

COUNCIL ACTION FORM

SUBJECT: CAMPUSTOWN ACTION ASSOCIATION REQUESTS FOR “FRIDAY AFTERNOON CELEBRATION”

BACKGROUND:

Representatives of the Campustown Action Association (CAA) have been working with City staff on details of an inaugural Friday Afternoon Celebration (FAC) in Campustown on October 26, 2012. Organizers propose to host a beer garden and live band in Welch Parking Lot T from 3:00 to 7:00 p.m. The purpose of the event is to bring ISU alumni who are in Ames for Homecoming weekend into the Campustown business district.

In order to facilitate this event, organizers are requesting the closure of Welch Lot T from 12:00 to 9:00 p.m. on October 26, including a waiver of parking meter fees and enforcement. Lost revenue would equate to approximately \$57. The CAA is also requesting a Blanket Vending License and waiver of the \$50 fee for the license, and a Blanket Temporary Obstruction Permit for the area.

A Class B Beer Permit with Outdoor Service has been applied for in order to provide alcoholic beverage service at the beer garden, and the CAA is asking for the application to be approved.

Public Works will provide appropriate barricades for the event. Organizers will obtain a noise permit through the Police Department, and City staff is requiring that the event organizers pay for the cost of one Police Officer from 3:00 p.m. to 7:00 p.m. to assist with monitoring the beer garden.

Since the CAA is an affiliate organization of the Ames Chamber of Commerce, the Chamber is providing liability insurance coverage for this event.

ALTERNATIVES:

1. Approve the above requests for the Friday Afternoon Celebration on October 26, 2012, as requested by the Campustown Action Association.
2. Approve requests for lot closure and blanket permits, but require the CAA to pay the \$50 Vending License fee and reimburse the City for lost revenue to the Parking Fund.
3. Deny the requests.

MANAGER'S RECOMMENDED ACTION:

Since this is the first attempt by the Campustown Action Association to hold this event, City staff and the Association will closely monitor the success of the event, and note any corrective actions which may be needed should the Association decide to do this in the future. It is to the benefit of the entire community that the CAA is successful in promoting the Campustown area, just as the Main Street Cultural District is promoting the Downtown.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests as stated by the CAA for Friday Afternoon Celebration on October 26, 2012.



campustown
action
association

September 5, 2012

Mayor and City Council
Ames City Hall
515 Clark Ave
Ames, IA 50010

Dear Honorable Mayor Campbell and City Council,

The Campustown Action Association is planning to hold a new, annual event to coincide with Iowa State University's Homecoming weekend on Friday, October 26 from 3pm to 7pm. The purpose of this event is to bring Iowa State alumni to Campustown and bring in a more diverse mix of customers to our business district. At this time, CAA requests the Council to consider these specific requests:

1. CAA requests the closure of Welch Lot T on October 26 between 12pm and 9pm to host the ISU Homecoming Alumni Friday Afternoon Celebration.
2. CAA requests a Blanket Temporary Obstruction Permit for the same space (Welch Lot T) to enclose part of the sidewalks and the parking lot with double fencing to host the beer garden and event space. CAA requests the permit for October 26 between the hours of 12pm and 9pm. Set up for fencing will begin at 1pm after the parking lot closure.
3. CAA requests a Blanket Vending License for various food and retail vendors within the beer garden, and further request that the fee for the license be waived.
4. CAA requests the use of all metered parking spaces within the confines of the beer garden in Welch Lot T to place the music stage, beer tent, tables, guests, retail, and food vendors. CAA further requests that the parking lot fees be waived.

Matthew Goodman, owner of Battles Bar B Q has agreed to apply for a Class B Beer Permit with Outdoor Service to provide alcoholic beverage service for the event. The CAA is supportive of the application and asks that the City Council also approve the application.

Thank you for your consideration of these requests and continued support of the Campustown Action Association. We look forward to a successful and safe inaugural year of Campustown's first ISU Homecoming alumni event and your assistance in making this event a success. Please save the date to attend on October 26, 2012.

Sincerely,

Kim Hanna
Director
Campustown Action Association

Applicant

Name of Applicant:	<u>Matthew Enterprises, LLC</u>		
Name of Business (DBA):	<u>FACytenial 2012</u>		
Address of Premises:	<u>City Parking Lot: Welch Ave. Lot T</u>		
City: <u>Ames</u>	County: <u>Story</u>	Zip: <u>50014</u>	
Business Phone:	<u>(515) 441-0460</u>		
Mailing Address:	<u>2019 Friley Rd.</u>		
City: <u>Ames</u>	State: <u>IA</u>	Zip: <u>50014</u>	

Contact Person

Name:	<u>Matthew Goodman</u>		
Phone:	<u>(515) 441-0460</u>	Email Address:	<u>matthew@eatfightingburrito.com</u>

Classification: Class B Beer (BB) (Includes Wine Coolers)

Term: 5 days

Effective Date: 10/26/2012

Expiration Date: 10/30/2012

Privileges:

Class B Beer (BB) (Includes Wine Coolers)
Outdoor Service

Status of Business

BusinessType:	<u>Limited Liability Company</u>		
Corporate ID Number:	<u>386345</u>	Federal Employer ID #	<u>27-0919525</u>

Ownership

Matthew Goodman

First Name: Matthew

Last Name: Goodman

City: Ames

State: Iowa

Zip: 50014

Position Owner

% of Ownership 100.00 %

U.S. Citizen

Insurance Company Information

Insurance Company:	<u>Founders Insurance Company</u>		
Policy Effective Date:	<u>10/26/2012</u>	Policy Expiration Date:	<u>10/31/2012</u>
Bond Effective Continuously:		Dram Cancel Date:	
Outdoor Service Effective Date:		Outdoor Service Expiration Date:	
Temp Transfer Effective Date:		Temp Transfer Expiration Date:	