

**MINUTES OF THE SPECIAL MEETING
OF THE AMES CITY COUNCIL**

AMES, IOWA

MAY 5, 2007

The Ames City Council met in special session at 8:45 a.m. on the 5th day of May, 2007, in the Parks and Recreation Activity Room, 1500 Gateway Hills Park Drive, pursuant to law with Mayor Ann Campbell presiding and the following Council members present: Doll, Goodman, Larson, Mahayni, Popken, and Rice. *Ex officio* Member Luttrell was absent.

REVIEW STATUS OF EXISTING GOALS: City Manager Steve Schainker stated that this meeting would serve as a forum to revisit the goals set at the City Council's special meeting in December 2006.

Goal No. 1: Create a Common Community Vision.

Task No. 1: Mayor to approach the major government stakeholders to solicit support for sponsoring a community visioning summit. That summit has not been scheduled.

Task No. 2: City staff to explore how other communities had conducted visioning efforts. City Manager Schainker advised that Mayor Campbell and he had visited St. Louis Park, Minnesota, to discuss how that community is implementing its visioning process, which began in 1995. A major point made by Mr. Schainker was that the process is not done in one day; it takes years. In that community, paid professionals were brought in to meet one-on-one with individuals and administer statistically valid surveys. They had a steering committee of approximately 50 people; however, the City did not take the lead. Eight task forces were established, which worked over a year to come up with recommendations. Not all of the recommendations involved the City of St. Louis Park. There was also an "Outcomes Task Force," which had the duty to oversee the entire process. Mr. Schainker reiterated that it was clear that the process was a community initiative and not led by city officials.

The Mayor pointed out that the City of St. Louis Park is a homogeneous bedroom community that does not have the same types of emotional issues that have surfaced in the City of Ames. City Manager Schainker agreed, stating that they had a common issue that they wanted to address, i.e., the City was losing population to adjacent suburbs.

City Manager Schainker advised that the process to accomplish this vision might not be easy, and the Council should not attempt to see this process to fruition unless they are 100% committed to making it happen. Additional details were given as to the process followed by the City of St. Louis Park to work towards accomplishing the community's vision. Council Member Goodman said that he liked the concept of going out to community members to see what they preferred to list as the City's vision. He said he thought it would be best to then narrow that list down to three issues.

The Mayor advised that the visioning process takes a lot of time, emotional energy, and money. She asked if the Council felt 110% committed to this process even if it means giving up some of the things that the City is currently working or planning to work on.

Council Member Mahayni said that visioning often is more difficult because it means mixing short-term with long-term issues. The City Council normally focuses on short-term

goals, however, other community leaders might not agree with those and will want to focus on long-term goals. He felt that the different key decision-making bodies need to talk to each other periodically, perhaps every other year, in a town meeting-type setting.

City Manager Schainker said that it might be more worthwhile for the City Council to facilitate consensus-building in the community first before working on the visioning process. Council Member Larson pointed out that building a consensus in this community is very difficult. Council Member Doll explained that the Ames City Council does not know the goals or visions of other entities, e.g., the School District and County. He felt that it is important to know that before the City's vision is set. The Mayor stated that she and other City officials have had periodic meetings with other entities to update each other.

Council Member Larson advised that he would like the Council to focus on what is important for this community by receiving input from community members and other entities. He, in particular, would like the City's Land Use Policy Plan (LUPP) to be revisited. Council Member Popken said he does not think that there is a lot wrong with the City's LUPP, but believes that the community should be educated on what it is and how it came about. Council Member Rice would like the City Council's goals to be published daily for two weeks to see how much and what kind of input is received.

Council Member Goodman surmised that there was not a lot of support from this Council to create a common community vision. Council Member Popken felt that the Council should be embodying community cooperation for many of the issues that it has before it.

Moved by Goodman, seconded by Popken, to remove creating a common community vision from its list of goals.

Council Member Popken wanted an understanding to be conveyed that this goal is being accomplished through other goals. Council Member Goodman disagreed, stating that it was evident that this Council did not want to have a summit.

Council Member Goodman withdrew the motion.

Moved by Popken, seconded by Larson, to remove the goal of creating a common community vision from its list of goals in that it is incorporated into the goal of creating one community through both physical and relationship connections.

Vote on Motion: 5-1. Voting aye: Doll, Larson, Mahayni, Popken, Rice. Voting nay: Goodman. Motion declared carried.

Task No. 3: The major stakeholders will collaborate to plan and carry out the summit. After the above action by the Council, that is now moot; however, the Mayor advised that she will inform the other entities of the change in the City Council's goals.

Council Member Mahayni suggested that the City still receive the strategic plans from the other entities.

