

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

**AMES, IOWA**

**JANUARY 19, 2008**

The Ames City Council met in special session at 8:00 a.m. on the 19<sup>th</sup> day of January, 2008, in Room 230-240 of the Scheman Building, 1819 Lincoln Way, pursuant to law with Mayor Ann Campbell presiding and the following Council members present: Goodman, Larson, Mahayni, Popken, and Rice. Council Member Doll and *ex officio* Member Luttrell were absent. Attending from other invited entities were the following:

Ames Economic Development Commission	Dan Culhane
Ames Community School District	Linda Beyea Frances Todey Gail Johnston Roy Cakerice Mary Jurenka
Boone County	David Reed Amanda Parke
City of Gilbert	Not Represented
City of Nevada	Jerry Gull Elizabeth Hailey LaVon Schiltz
Gilbert Community School District	Marcia DeZonia John Kinley
Iowa State University	Gregory Geoffroy Warren Madden
Mary Greeley Medical Center	Kim Russel Sarah Buck
Smart Growth Alliance	Erv Klaas Sue Ravenscroft Catherine Scott Holly Fuchs
Story County	Jane Halliburton James Strohman
United Community School District	Not Represented

**Statement of Meeting Purpose.** Donna Gilligan, Director of Organizational Effectiveness at Sauer-Danfoss and facilitator for this session, stated that the objectives of the meeting were to:

1. Gain a better understanding of the goals of each entity
2. Determine if there is an opportunity for some, or all, of these entities to support any common goals

Ms. Gilligan said that she would define this meeting as a success if:

1. The attendees were still thinking about what they heard after they leave the meeting.
2. Attendees were able to identify at least one person or group who they did not know prior to this meeting.

The Ground Rules announced by Ms. Gilligan were for each participant to:

1. Listen actively
2. Have an open mind
3. Look for connections
4. Be “fully” present
5. Seek clarification, if needed

**Presentations.** Each presenter was asked to make a presentation that included:

1. The top three goals or initiatives of the organization that impact the Ames community
2. An explanation of who is leading each goal/initiative for their organization
3. Identification of individuals or groups that they are working with outside of their own organization, if any, to accomplish each goal/initiative

The order of presentations was decided by a representative of each group selecting a number at random.

## **GILBERT COMMUNITY SCHOOL DISTRICT**

**Presenter: Marcia DeZonia**

Ms. DeZonia gave statistics regarding the Gilbert Community Schools. The enrollment is approximately 1,100 students. The District has a \$9.2 million budget of which salaries make up approximately 71%. She listed accomplishments pertaining to academics, facilities, and the Gilbert community.

Goals listed by Ms. DeZonia were as follows:

- a. Continue to support professional development time that improves instruction and student achievement and the development of Professional Learning Communities in all of their buildings
- b. Continue to support work on high school rigor and relevance and increased graduation requirements

- c. Plan for the future implementation of Pre-K4
- d. Effectively address growth and plan for future facility needs, with a priority to continue the “Gilbert Way,” i.e., the resemblance to a family atmosphere
- e. Develop options for a planned auditorium
- f. Continue to monitor assessed valuation and bonding capacity and work for continuation of SILO dollars, which will allow for property tax relief

Ms. DeZonia advised that they have been working on forming a mission statement for the Gilbert School District. Presently, in draft form, it states: “to cultivate a community of passionate learners and engaged citizens.”

## **AMES COMMUNITY SCHOOL DISTRICT**

**Presenter: Gail Johnston**

Ms. Johnston advised that data shows Ames Community School students perform very well. She said that the School District is committed to long-range planning. It acknowledges that the School District and the community must adequately prepare students for the future; that education must address global needs. According to Ms. Johnston, Superintendent Beyea has formed committees to make recommendations for new programs. Ms. Johnston advised what tactics are currently being used in the District to improve the education received. She described the current collaborations with other entities that are ongoing and those that are planned for the future.

## **MARY GREELEY MEDICAL CENTER**

**Presenter: Sarah Buck**

Ms. Buck gave the background of MGMC’s Strategic Plan. Its six goals address:

- a. Quality of Patient Safety and Initiatives
- b. Service
- c. People
- d. Growth
- e. Finance
- f. Medical Staff

Ms. Buck said that current-year initiatives include:

- a. Continuing to provide excellent quality of patient care and safety, which includes financial assistance to those who need care, but are under-insured or uninsured
- b. Continuing emphasis on facility improvements
- c. Physician recruitment and retention

It was stated by Ms. Buck that individuals can assist MGMC by advocating to elected officials, providing philanthropic support, or volunteering.

