

College District Board Meeting Minutes

Date: Thursday 2.5.2026

Present: Olivia Brown, Todd Coleman, Karla Sibert, Barb Tupper, Phil Wasta, Lt. Omar, Brianna Wagner

1. Approve 1.8.26 Meeting Minutes- Motion by Coleman, 2nd by Tupper, approved unanimously.
2. Treasurer's Report by Wasta
 - Checking- 7,458
 - Savings- 5,119
 - District Dollars- 50
 - Certificate of Deposit- 5,667
 - 2026 Membership Requests- 21 have renewed so far.
 - Other Businesses to Recruit- Hornbill Asian Market (OB), Men's Room (KP), Capn's Chicken & Seafood (PW), New Dentist on 1st Ave (KP), 4 Hermanos (PW), Starbucks (PW).
3. CRPD Update- Lt. Omar reviewed the College District Neighborhood and City-wide Statistics through 02/04/2026. All metrics are improved and holding. Scams continue to be an issue. Fake IDs have risen. The homeless shelter has served 200 unduplicated users with an average nightly census of 70 people. CRPD will not be backfilling Lt. Omar's position while she is at training 4/7 – 6/19, so it will be coverage by committee. She will miss the April, May and June meetings.
4. Social Media Promotion Update- Brianna reported that she posted for AIM Credit Union, the 1st Avenue East Redevelopment Plan (boosted), and three messages about the Fan Appreciation Day at Mount Mercy University on Saturday, January 31.
5. Discuss Program and Location for 2/12 Large Group Meeting- The group discussed several ideas including a tour of Hornbill Market and an update on the 1st Avenue East Redevelopment Plan following the 2/9 Open House. Wasta will follow-up and report back.
6. Discuss CeMar Trail Promotional Sign Locations- Wasta has not met with City on this yet.
7. Other Business
 - Coleman reviewed the activities at the College District Fan Appreciation Day on 1/31 during the home basketball games at MMU. They had 500-600 people attend. PA announcer read off all sponsors at each game. \$400 worth of gift cards were made available. Two students got to participate at each game. 80+ points triggered the free chips offer at Jimmy John's. Todd is checking to see if Jimmy John's received a noticeable spike in business. All in all, it was a worth-while promotion.
 - Coleman posed the idea of promoting 'College District Nights' to encourage staff of CD businesses and institutions to dine out before heading home.
 - Coleman noted that he would like to get the 2026 Presidents' Reception date nailed down since MMU will be hosting this year. Coleman and Tupper will look at dates.
8. Adjourn

Next Board meeting: Thursday, March 5th @ First Ave Executive Suites 1233 1st Ave SE

Phil Wasta

College District President