



**Board of Directors Meeting
 Wednesday, March 12th, 2014
 7:00 p.m. to 9:00 p.m.
 St. Catherine's of Sienna Student Center**

Board Members Present (X); term expires as noted					
	Dean Blum (12/31/14)		Nancy Gooding (12/31/2014)	X	David Courard-Hauri (12/31/15)
X	Liz Albright-Battles (12/31/14)	X	Mark Schneider (12/31/15)	X	Deric Gourd (12/31/14)
X	Kristina Johnson (12/31/14)		Scott Johnson (12/31/15)	X	Sean Haire (12/31/2014)
X	Eldon McAfee (12/31/15)		Eddie Robinson (12/31/15)	X	Jen Sayers (12/31/15)
	Tim Smith (Parks)		Kevin Venhaus (12/31/14)	X	Bethany Wilcoxon (12/31/14)
X	Mark McKinney (NBSD)	X	Chris Reindl (NBSD)	X	Renee Sedlacek (Drake)

Introductions (5 Min.)

Consent Agenda (5 Min.)

- Approval of Minutes: Minutes for December and February were passed.
- Monthly Financials: There will soon be renewal money, but Dean is swamped with tax work right now.

Reports (15 Min.)

- NBSD: (Mike) A substantial amount of goods have been seized from the liquor store at 2121 University. The K2 (synthetic marijuana) has been difficult to get addressed, but there are now new ways to go about it and so Mark had a lot more hope for getting that taken care of now. The owners there have signed an agreement not to sell any more K2, so that should be good news. There are some houses where a lot of issues are originating, the police are working hard on that. Mark will be meeting with Sentwali (Drake) to get some of the bar issues, fake IDs and such, under control. Peggy's, West End, and the Dublin had a dozen underage drinkers between them during the most recent bust. This has become something of a health hazard recently; Mark speculates that they may be combining alcohol with other substances. (Chris): Trash cans can only be out 12 hours before and 12 hours after pick-up. He will give you a warning, and after that they'll take the can away and you'll have to pay to get it back. There were a relatively small number of junk and debris citations, but that should change with the melting. There will be a scrub day on the 3rd Saturday of every month. Kevin asked about a lot at 39th and School St. This year there are four big piles of mulch on it, and Chris said that they had already started a case on it.

- Parks. No report.
- Drake University. Renee: “Drake is rockin’ and rollin’”. Back in December, they pulled together a number of folks to see what we could do to make the University ooze with pride. Drake will be doing banners, paw prints, and other visible things. The community engagement committee will be working on community connections as well. Also, Drake mailed 16,000 passes out last year, and at most 3,000 attendances get recorded. Renee was wondering if there were things they could do to increase utilization. Bill wanted to know if they had ever done a press release. Others mentioned that some people didn’t know when they got one. Jarad Bernstein is the new Director of PR at the University. Renee’s office have been doing focus groups with neighborhood, nonprofit, and other partners to try to determine how Drake can be a better neighbor, and what Drake does well and what they can improve on. Renee said that students will be planning a scavenger hunt for welcome weekend for the incoming first years that might help to introduce them to the neighborhood.

Old Business

New Business

1. Drake Relays Street Painting. Two years ago the DNA had a great spot; last year there was too much rain so it got canceled. Deric wondered whether we should vote on whether to do a square this year. That would be Wednesday, April 23rd, from 1-4:30 pm. It would cost \$150. Marketing will discuss it at their next meeting.

Adjourn Business Meeting

7:30 p.m.

Board Presentations

Sub-Committee Discussions

- Q1 Membership Meeting. Ako Abdul-Samad would like to discuss some issues (6:00 on March 26th). 3200 Forest Ave redevelopment did not get funding for their proposal, but Deric would also like to discuss development along Forest during the meeting. There will be pizza.
- Marketing. The newsletter will be out this coming week. The business partner plan is coming along, and Erica is doing a lot with the website.
- Drake University Liquor License at 2700 University. This would essentially allow Drake to serve alcohol at the alumni office. Deric indicated that a danger there could be if they sold the property. Jen wanted to know how it would be managed. Bill pointed out that the conditional use would probably not allow the use to be grandfathered.
- 2121 University Update. Deric argued that some of the reasons why there hasn’t been more development east of 22nd because of some of the businesses like 2121, so getting things under control there will be important. See NBSD report for more on this.
- 2014/2015 Odd/Even Plowing Area. Public works will be planning for next winter now. Do we need this much area? People suggested potentially doing odd-even all year so that people knew what to do. There was a lot of frustration expressed with the system. The City would like to shrink the odd-even area to as small a region as possible. Deric will get a group together to determine how to do this. Bill suggested flyering some areas and directing people to a SurveyMonkey survey to see what they think about it.
- Free Flix Update. We have Gravity on July 3rd at Witmer Park, starting at sunset.
- Drake Relays Parade. We have not heard anything yet.
- Dog Town. Renee wanted to know what people think of when you think of “Dog Town”? People said the three blocks east of 25th on University. Some said unsuccessful events because Dog Town Fest hasn’t worked well. Deric said that the good businesses are some of the best parts of the neighborhood, and the bad businesses are some of the worst. The businesses are in desperate need of an anchor he thought. Renee wanted to know what if we worked to rezone it to include all of the areas around Drake rather than just east of the university. Jen commented that she thought that had been tried before and didn’t work, because each of the sections have their own feel. Some thought about the idea of branding it as the “Drake

Cultural District” as preferable. Deric and Jen, who helped with the Roosevelt Cultural District, said they’d be willing to help with this.

- Community Engagement Committee. There were about a dozen people at the first meeting. Jarad, Bethany, Liz, Renee, some students, an apartment owner, a real-estate agent all came, and so there was a lot of representation. They talked about what this could accomplish and came up with four subcommittees: Drake University Committee (DU-DNA relations), Welcome Committee, History and Communication Committee, Image and Advancement Committee. There are lots of ideas that each of these committees would like to implement. Welcoming committee: in Ankeny, when you move in you get a packet of information. They thought it would be nice to revive it. Who would pay for this? Advertisers. Kristina said that the Marketing committee is working on this as well, so there needs to be some communication. Some of the other ideas: planning some sort of social/educational event at Jethro’s or someplace. Jarad would also like to contact people in media to talk about the CEC and get news out that we’re doing this. Deric suggested that it would be best to route this through the President to keep a consistent message.

Adjourn 8:40.