## **IOWA STATE UNIVERSITY (ISU)**

**Presenter: Gregory Geoffroy**

Dr. Geoffroy advised that a goal of Iowa State University is to increase its global impact through its programming and people. He said that ISU is a very people-intensive enterprise; it must have world-class staff, students, and facilities. The ability to recruit and retain those people is crucial to its success. Dr. Geoffroy said that the community plays a very important role in that goal. It must offer the quality of life and amenities that are desired by those whom they are recruiting.

It was stated by Dr. Geoffroy that Iowa State's enrollment is currently 26,380 students. One of ISU's goals is to keep that enrollment stable. He advised that ISU's budget is now over a billion dollars, which comes from a variety of sources. The majority of those funds are spent in Ames and Central Iowa; the economic impact of Iowa State University on this community is enormous. Financial goals of a balanced budget and excellent financial health were cited by Dr. Geoffroy.

Regarding facilities, Dr. Geoffroy stated that one of the University's goals is to successfully complete, on time and within budget, all planned improvements. He gave updates on projects currently underway as well as those planned for the future.

According to Dr. Geoffroy, a topic that will increase in importance is energy conservation and minimizing the impacts on global climate change.

Dr. Geoffroy emphasized that ISU's success is very dependent on the Ames community, and it hopes to retain and increase collaboration in the future.

## **STORY COUNTY BOARD OF SUPERVISORS**

**Presenter: Jane Halliburton**

Ms. Halliburton advised that mental health, public safety, and secondary roads are always on the list of important initiatives; however, a new initiative for Story County deals with improving energy efficiency of its facilities. She stated that Story County is a member of a new Coalition of Climate Communities, which attempts to pull together progressive ideas from the local level. Ms. Halliburton listed projects that Story County has undertaken to improve energy efficiency in its facilities. She emphasized Story County's commitment to improving the environment and to develop and implement projects and practices that ensure a long-term higher quality of life for its residents. Practices implemented by Story County to improve energy efficiency were also listed. Cost savings to-date resulting from those practices were given.

## **CITY OF AMES**

**Presenter: Ann Campbell**

Mayor Campbell advised that the Ames City Council met on January 12, 2008, to establish its goals for 2008 - 2010. She emphasized the need for continued collaborative efforts with other entities to enable the accomplishment of those goals. The following six goals established by the City Council were briefly explained by Mayor Campbell:

- a. Rejuvenate Campustown
- b. Go “Green,” i.e., energy conservation and environmental sustainability
- c. Strengthen Neighborhoods
- d. Promote “One Community”
- e. “Brand” Ames
- f. Define Desired Growth

The meeting recessed at 9:33 a.m. and reconvened at 9:45 a.m.

## **BOONE COUNTY**

**Presenter: Amanda Parke**

Ms. Parke described projects/programs that Boone County is currently working on, as follows:

- a. Central Iowa Expo (Farm Progress Show), which will be held in August at a location west of Boone
- b. Ames Urban Fringe Plan and Boone County’s plan for growth during the next 20 years
- c. Amendment of its Zoning Ordinance and Subdivision Ordinance, which will include a density requirement

## **SMART GROWTH ALLIANCE**

**Presenters: Sue Ravenscroft  
Catherine Scott  
Erv Klaas**

Catherine Scott identified herself as the Chairperson of the Ames Smart Growth Alliance. She advised that the group she represents is a non-profit organization with the mission of becoming better educated on Smart Growth principles and grow a better community. Three such principles named were health, housing choices, and transportation.

Erv Klaas advised that the presenters would explain three initiatives embraced by the Smart Growth Alliance.

- a. Formation of a Coalition on Sustainability. Sustainability was defined as allowing for the needs of the current generation to be met without compromising future generations. Mr. Klaas said that the ten Smart Growth principles are crucial for sustainability.

Sue Ravenscroft presented the second initiative:

- b. Support for local businesses. Ms. Ravenscroft said that one way to support local businesses is for people to shop there. A second way is to request that the City conduct economic impact studies before approving development by large, out-of-town developers. Ms. Ravenscroft said that one local business that the Ames Smart Growth would really like support for is the local Farmers Market.

The third initiative was presented by Catherine Scott, as follows:

- c. Advocate stakeholder (residents of Ames) collaboration. Ms. Scott advised that the Smart Growth Alliance will be requesting that the City of Ames fund a consensus-building workshop.

## **CITY OF NEVADA**

**Presenters: Jerry Gull  
Elizabeth Hailey  
LaVon Schiltz**

LaVon Schiltz advised that, through annexation along Lincoln Highway, there are now only 2.2 miles between Ames and Nevada; it is crucial for collaboration to exist between those two cities. She described the impacts to the City of Nevada from the closing of its largest employer nine years ago.

