

**First Avenue Uptown College District Meeting**  
**Thursday, July 17, 2008**  
**Pioneer Workspace Solutions**  
**8 a.m.**

**Present:** Scott Crosby (EnCompass), Rod Pritchard (Coe College), Kristy Upah (Coe College), Kevin Platz (Cedar Rapids Area Association of Realtors), Phil Wasta (Pioneer Workspace Solutions), John Wasta (Pioneer Workspace Solutions), Chandra Hale (Coe College), Cpt. Bernie Walther (CRPD), Lt. Tim Daily (CRPD), Betsy Westphalen (Wells Fargo), Stacey Jones (Mount Mercy), Deb Schnyder (Cigarette Outlet), Jeff Frese (Common Wealth), Monica Vernon (Vernon Research), Susan Pfeiler-Todd (Vernon Research Group), Keith Slaymaker (Slaymaker Chiropractic), Craig Erickson (Music Loft), Jeff Ruppel (Wendy's), Wade Hiner (Hunter Companies), Drew Westberg (Corridor Metropolitan Planning Organization)

***I. Agenda Items***

**A. Welcome by Phil Wasta**

**B. Meeting overview by Scott Crosby**

**C. Cedar Rapids Police Department update by Cpt. Bernie Walther & Lt. Tim Daily**

Cpt. Walther reported on flood relief efforts – NE and MN law enforcement officials have been very helpful in Cedar Rapids, crime is slow, and Weed and Seed is picking up again with more officers on bikes. **August 5 is National Night Out**; for more information and registration details, visit the [City of Cedar Rapids website](#).

Lt. Daily reported on concerns in apartments located at 1261 and 1263 First Avenue; the CRPD is currently working with the property managers in an effort to address problems in those buildings. As officers are patrolling less in the flood recovery areas, routine patrol is gradually improving. Who's on First is under new ownership. Members were encouraged to continue to communicate with law enforcement and inform the police of problems/issues immediately.

**D. Open space/Flood update**

Scott reported on businesses affected by the flood and their efforts in relocating. Perception of safety is the main factor in owners not wanting to move into our district. Monica called attention to: zoning/street scraping, job availability, little "city" in the big city, requirements for land use and market analysis implementation.

**E. Market study update**

The Steering Committee discussed the following goals/objectives of the District: **walkability** (streetscape plan, lower speed limit, bike racks, trash cans, banners); **safety** (police presence, stricter penalties for crimes, new police beat within district, leverage media); **housing** (interview developers/investors, identify space needs); **specialty stores** (information from experienced investors, highlight underserved markets – stores targeting women, college students, area visitors, etc), **college connectivity** (increase communication, work with other CR organizations, Student Discount Card); **consistent theme** (design guidelines, consistency throughout district); and **destination/events** (host fall/spring activities, establish an annual destination event, consistent venue). Attendees were asked to prioritize these components and list steps/strategies to be taken in order to move forward in the revitalization process. Please e-mail any suggestions to kupah@coe.edu.

#### **F. Student Discount Card**

Restaurants and retail businesses who would like to participate in a discount/savings card for Coe College and Mount Mercy students to use in our District should notify any Steering Committee member by August 1.

#### **G. Membership growth**

The district currently has 20 business members for the 2007-2008 year. With the goal to double our memberships this year, the district would like to have 40+ active businesses participating in the First Avenue Uptown College District. Visit [the district website](#) to fill out a 2008-2009 membership application and read information on dues.

#### **H. District Fall Festival**

This event will be held on Oct. 11, in coordination with the Coe College vs. Wartburg football game; this game is assumed to have the largest attendance in Division III football for the 2008 season. To promote district businesses, there will be a tailgater and post-game party at First Avenue venues, which are yet to be determined. This event will be advertised to both Coe and Wartburg fans and alums. Channel 2 has also expressed interest in the event, both in promoting and attending.

#### ***II. Next Meeting – Location Change!***

Our next meeting will be **Thursday, August 21 at 8 a.m.** in the Lynch Room at Coe College.

***If you have any questions or comments,  
please contact Kristy Upah at 319-399-8581 or kupah@coe.edu.***