

First Avenue Uptown College District Meeting
September 20, 2007
Coe College
2 p.m.

Present: Scott Crosby, Brent Heinz, Erin Lenninger, Richard Marsceau, Kevin Platz, Rod Pritchard, Amanda Proffitt, Lisa Reid, Jeff Ruppel, Mike Schnyder, Capt. Bernie Walther, John Wasta, Drew Westberg.

Agenda Items

- 1. Date & Time of Monthly Meetings** – Lower attendance at the last couple meetings has prompted the steering committee to evaluate the current meeting schedule - every third Thursday at 2 p.m. It was suggested that 8 a.m. may be a better time of day. The October meeting will be at 8 a.m. and if that is received well, all future meetings will be at 8 a.m. All members will be notified of any change and monthly invitations will continue to list the date and time of the next meeting. The group will maintain a consistent meeting schedule of the third Thursday of each month.
- 2. Preferred Method of Contact** – Due to the time and cost of mailing paper invitations to all members, it was suggested that participants provide a “preferred method of contact” – paper or e-mail. All those in attendance preferred an e-copy and will therefore no longer be sent a paper version. Paper invitations will be sent to others.
- 3. Safety & Security** – Safety and security remain a top priority of the organization. Capt. Walther of the Cedar Rapids Police Department reported a decrease in criminal mischief in the Mound View Neighborhood area in the months of June – August. Police calls to the Cigarette Outlet and Road Ranger have decreased dramatically lately due to positive actions taken by the businesses. He also reported that the police department will be starting 10-hour shifts in January 2008 (a change from the current 12-hour shifts). The scheduling of those shifts will begin in October and the department will look at the numbers and try to provide additional patrols for this district. Sgt. Tim Camp will be the sergeant working days in this district and will be able to attend the monthly meetings.
- 4. Legal Process Update** – Gilda Boyer of Shuttleworth & Ingersoll is working on a pro bono basis, filing the necessary paperwork for this group to become a not-for-profit organization. The fees for filing will total around \$1000. The steering committee also was required to name officers and they are as follows: Scott Crosby – president, Richard Marsceau – vice president, Erin Lenninger – secretary/treasurer. These positions will be opened to a vote at the end of the year for 2008 offices.
- 5. Dues Structure** – A dues structure was suggested to cover some initial “start up” costs of the organization. The legal filings and logo need to be paid for in the near future. The steering committee will discuss a budget for the upcoming year and billing schedule details. When the market study is complete, the information may help decide where money should come in and come out. The proposed dues structure was: \$50 minimum, \$500 maximum, \$10 per full-time equivalent employee. The members voted to accept the proposal.
- 6. Guest Speakers** – Engineers from Anderson-Bogert, the firm that is studying the proposed widening of First Avenue, will be speaking at the upcoming October meeting. They will present their information and also take questions afterward. The steering committee asked for suggestions of future guest speakers and the following were submitted: Doug Neumann – president/ceo of the Cedar Rapids Downtown District; a speaker on the new drug court, recently established in Linn County; members of an established “college district” to give guidance in our beginning phases. If anyone has ideas for guest speakers, please contact Erin Lenninger.
- 7. Logo** – A logo has been voted on and will soon appear on the Web site and used to create letterhead. A press release will be sent out on the letterhead announcing the formation of the group and its mission.
- 8. Additional Discussion** – Members of the group discussed a possible fall or spring event that would promote and identify the District. A fall event could coincide with a Coe special event to increase the potential customers/traffic. Capt. Walther added that because the District is in a Weed-n-Seed area, additional officers could be available for such an event. This idea will be up for further discussion at future meetings.
- 9. Next Meetings** – The next steering committee meeting will be Thursday, Oct. 11 at 2 p.m. in Nassif House. **The next large group meeting will be Thursday, Oct. 18 at 8 a.m. at Wells Fargo, 1800 First Ave. NE.**