Ms. Schiltz pointed out that retail trade continues to go to Polk County. She advised that Nevada continues to encourage the Ames new mall project to proceed as increased sales and Local Option taxes benefit more than just Ames. Ms. Schiltz emphasized that the communities should not be competitors; what one does has an impact on the others, and with collaboration, it will be a positive impact.

Elizabeth Hailey said that the City of Nevada is currently in the progress of defining its new goals. With declining budgets, the City is forced to do more with less. She indicated Nevada's support of collaboration efforts with other entities. A few innovative ideas suggested by Ms. Hailey were: sharing pool passes for facilities within the County, extending the Ames trolley to Nevada, commuter buses, and the sharing of ideas for local initiatives. The U.S. 30 and S14 Project was brought up by Ms. Hailey. She felt that the County leaders should meet to support that project.

Mayor Gull advised that one goal of the City of Nevada is for increased communication between the City of Nevada and the City of Ames. He feels that the exchange of information is absolutely crucial. To him, the most important three words are collaboration, cooperation, and communication, and he voiced the willingness of Nevada to do that at any level that is necessary.

## **AMES ECONOMIC DEVELOPMENT COMMISSION**

**Presenter: Dan Culhane**

Dan Culhane advised that the Mission Statement of the Ames Economic Development Commission is to organize and promote sound economic growth in the community. He listed the goals of the AEDC as:

- a. Create or retain 1,000 jobs between 2007 - 2011
- b. Attract \$500 million in capital investment
- c. Advocate for the development of large-tract industrial sites to give Ames the chance to compete for capital-intense, large-job-creation projects
- d. Touch all major Ames employers annually through a comprehensive Existing Industry Program
- e. Call on all parent company locations between 2007 - 2011

- f. Contract/interface with 500 companies and site-selectors annually
- g. Report regularly to stakeholders - both investors and community at large
- h. AEDC will play an active and supportive role in the community in creative a unified vision for growth in the Ames community

External partners to help achieve those goals were listed as the City of Ames, the Ames community, Iowa State University, the state of Iowa, Story County, and the cities of Boone and Story City. He explained that the opportunities in this area are phenomenal, and he hopes that a result of this meeting will be for all the entities represented today to come together as “one community.”

**Questions/Answers.** Erv Klaas, Smart Growth Alliance, asked ISU President Geoffroy what level of LEED certification was planned for ISU. Dr. Geoffroy said that will be one of the topics discussed by the committee he recently formed at ISU to address energy conservation. Warren Madden, Vice-President for Business and Finance at Iowa State University, explained that the University always starts out looking to achieve the highest level, however, the costs associated with doing that sometimes impede that desire; economics play a role.

Ames City Council Member Jim Popken asked the following questions of the Gilbert Community School District:

1. What is its planning horizon
2. Is there enough communication between the Gilbert School District and the City of Ames
3. What percentage of students come from Ames proper

Superintendent John Kinley advised that of the 1125 students, approximately 280 (30%) come from Bloomington Heights, Northridge Heights, and Stone Brooke Subdivisions in Ames. Mr. Kinley also said that he has met with Ames City Manager Steve Schainker on numerous occasions.

Ames City Council Member Jami Larson asked representatives of the Ames Community School District if vacant School facilities could be put to a different use until the District decides what will be done with those buildings. School Board President Gail Johnson said that a request certainly could be made to the District to use any of its vacant facilities. It might be possible for another agency to use those buildings in the short term; however, the long-term needs of the District must be taken into consideration, and it is likely that it will retain the buildings to address future needs.

Ames Community School District Board Member Roy Cakerice asked Story County if there was a wind-power farm planned for the eastern part of the County. Jane Halliburton reiterated that the first wind farm is currently under construction in the eastern part of Story County. She said that the first phase will include 100 wind turbines. ISU President Geoffroy pointed out that Florida Light & Power is the major investor and has already contracted for all the power from that wind farm; therefore, all the energy is already spoken for.

President Geoffroy asked if the City of Ames had decided on its ideal population growth and demographics. He also asked what kind of economic productivity profile is needed in order to provide the quality-of-life services and amenities to support that population growth. Ames City Manager Steve Schainker stated that when the Land Use Policy Plan was created in the 1980's, the first discussions centered around determining what population growth was wanted. There was a lot

of public participation in those discussions, and it was ultimately decided that the City should reach a population of 62,000 to 65,000 within the next 30 years; that represented growth at approximately one percent per year.

