

First Avenue Uptown College District Meeting

August 16, 2007

Coe College

2 p.m.

Present: Craig Erickson, Erin Lenninger, Richard Marsceau, Amanda Proffitt, Rod Pritchard, Jeff Ruppel, Mike Schneider, Capt. Bernie Walther, John Wasta

Security - Rod recapped the July 19 meeting and asked Capt. Walther again what the members of the district can do to partner with the city and make positive improvements.

Capt. Walther offered the following information:

- Chief Klappholz and Capt. Walther met with Mike Schneider, the owner of the Cigarette Outlet, and Bob Bly, the Senior VP of Operations from Road Ranger, to discuss specific security issues with those businesses. Road Ranger was understanding of the concerns and has recently hired an armed security guard five nights a week. Mr. Bly also checked on the security cameras and agreed to contact the police department regularly to touch base. Mike Schneider reported that the Cigarette Outlet is under new management and has new personnel in hopes of better dealing with problem situations. They are also in the process of tearing down the house next door and putting in a parking lot with sufficient lighting.
- The police department has been reorganized into two districts – east and west. Capt. Walther is now the captain of the East District. The department will also be moving to 10-hour shifts instead of 12-hour shifts. This change should still ensure ample patrol on the streets.
- The police continue to implement initiatives that put additional officers in the area. Bike patrols will continue as the weather allows.
- The department is looking at “trouble landlords” and attempting to identify and effectively manage issues pertaining to these areas.
- The city council is taking a harder stance on liquor licenses and encourages citizens to give input when a license is up for renewal. Agendas/dockets are available online.
- The Crime Prevention Bureau is a resource for business owners or homeowners looking for tips on how to protect themselves against crime. Contact the police department to set something up.

Organization – The steering committee met with attorney Gilda Boyer from Shuttleworth & Ingersoll. This firm has agreed to do work with First Avenue Uptown College District on a pro bono basis to set up organization. They had the following suggestion:

- File as a non-profit organization with the state of Iowa.
- Large group voted to go ahead with a 501(c)3 filing
 - These filings will cost approximately \$1,000

To cover the costs of the group, it has been suggested to set up a tiered system for dues based on the number of employees, with floor and ceiling amounts in place. Dues would be tax deductible. (Czech Village has dues of \$150/year).

As a non-profit organization, we will need to have officers in place. Suggestions were made to hold an annual election in December for the next year’s officers. Members will have voting rights as well as advertisement/name placement on the Uptown College District web site. We would also need a diverse group of supporters with charitable contributions.

Press Release – A press release is in the works; we are waiting on the finalization of the logo.

- Logo – several styles were shown to large group and a vote was taken for the top two favorites. We are now going to get back some different color options and vote again on the final decision.
- Web site – www.uptowncollegedistrict.com
 - email Erin at elenning@coe.edu with ideas or suggestions
 - Members Web site link
 - One time fee of \$250 for EnCompass to create a web site for your business your business doesn't have one already and if you are interested.

JLG Study – www.jlgarchitects.com/moundview

- Market Analysis – the city has offered to conduct a market analysis of the area.

Meetings:

- September 20, 2 p.m.
Coe College, Gage Union, Lynch Room
Please don't hesitate to call for directions. Erin 399-8581
- Map of Campus: <http://www.coe.edu/admission/campus/>