

ITEM # 19a-c
DATE August 26, 2008

COUNCIL ACTION FORM

SUBJECT: WELCOME TO AMES ACTIVITIES ON SEPTEMBER 5, 2008

BACKGROUND:

In discussing the City Council's priority of "Connecting our community with each other and with City government," members of the staff have once again begun exploring ways to improve upon our last year's "Welcome to Ames" event for incoming and returning ISU students. For some students it will be the first time that they are away from home, and we want to make them feel like Ames is their new home. The staff also would like to reinforce for returning students that Ames is their new home as well.

A committee consisting of representatives from the City's departments has been finalizing plans for the 2008 event. Based on feedback from our student interns and a review of last year's event, the group is proposing that we plan for one evening of activities, this year to occur on September 5, from 5 p.m. to 8 p.m. Because the first ISU home football game is on the evening of August 28, with Labor Day weekend following, both staff and students felt that it would be better to wait until after the long Labor Day weekend to hold the event. The proposed location will remain near Fire Station 2 in Campus Town. City representatives will provide information regarding the Ames community and services the City offers, as well as information on job opportunities for students within City government.

The following activities are planned to help attract passerby into this event:

Free pizza by the slice and Ames water will be provided.

There will be a sound system and a DJ playing music.

Activities such as free throw shooting, field goal kicking, football toss and ladder golf will be available (we are working on some exciting **new** ideas for games).

Promotional items from City departments will be given away.

The new electric Zenn car will be on display, along with one of the new CyRide buses with the bicycle racks.

There will be drawings and prizes and **lots of fun!!!!**

City Council members and representatives from City staff will meet and greet students and answer questions. If schedules allow, the Mayor and City Council members will play a prominent role in this relationship-building effort.

In order to facilitate this event, several items of approval are needed from the City Council.

1. Approval of the closing of the street and metered parking spaces on Chamberlain Avenue between Welch and Stanton from noon to 9:00 p.m. on September 5, 2008, and also the closure of the lot and parking spaces of Chamberlain Lot Y.

2. Waiver of fees for electricity.

City staff has contacted all affected businesses along Chamberlain Avenue to notify them of the temporary street closings, and accommodation will be made for parking for those businesses. Lost revenue to the parking fund will be less than \$40.

ALTERNATIVES:

1. Approve the "Welcome to Ames" event for September 5, 2008, with the supporting actions outlined above.
2. Do not approve the "Welcome to Ames" event for September 5, and direct staff to find an alternate date .
3. Ask staff for additional information on this proposed event.

MANAGER'S RECOMMENDED ACTION:

Staff believes that the proposed Welcome to Ames event will enhance relationships between the City and Iowa State students, and will assist in furthering the goal of building a sense of "One Community".

Therefore, it is the recommendation of the City Manager that the City Council adopt alternative number 1, approving the Welcome to Ames event with the supporting actions outlined above.