\$200) & in future have communication review investment for marketing (in regards to GBPAC ad), asked ED to check to see what CH biz are already signed on
  - Would like to see us plan for HOCO next year, request for CH representation on Homecoming Committee
  - Requested ED ask Cassie M. for UNI Brand presentation
  - Community Betterment Grant Ideas: funds for street trees for entire district, mural for p.plaza, other additional items for p.plaza
- Light College Hill Up
  - No Meeting Held
  - Insurance cannot be obtained
  - Committee making plans on installing twinkle style lights on tops of buildings as a committee
- Communication Committee (Meeting Notes Available Upon Request)
  - Held another Coffee in Seerley Park to meet neighbors
  - Working on CHP Newsletter
  - Working on social strategies to focus on the neighborhood and neighborhood interests
- Seerley Park Committee
  - Came up with several potential plans (Plans Available Upon Request)
  - Plans to meet with McGee Construction to look at ideas for shelter designs

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- City is working on Parks Plan - Seerley Park will be on the list (could mean city investment in our park)
  - Met with City Staff & Community Foundation for possibility to partner and increase the project to overhaul the park
  - Beautification Committee
    - Working to schedule watering, planting and rouging for all beds on Hill
    - CHP has been made responsible for all beds on Hill, including College Street, Pettersen Plaza, Rain Gardens in 22nd Street West Lot, and along 23rd Street.
    - Several dead trees in P.Plaza, and on College Hill - Americorps has crews that could plant if we procure trees

## **Staff Meetings**

- CMS Meeting
  - Concerns were voiced about code changes specifically with parking requirements for private parking
- Grow Cedar Valley Affiliates Meeting:
  - Discussed “Place Making” opportunity prioritized by the Governor and IEDA
- Parking Tech Committee
  - Provided the feedback we have gotten to the committee
    - Ease of use
    - Desire to see a couple 15-30 minute spots in 23rd Street East - to encourage lunch/dinner pick up or to go
  - Asked about getting additional pay stations
  - Asked when city was going to be doing parking counts and how they were planning to present to public (to verify that the new parking system is working or what we might need to change if it is not working)
- P & Z Meeting
  - N/A
- City Council Meeting
  - N/A
- City Communication
  - Seerley Park Communication
- UNI HOMECOMING Committee Meeting
  - Homecoming Week of Sept 29th
  - Have not be apart of any Homecoming conversions with exception of our window painting
- College Hill Farmers Market
  - Contacted CH Businesses to ask if they wanted to participate in FM - Per request of manager
- College Hill Arts Festival
  - N/A
- UNI NOW (Panther Block Pawty)
  - N/A
- GRADFEST (UNI)
  - No Update
- Pettersen Plaza Committee
  - N/A
- Additional Meetings:
  - N/A
- University Communication
  - Homecoming Window Painting - Thank you from Connie

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- Homecoming Window Painting - Requesting extension deadline Connie

## **Staff Activities**

- Edited Website & Blog Post
- Social Media Posts
- Seerley Park Conversations with City Staff
- Parking Paperwork and Conversations with College Hill Businesses
- Committee Work
- Communication with Farmers Market
- Continued to transitioning financial record keeping over to Quickbooks & having BerganKDV review and help us ensure we have the program set up and squared away.
- Completed Biannual reports for: Economic Development Grant, Facade Grant, Community Betterment Grant, and SSMID Funding

## **Staff Priorities for this Month**

- Apply for Community Betterment Grant for FY23 (June '22-July '23)
- Apply for Economic Development Grant for FY23 (June '22-July '23)
- Apply for Facade Grant for FY23 (June '22-July '23)
- Help coordinate meetings for all Committees
- Finalize Quickbooks
- Work on initiatives of new board