Regarding the City's goal of strengthening neighborhoods, Ames Community School District Board Member Frances Todey asked if the City had given any thought to using school buildings as neighborhood gathering places. Mayor Campbell said that the City understands that the School District makes its own decisions on its facilities, and it was not intended by that goal to suggest that School District buildings be used as gathering places for neighborhoods. Mr. Schainker advised that actions to be taken pertaining to that goal were to strengthen neighborhood associations, explore the creation of a tenant/landlord service, and to make a commitment to look at incentives to improve homes in core neighborhoods.

Ames Community School District Board Member Mary Jurenka asked the Gilbert School District about its at-risk program. Gilbert Superintendent Kinley advised that a grant had been received for establishing an after-school at-risk program. The program was created last year with approximately 50 children participating.

Story County Board of Supervisor Halliburton asked the Smart Growth Alliance to comment on ways to broaden sustainability across many groups through informal ways. Erv Klaas explained that the Smart Growth Alliance holds monthly meetings and all are welcome to attend. They do present programs and information on ways to achieve sustainability. He also reiterated the need for a Coalition on Sustainability to be formed.

Holly Fuchs asked Ames Mayor Ann Campbell to explain her statements that Ames can't afford not to grow and it can't afford to have a static population. Mayor Campbell explained how the increased residential roll-back affects tax revenues, stating that, if the City wishes to merely maintain its current services, tax revenues must grow. She advised that requests for services continue to increase with funds decreasing. Mayor Campbell also shared that, through a legislative decision, owners of apartment buildings are able to file as horizontal property regimes; that allows those units to be taxed at a residential rate instead of a commercial rate. The result of that action has had an enormous financial impact for the City of Ames.

President of AEDC Dan Culhane asked University representatives to comment on what would be the University's definition of an ideal community. Dr. Geoffroy recognized that Ames is a great community in which to live, and overall, the "town and gown" relationship is excellent. He offered that the ideal community offers a high-quality of life to its residents. The amenities offered and its physical appearance are also important. One of the challenges faced by Iowa State University is the opportunity for spousal employment. Warren Madden added that it is a combination of availability of housing and spousal employment. Through its faculty recruitment efforts, ISU has found that there are people who would like more choice in housing options; many want larger lots and more space.

The meeting recessed at 11:10 a.m. and reconvened at 11:15 a.m.

**Theme Development.** Ms. Gilligan explained that to be considered a common theme, the issue had to be raised by at least two entities. From the presentations, the following themes were heard.



1. Communication, collaboration, cooperation, and continuity, with a plea for it to continue
2. Limited resources (land, rail, and taxes)
3. Recruitment and retention of professionals, students, etc.
4. Facilities
5. At-risk population
6. Engaging in a global society
7. Importance of people to sustain the quality of life, the quality of service currently provided, and to learn (professional development)
8. The need for continuous economic development
9. High quality of effort, programs, and activities
10. Challenging traditional geographic boundaries (national, international, and local)
11. Importance of corporate and individual philanthropy
12. Broad definition of sustainability (other than just environmental/would also include economic)
13. Live in same region and share the same resources

**Next Steps.** Ms. Gilligan offered the following possibilities for continued dialogue:

1. This group reconvenes
2. A subset of this group convenes
3. Keep “business as usual”

Discussion ensued regarding next steps.

Holly Fuchs, Smart Growth Alliance, recommended that subsets of the group be formed based on interest in the common themes. Each subset would then report back to the large group. Ames City Council Member Jami Larson suggested that this group reconvene annually with individual entities communicating better with each other on certain issues.

Sarah Buck, MGMC Board, asked if this group was as complete as it should be, referencing that there was no representative from the IDOT or the NADC. Ames Council Member Matthew Goodman recommended that the Ames Convention & Visitors Bureau also be included.

Al Campbell, Leadership Ames, pointed out that there seemed to be synergy from this meeting, and he felt that meeting annually may not be enough to retain that and build from it.

Ames City Council Member Mahayni said that there was a need for institutional cooperative efforts to share plans and projects.

Ms. Gilligan pointed out that there are already forums, i.e., Council and Board meetings, available to allow for continued communication. Now that the connections have been made, Ms. Gilligan pointed out that there are opportunities to invite other entities when common themes are being discussed.

It was the consensus that this representative group would reconvene annually and continued communication will be built in to the current process (Board/Council meetings).

Elizabeth Hailey requested that the minutes of this meeting and the participating organization contact list be distributed to the representatives electronically.

The meeting adjourned at 11:56 a.m.

---

Diane R. Voss, City Clerk

---

Ann H. Campbell, Mayor