Moved by Goodman, seconded by Rice, to direct staff to schedule a Stakeholders' "One Community Conversation" to share visions. The following entities will be included: MGMC; AEDC; Smart Growth; ISU; Ames, Gilbert, and United Community School

Districts; Story County; Boone County; and the City of Nevada..

Vote on Motion: 6-0. Motion declared carried.

Goal No. 2: Facilitate “One Community” Through Both Physical and Relationship Connections.

Task No. 1: Continue successful techniques initiated in 2005/06. City Manager Schainker listed the events, activities, and joint meetings that had been held.

Council Member Popken recommended that the City meet separately with the Story County Board of Supervisors, other than in the context of the Urban Fringe Plan.

Citing that misunderstandings occur due to the lack of connection with neighbors or other community members, Council Member Goodman suggested that a certain neighborhood be focused on, and people from that area be randomly chosen to provide input in addition to open meetings. An example of the type of issue to be discussed would be the creation of a Property Maintenance Code. Council Member Doll recommended that Council members knock on the doors of the residents and solicit input. This would be done on a trial basis and evaluated after the first attempt. Council Member Goodman emphasized that it is important for people in the community to interact with each other. It is his hope that the City will be proactive in discussing the issues with those who are most affected and it would get the neighbors talking among themselves.

Moved by Doll, seconded by Goodman, to add trying a new technique for receiving citizen input by taking a random selection of citizens in a geographic area.

The City Council members will be conducting the random sampling. The topic(s) and where to apply the technique will be decided later by the Council.

Vote on Motion: 6-0. Motion declared carried unanimously.

Task No. 2: City staff will lead a city-wide Wi-Fi Feasibility Study. Mr. Schainker advised what had been done by City staff towards the creation of a Wi-Fi network and Task No. 3: City staff to explore the usage blogs and listservs, etc. Council Member Goodman suggested that the City have a conversation with Iowa State University on the creation of community internet “hot spots.”

The meeting recessed at 10:25 a.m. and reconvened at 10:40 a.m.

Goal No. 3: Expand Entertainment and Shopping Opportunities in the Community.

Task No. 1: City Council will meet with the Main Street Cultural District (MSCD) to review its recommendation for a downtown catalyst project. City Manager Schainker reminded those present that representatives of the Main Street Cultural District (MSCD) had told the Council that they preferred a redevelopment project be pursued at the site of the Towne Centre building, and at that time, the Council had directed him to work with the MSCD on said project. Mr. Schainker advised that meetings had been held with local bank representatives, developers, four of the tenants of the building, and an Iowa Main

Street Program official. All parties were made aware of the potential of the site; however, to date, no developer has expressed any interest in redevelopment of that building.

Moved by Goodman, seconded by Popken, requesting an update from the Main Street Cultural District as to their efforts regarding a catalyst project to determine if the City should return to the original recommendation (adjacent to City Hall).

Vote on Motion: 6-0. Motion declared carried unanimously.

Task No. 2: City Council will continue to provide financial support for the Main Street Cultural District. City Council has approved financial support for the MSCD at \$75,000 (operations) and \$4,000 (plants, flowers, etc.) for the 2007/08 budget and the transition of the Downtown Facade Program from a no-interest loan to a grant program.

Task No. 3: Mayor and City Manager will meet with ISU Administration to review the ISU Planning class recommendations regarding their proposed model for Campustown revitalization. The Mayor and City Manager have met with ISU administration regarding Campustown revitalization. A discussion focusing on the specific model suggested by the ISU Planning class will be the subject of their next meeting.

Task No. 4: City Council will review the Safe Venues Committee recommendation. The Safe Venues Committee recommendation will be discussed at a round-table discussion to be held in September 2007.

Goal No. 4: Meet Community's Recreational Facility Needs Through Partnering with the Ames Community School District and Iowa State University.

Task No. 1: Staff will meet separately with ISU and Ames Community School District facilities' staff to review long-range plans and determine where joint recreation facilities are feasible. City Manager Schainker briefly reviewed the results of the School District's 2016 Facilities Plan and the University's Long-Range Facilities Plan. He reminded the Council that they had asked the Parks and Recreation Commission to study the issue of an outdoor aquatics center. After an extensive public input process, it is being recommended that a bond issue be placed before the voters for an aquatics center.

Goal No. 5: Encourage Innovative and Attractive Community Development. Mr. Schainker told the Council that the four objectives will be very time-consuming and staff will be working on them during Fall 2007. Those objectives are:

1. City staff will explore how other cities are accomplishing quality design.
2. City Council and staff will hold a workshop to review what other cities are doing to accomplish quality design.
3. City Council will hold a round-table discussion with members of the development community to identify barriers to, and suggestions for, accomplishing quality design.
4. City Council will define what quality design means and initiate steps to alter codes to achieve attractive and innovative development in Ames.

