Hilltop Association

Notes for January 12, 2016 meeting

Meeting called to order at 11:58 am by Vice-President Tom Amyette. Other board members in attendance were Robert Lee, Jeff Cook, Michael Garlisch, John Cooper, and Martha Spears. Susanne Knudson, Jeff Weindruch, Kelly Wallace and Ron Frantz were unable to attend. Regulars who are not on the board but attending were Scott Tunnicliff (HCV), Joe Van Camp III (Primp adm.) and Andrew King (webste and social media coordinator).

There were no visitors, special or otherwise.

Minutes of the December meeting were read and approved on a motion by Jeff Cook, seconded by Mike Garlisch.

Treasurer’s Report

Jeff Cook presented the Balance Sheet and supporting documents, which show that there is $49,667.35 in checking, and $145,058.73 in the Capital Account. The report, which also included a profit and loss statement, a trial balance, a ledger sheet and a record of the Primp projects, was approved by the board on a motion made by Robert Lee, seconded by John Cooper.

Financial Report/ Bills for approval

Jeff said that he is preparing the 1099 forms for Andrew and that he would get them to Doug Jennings at Reiser-Jennings.

Bills to be paid included one for $300 to Andrew King, plus $47.75 for expenses related to boosting posts). Andrew reported that the boosts are working well, going to both the HA and HCV FB pages and generating considerable increases in viewership, and “likes”. Scott verified that the HCV FB site is getting more friends.

John Cooper suggested that the investment of $50 per month compared very favorably to the monthly $225 expended for 50+ Lifestyle magazine, and that consideration ought be given to reversing the amounts invested. Robert Lee agreed with this, and asked that this item be put on the agenda for next month.

Other bills were for 50+ Lifestyles ($225), Moore Lawn care ($88.75 for snow removal and de-ice application); Mickle Communications ($500) for the video now on the HA website. All were voted to be paid on a motion Robert Lee, seconded by Martha Spears.

Jeff Cook also said that it would be a good idea to pay the outstanding Primps (Cary Brown’s Auto Glass, Sanitary Suds and Ron Frantz’ project on the 1500 block of Harrison Street) and to make the annual contribution to the HCV this month, and then to apply to the City for reimbursement of the total amount, that being $50,000 ($5,000 each for three, plus $35,000 for the HCV contribution. Jeff made this as a motion, which was seconded by Mike Garlisch and approved unanimously. There being no signatories available at the meeting, Jeff said he’d get the checks signed at a later date.

New primps/sign primps

Scott Tunnicliff said the Signage Incentive programs were listed in the Annual Report, and that they would be posted over to Andrew to have the links put on the HA and the HCV website and with notice on Davenport Today and hilltopmerchants.com (which is operated by DeAnn Soults).

Scott added that there have been no signage inquiries from merchants as yet, and that members ought to look throughout the district to see what businesses might benefit from them. Zeke’s on the Hill was mentioned, as was Big River Bindery.

Internet Report

Andrew King reported the video has been completed and is installed as a banner on the Hilltop Association website. Boosting of post outreach is being done for the HCV and HA facebook pages, very effective at a cost incurred of $50 per month. The HA has budgeted $100 per month for this purpose. Websites and Facebook pages of businesses in the Hilltop are being tracked and linked, with messages going out to all to encourage “liking” sites of other FBs in the Hilltop and, where allowed, leaving positive reviews.

The number of “friends” on the HA facebook is somewhat constrained owing to its membership being only commercial property owners, but the HCV facebook continues to grow, and is helped by the post boosting. The HCV web site needs to be updated, however. Hopefully this can be remedied by having HCV make it a higher priority.

Old business

An ad campaign is being put together with funds from HA, augmenting video. HCV is working with HA on this, which will be centered on promoting the Hilltop area as a place for doing business, and the businesses in the Hilltop Campus Village district.

Hilltop Association will have its Annual Meeting on March 8 at 6pm in the Rogalski Center. John Cooper reported a third of the ballroom will be allocated for it. Public notices will be put out and postcards will be mailed. Fliers will be circulated to members and invites will be sent to City Council, the Mayor and City staff at CPED and the City Administrator. The website of the city, Davenport Today, will also be notified, although word is that it may be cut as part of the budgeting process.

New business: None to report

HCV Report –

* HCV Annual Report was put together and sent out via e-blast. Highlighted accomplishments and goals for 2016.
* Director and board members will present request to city for additional funding at the Outside Organizations City Council work session on January 16. First time HCV has been invited to participate along with organizations such as Chamber, Convention and Visitors Bureau, Putnam and Figge Museums, others. Presentation will be for annual contribution, also for funding to leverage for grants and for funding to leverage a merchants advertising campaign.
* Main Street Iowa Annual Awards ceremony will include a nomination for Leadership award (nominee is confidential), a nomination for “Gamechanger” project and possibly one for Entreprenuership (being done by specific business). HCV will also be recognized for district hitting a reinvestment milestone. Ceremony will be in late April.
* Street lighting on 7th Street between Perry and Brady Streets is now complete. City beautification fund of City Councilman will pay $4,000; RDA and SCRA grants will pay $10,000 each and HCV will pick up remaining cost of $1,685. When all payments are made a press release will be done.
* 1028 Harrison house renovation is nearly finished, intention to be leased in February. Press release likely early that month (after caucuses).
* Open House at HCV office 5pm to 7pm, 122 East 15th Street. All welcome.

Other business

Jeff Cook said he would be speaking with Molyneaux Insurance on topic of worker compensation for Hilltop and HCV contractors and employees.

There being no further business, the meeting was adjourned on a motion from Robert Lee, seconded by Martha Spears.

Respectfully submitted,

Scott Tunnicliff, Secretary pro-tem (substituting for Kelly Lynn, Secretary)