

COUNCIL ACTION FORM

SUBJECT: WELCOME TO AMES ACTIVITIES ON AUGUST 26, 2011

BACKGROUND:

In discussing the City Council's priority of "Connecting our Community," staff has once again explored 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. It is important to reinforce to returning students that Ames is their new home as well.

Based on a review of last year's event, staff is proposing that we plan for one evening of activities to occur this year on August 26, 2011, from 5 p.m. to 7 p.m. The proposed location will remain near Fire Station 2 in Campustown. 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 passersby 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 & Recreation staff.
- Promotional items from City departments will be given away.
- The electric Zenn car will be on display, along with Segways.
- 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. Closure of the street and metered parking spaces on Chamberlain Avenue between Welch and Stanton from noon to 8:00 p.m. on August 26, 2011, and also the closure of the lot and parking spaces of Chamberlain Lot Y for the same time period.
2. Donation of cost of 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. Funding for the event

is in the City Council budget, at approximately \$2,300 total (covering food, tent, tables and chairs, and prizes).

ALTERNATIVES:

1. Approve the “Welcome to Ames” event for August 26, 2011, with the supporting actions outlined above.
2. Do not approve the “Welcome to Ames” event for August 26, 2011, 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.