IDENTIFY TASKS AND TIME LINES REGARDING GOAL OF SUPPORTING IOWA'S

BIO-ECONOMY: Mr. Schainker reminded those present that the Council had, at their special meeting of December 6, 2006, unanimously agreed to include "Support for the Iowa Bio-Economy Initiative" as an additional City Council goal. Discussion ensued as to what was meant by "support for the Iowa Bio-Economy" initiative. City Manager Schainker said that, from a review of the minutes of the goal-setting session of December 2, 2006, it was apparent that the Council was focusing on two distinct issues regarding this goal. One was emphasizing the economic development aspect related to growth and tax base expansion, and the other was espousing the "Cool Cities" concept and the importance of renewable resources initiatives. Mr. Schainker told the Council that it will be up to them to determine if one, or both, of those should be included in the goal of supporting the Iowa Bio-Economy Initiative. Council Member Larson pointed out that there might be times when those two issues conflict with each other. It was the consensus of the Council that both could be supported; however, they should be listed separately.

Council Member Doll suggested that the Council create two separate goals: one that supports renewable resources and the other that supports economic development.

Moved by Doll, seconded by Goodman, to support the Iowa Bio-Economy initiative through economic development efforts, with the following tasks:

1. Schedule a workshop with the Iowa Department of Economic Development and/or Iowa State University officials to gain a better understanding of the bio-economy initiatives being undertaken by other entities.
2. Review the East Ames Industrial Study.
3. Assist Iowa State University efforts to commercialize bio-economy-related research through promotion of activities at the Research Park and other sites.

Moved by Goodman, seconded by Larson, to change Task No. 4 to read, "Explore annexing land to the east of the Regional Commercial along 13th Street across Interstate Highway 35 in order to provide the opportunity for large industrial lots, which are needed by companies that are involved in the bio-economy sector," and Task No. 5 to read, "Explore the feasibility of creating a Bio-Economy Industrial Park east of Highway 35 in order to ensure site-ready large lots utilizing such tools as TIF, federal/state grants, or tax abatements."

Vote on Motion: 6-0. Motion declared carried unanimously.

Further discussion evolved from that motion in an attempt to ascertain whether the words "on the annexed land" should be included under Task No. 5. The motion stood.

Discussion ensued on creating a new goal regarding the Renewable Resources perspective.

Moved by Goodman, seconded by Popken, to set a new goal to commit to making Ames a more environmentally-sustainable community.

Vote on Motion: 6-0. Motion declared carried unanimously.

Moved by Popken, seconded by Rice, that the task under this goal will be to take the "Cool City Pledge," which will include approving the U. S. Mayor's Climate Protection Agreement,

establishing a baseline carbon emissions level, and developing goals and an action plan to get to that level.

Council Member Larson said that he wants to see how much it will cost to accomplish this proposed goal. He prefers that the City design its own Pledge.

Vote on Motion: 5-1. Voting aye: Doll, Goodman, Mahayni, Popken, Rice. Voting nay: Larson. Motion declared carried.

OTHER COMMENTS REGARDING GOALS: It was pointed out that the City Council's goals need to be updated on the City's website.

Further discussion centered on the use of Tax-Increment Financing (TIF). City Manager Schainker explained the various types of TIF, which involve different levels of risk to the City. He stated that the City of Ames has been very conservative in the use of this tool in the past.

Council Member Goodman suggested that performance standards regarding environmental sustainability and costs comparisons be incorporated into plans and specifications for projects. He felt that that is something that perhaps should have been listed as a task under the Council's new goal. City Attorney Marek advised that the state of Iowa is looking at that; however, is one of 11 states that does not allow design-build for public improvement projects. He suggested that the discussion would be most appropriate when there is a specific project.

Moved by Goodman, seconded by Popken, to direct the City Attorney to provide suggestions on how cities can consider operating costs and capital costs for capital improvement projects. Vote on Motion: 6-0. Motion declared carried unanimously.

COMMENTS: Assistant City Manager Sheila Lundt updated the City Council on the needs of human service and non-profit agencies for the construction of a "human service campus." The agencies will soon be asked if they are committed to moving or expanding into a new building within the next five years and what their needs are or will be in the future. There are two agencies that have a desperate need now. A Request for Proposals will be sent out on May 18, 2007.

The meeting adjourned at 12:24 p.m.

Diane R. Voss, City Clerk

Ann H. Campbell, Mayor