

First Avenue Uptown College District Meeting
Coe College Lynch Room
Thursday, September 18, 2008
8 a.m.

Present: Scott Crosby (EnCompass), Rod Pritchard (Coe College), Kristy Upah (Coe College), Phil Wasta (Pioneer Workspace Solutions), John Wasta (Pioneer Workspace Solutions), Betsy Westphalen (Wells Fargo), Jeff Frese (Common Wealth), Wade Hiner (Hunter Companies), Brad Kiburz (Rinderknecht), Alex Michaud (Coe College), Shannon Knoepke (WMT/Clear Channel), Jodi Keating (WMT/Clear Channel)

I. Agenda Items

A. Welcome by Scott Crosby

B. WMT guest speakers: Jodi Keating and Shannon Knoepke

For the Fall Festival on Oct. 11, WMT will be hosting two live broadcast remotes, each two hours long. The first remote will be at Hy-Vee and Brewed Awakenings from 8-10 a.m. The second remote will be during the tailgating event (located at the EnCompass parking lot) from 10:30 a.m.-12:30 p.m. WMT will have a total of six radio stations cross promoting this event, starting Saturday, Oct. 4.

C. Student Discount Card

The Student Discount Cards are complete and have been distributed to all Coe College & Mount Mercy students, 2,700 students total. Thank you to all of the businesses who are participating in this opportunity!

D. District Fall Festival

This event will be held on Oct. 11, in coordination with the Coe vs. Wartburg football game, which is predicted to have the largest attendance in Division III football for the 2008 season. The Fall Festival will include both pre-game and post-game activities at various First Avenue venues. See the attachment labeled "Fall Festival Poster" for all of the details. There will be a live radio broadcast as explained by Jodi and Shannon, giveaways and other forms of business promotions. If you would like to be a participating venue or help in any way, please contact Scott or Kristy.

E. Momentum Grant

Scott will be completing the Momentum Grant soon. It will be submitted by Oct. 1.

F. Future Goals: Developers & Membership growth

Developers: The steering committee meeting will continue to discuss potential developers interested in revitalizing our district.

Members: Our district is approaching 40 active members. To renew your 2009 membership, please visit the district Web site, and complete the 2009 membership application.

II. Next Meeting

Our next large-group meeting will be **Thursday, October 16 at 8 a.m.** Location TBD. Please check the ["calendar of events"](#) on our Web site to keep up-to-date about meetings and other events in our district!

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

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