



# Memo

City Manager's Office

**TO:** Mayor and Ames City Council Members

**FROM:** Steven L. Schainker, City Manager

**DATE:** February 24, 2012

**SUBJECT:** Approval of City Council Goals, Objectives, and Tasks

On January 7, 2012, the newly constituted City Council met to compile a list of goals and objectives for the next two years that this body will be together. I indicated at the time that I would attempt to summarize your deliberations regarding goals and objectives and identify initial tasks for accomplishing your work plan for approval at an upcoming Council meeting.

**Assuming I have adequately captured your direction, formal action to approve the attached document is in order.**

**CITY COUNCIL  
GOALS, OBJECTIVES, TASKS**

Established 1/7/2012  
To Be Accomplished By 12/31/13  
Updated February 28, 2012

• **SUPPORT ENVIRONMENTAL SUSTAINABILITY**

- **Improve electric energy efficiency within the community**
  - The Sustainability Coordinator and Electric Services staff will prepare a report regarding the timing for the implementation plan of the electric consumption reduction recommendations from the Sustainability Task Force.
- **Educate Ames residents about environmental sustainability**
  - Provide funding to AMOS to conduct a public education program regarding environmental sustainability (electric, water, natural gas conservation). The City Manager will approach AMOS to determine their interest in conducting this type of session.
- **Increase availability of alternative forms of transportation**
  - Prior to budget deliberations, Public Works will provide an updated map to the City Council highlighting the uncompleted multi-use trails
- **Consider life-cycle operating costs when making vertical infrastructure decisions**
  - Opportunities to accomplish this objective will be possible when designing the new water plant, library, electric utility, etc.

• **PROMOTE ECONOMIC DEVELOPMENT**

- **Develop Ames as a Regional Center**
  - The City Manager will work with the new owners of E.13<sup>th</sup> Street regional commercial land to develop a concept plan for the area.
  - The City Manager will facilitate H/M zone discussions between the medical providers and surrounding neighborhood associations to identify a mutually acceptable long-term solution.

- The City Council will determine what information is needed to make a decision regarding extending utilities to 590<sup>th</sup> Street. City Council members will send their ideas to the City Manager for distribution to the Council.
- **Support private sector growth to improve quality of life, increase number of jobs, develop stronger tax base**
  - The City Manager will approach the AEDC to determine their level of support for the use of the EDSAT (economic development self-assessment tool)
  - The City Manager will determine the cost of hiring a consultant to advise the City Council on the development of *minimum ROI requirements* (in the form of jobs and taxable improvements) in return for public incentives or infrastructure extension to commercial/ industrial areas.
- **Beautify entrances to Ames and major arterials**
  - The City Manager will work with the Chamber of Commerce committee to develop recommendations for entryway/directional signage.
  - The Planning staff will help identify aesthetic detractors and non-conformities structures along major arterials & entryways. Once identified, ideas will be offered to the City Council for strategies to relocate or upgrade these structures.
- **Revisit City Codes, policies & procedures to streamline processes and to help facilitate renovation of existing buildings**
  - Inspection staff will provide a strategy on how to facilitate redevelopment of older existing buildings, where existing codes have served as an impediment to redevelopment (issues such as grease traps, restrooms, fire exits).
- **Promote Ames as a welcoming place to do business by embracing a “Can Do” attitude**
  - The Planning and Inspections staff will create mechanisms to make sure each business interacting with the City in terms of development issues is aware of the service that is now offered by the Business Development Coordinator position.

- The Public Relations Official will create a public information campaign to make sure those who are contemplating developing a new business in the City are aware of Business Development Coordinator services.

- **STRENGTHEN OUR COMMUNITY**

- **Promote our new community vision and community brand**
  - The Public Relations Official will convene the BRAG Team and develop a plan and implementation schedule for promoting our new community vision and brand identity.
- **Enhance interactions between ISU students and permanent residents**
  - The Student Affairs Commission members will be asked to provide their thoughts on how to accomplish this objective.
  - The Public Relations Official will monitor the City's website and make the necessary modifications to accomplish the objective.
  - The staff will provide the City Council members with a list of scheduled "Meet and Greet" block parties so that they can attend if they so desire.
- **Work with ASSET funders to identify and address service deficiencies in human service delivery**
  - A workshop will be scheduled to discuss issues related to mental health and elderly services.
- **Explore issues related to youth in the community**
  - A workshop will be scheduled with representatives of the school districts, ASSET and other providers of youth services to determine the interest in developing a youth master plan.
  - The Mayor will appoint a City Council member to the Third Grade Reading Council
- **Support a community Blue Zone designation**
  - The Public Relations Official will coordinate the submission of the Blue Zone application.

- A Blue Zoning steering committee will be established, with representation from the City Manager's Office, Parks and Recreation, and Human Resources, to help promote the community's nomination as a Blue Zone community.

- **MITIGATE FLOODING IN OUR COMMUNITY**

- **Reduce possibility of damage in our community caused by river/watershed flooding**

- During 2012, the Assistant City Manager and WPC Director will facilitate a comprehensive engineering analysis of possible flood mitigation actions, including options related to intense rainfall scenarios, benefit/cost analyses, and policy options.
- City staff will develop a public education strategy to inform our residents on steps they themselves can take to mitigate and/or insure against flooding damage.
- Following completion of the comprehensive engineering analysis, the City Council will adopt regulatory steps and/or a public improvements plan to mitigate future damage.
- City staff will attempt to collaborate with other jurisdictions and agencies to identify and implement long-term flood mitigation actions. The initial step will be to assist in creation of the Squaw Creek Watershed Management Authority.

- **Reduce possibility of damage in our community caused by localized flooding**

- The City Council will include funding in the CIP and 2012/13 budget to correct those neighborhood stormwater improvements that are selected by the City Council.
- Following the comprehensive engineering analysis, the City Council will determine whether new stormwater management standards are needed for public improvements and/or for private development.
- City staff will develop a strategy to educate the public regarding the likelihood and impacts of future intense rainfall events, plus steps they themselves can take to prevent and/or insure against damage.

- **ENHANCE RELATIONSHIP WITH ISU THROUGH ADDITIONAL PARTNERSHIPS**

- **Revitalize Campustown**

- The City Manager will work with ISU and the Campustown Action Association to develop proposed strategies for revitalizing area.
- The Planning staff will prepare a report regarding the possibility of extending façade program to Campustown area.

- **Continue to support Campustown Action Association**

- The City Council will consider providing funding for CAA operations during budget deliberations.

- **Foster negotiations between ISU & CAA to help Campustown businesses be viable**

- The Mayor will arrange initial meeting between new ISU president, CAA, GSB and City Manager to discuss ideas for accomplishing this objective.

- **Explore flat space funding feasibility**

- The Mayor will meet with the new ISU president to ensure commitment to financially supporting this priority.
- The Mayor and City Council will work with Ames Convention and Visitors Bureau to see that food & beverage tax bill is presented to state legislature.