

**COUNCIL ACTION FORM**

**SUBJECT: CAMPUSTOWN ACTION ASSOCIATION REQUESTS FOR “FRIDAY AFTERNOON IN CAMPUSTOWN”**

**BACKGROUND:**

Campustown Action Association (CAA) plans to host its second annual Friday Afternoon in Campustown (FAC) on August 30, 2013. Organizers propose to host a beer garden and live band in Welch Lot T from 4:00 to 8:00 p.m. The purpose of the event is to bring ISU alumni who are in Ames for the first home football game into the Campustown business district.

In order to facilitate this event, organizers are requesting the closure of Welch Lot T from 7:00 a.m. to 10:00 p.m. on August 30, including a waiver of parking meter fees and enforcement. Lost parking revenue would equate to approximately \$57. The CAA is also requesting a Blanket Vending License and waiver of fee for the license (\$50), 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 approval of the application.

Public Works will provide appropriate barricades for the event. Organizers will obtain a noise permit through the Police Department and pay for one Police Officer from 4:00 p.m. to 8:00 p.m. to assist with monitoring the beer garden.

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

**ALTERNATIVES:**

1. Approve the requests for the Friday Afternoon in Campustown on August 30, 2013, as requested by the Campustown Action Association.
2. Approve requests for lot closure and 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:**

The first FAC event in 2012, held during ISU Homecoming weekend, went well with no reports of any major issues. City staff and the Association will continue to closely monitor the success of the event, and note any corrective actions which may be needed in future years. 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 in Campustown on August 30, 2013.



campustown  
action  
association

July 15, 2013

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 our second annual Friday Afternoon in Campustown event to coincide with the start of the 2013 ISU football season on Friday, August 30 from 4pm to 8pm. The purpose of this event is to bring Iowa State fans and 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 August 30 between 7am and 10pm to host the Friday Afternoon in Campustown 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 August 30 between the hours of 12pm and 9pm. Set up for fencing will begin at 12pm 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, and guests. 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 thank you for your support in 2012 with the inaugural year of Campustown's ISU Homecoming alumni event on October 26 and your assistance in making this event a success. Please save the date to attend on August 30, 2013.

Sincerely,

Kim Hanna  
Director  
Campustown Action Association

License Application ( )

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**Applicant**

Name of Applicant:	<u>Matthew Enterprises, LLC</u>		
Name of Business (DBA):	<u>Campustown FAC</u>		
Address of Premises:	<u>Parking Lot I</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: 08/30/2013

Expiration Date: 09/04/2013

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>08/30/2013</u>	Policy Expiration Date:	<u>09/04/2013</u>
Bond Effective Continuously:		Dram Cancel Date:	
Outdoor Service Effective Date:		Outdoor Service Expiration Date:	
Temp Transfer Effective Date:		Temp Transfer Expiration Date:	