

COUNCIL ACTION FORM

SUBJECT: WELCOME TO AMES ACTIVITIES ON AUGUST 28, 2009

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 been exploring ways to improve upon 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 2009 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, to occur this year on August 28, from 5 p.m. to 8 p.m. 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. Special thanks should be given to our interns for all of their input.

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.

Fun activities are being planned by the Parks and Recreation staff (staff is working on some exciting **new** ideas for games).

Promotional items from City departments will be given away.

The electric Zenn car will be on display, **along with the new Segways and the Street'N'Greet trailer.**

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

City Council members and representatives from City staff will meet and greet students and answer questions. To the extent that their 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 August 28, 2009, and also the closure of the lot and parking spaces of Chamberlain Lot Y.
2. Donation of cost of electricity.

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

ALTERNATIVES:

1. Approve the “Welcome to Ames” event for August 28, 2009, with the supporting actions outlined above.
2. Do not approve the “Welcome to Ames” event for August 28, 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 #1 approving this fall’s Welcome to Ames event with the supporting actions outlined above.