

COUNCIL ACTION FORM

SUBJECT: APPROVAL OF SUPPORT FOR VEISHEA 2010: STREET CLOSURES AND PARKING LOT CLOSURE

BACKGROUND:

During its February budget hearing, the City Council approved \$8,000 out of Hotel/Motel Tax Funds to assist in funding various VEISHEA activities. VEISHEA will occur the week of April 11th. City funding will assist with the Pancake Feed, entertainment, and parade taking place from April 16th through the early morning hours of April 18th. Pancakes will be served beginning at midnight on both Friday and Saturday, and serving will continue until approximately 3:00 a.m. on Saturday morning and Sunday morning.

Over 5,000 students are expected to attend each evening. The Ames Chamber of Commerce has confirmed that rather than funding just the Pancake Feed, it is providing \$1,500 as a general VEISHEA contribution.

City staff and University representatives have spent a good deal of time working with the student organizers to work toward a safe and fun VEISHEA for the entire community. A successful VEISHEA benefits the entire Ames community. Staff has issued a purchase order to VEISHEA 2010 to provide funding support as follows:

- (a) \$3,000 for the Pancake Feeds
- (b) \$4,000 for evening free entertainment on Friday and Saturday
- (c) \$1,000 to sponsor the parade showcasing the Eco-Smart program

The City Council is also being asked to approve the temporary closure of various streets in the area south of campus to facilitate the movement of parade entries to the staging area on the west side of campus. Ames police will be managing the temporary closures, which will general occur between 3 a.m. and 6 a.m. on Saturday morning, April 17. Streets will be closed only long enough for the floats and other large entries to pass through the intersections.

Left turn lanes on Lincoln Way at Union Drive (near the Memorial Union) and Lincoln Way at Welch Avenue to the north of Lincoln Way will be closed on Friday, April 16 from noon until Sunday morning. The left turn lane on Lincoln Way at Union Drive (near the Knoll) will be closed as needed on Saturday morning while the parade is in progress.

The Ames Police Department is asking that the City Council allow the closure of City Lot Y (south of Fire Station 2) from 4:00 p.m. on Friday evening until 6:00 a.m. on Saturday morning and again from 4:00 p.m. Saturday evening until 6:00 a.m. Sunday morning. This will allow for staging of law enforcement equipment as needed.

ALTERNATIVES:

1. The City Council may approve street closures, left turn lane closures, and the closure of City Lot Y as requested above. The City Council is not being asked to approve funding, since this was done during Budget Hearings.
2. The City Council may not approve these requests and ask staff for other options.

MANAGER'S RECOMMENDED ACTION:

It is important to the safety and successful staging of the VEISHEA events that the City Council approves the requested closures in support of the various VEISHEA activities.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, approving the street closures, left turn lane closures, and closure of City Lot Y as requested above.