

COUNCIL ACTION FORM

SUBJECT: RAIN DATE FOR FRIDAY AFTERNOON CELEBRATION IN CAMPUSTOWN

BACKGROUND:

In July the City Council approved requests from the Campustown Action Association (CAA) to hold its Friday Afternoon Celebration event on Friday, August 29 (see attached original CAF). The event did not take place due to inclement weather, and no rain date was proposed for approval at the time the original request was considered.

CAA has now proposed holding the event on Friday, October 10. If the event cannot be held on October 10 due to weather, it will be cancelled for the year. The specific requests for this event are as follows:

- Closure of Welch Lot T from 12:00 to 11:00 p.m. on October 10, including a waiver of fees and enforcement (approximately \$57 loss to Parking Fund)
- Blanket Vending License and waiver of license fee (\$50 loss to City Clerk's Office)
- Blanket Temporary Obstruction Permit
- Class B Beer Permit with Outdoor Service Privilege

ALTERNATIVES:

1. Approve the requests for the Friday Afternoon Celebration on October 10, 2014, as requested by the Campustown Action Association, contingent on the submission of a certificate of insurance.
2. Approve the requests for lot closure and blanket permits contingent on the submission of an insurance certificate, but require 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:

This event was previously approved by the City Council, but was not held due to inclement weather. Council approval is now needed to reschedule the event for an alternate date.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the requests for the Friday Afternoon Celebration on October 10, 2014, as requested by the Campustown Action Association, contingent on the submission of a certificate of insurance.

License Application ()

Applicant

Name of Applicant:	<u>Matthew Enterprises, LLC</u>		
Name of Business (DBA):	<u>CAA FAC 2014</u>		
Address of Premises:	<u>lot T, City of Ames public Parking Lot</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</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>mg@fightingburrito.com</u>

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

Term: 5 days

Effective Date: 10/10/2014

Expiration Date: 01/01/1900

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>220919525</u>

Ownership

Matthew Goodman

First Name: Matthew

Last Name: Goodman

City: Ames

State: Iowa

Zip: 50014

Position Owner

% of Ownership 49.00 %

U.S. Citizen

Insurance Company Information

Insurance Company:	<u>Scottsdale Insurance Company</u>		
Policy Effective Date:	<u>10/10/2014</u>	Policy Expiration Date:	<u>10/15/2014</u>
Bond Effective Continuously:		Dram Cancel Date:	
Outdoor Service Effective Date:		Outdoor Service Expiration Date:	
Temp Transfer Effective Date:		Temp Transfer Expiration Date:	



campustown
action
association

September 4, 2014

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

Dear Honorable Mayor Campbell and City Council,

Due to weather, Friday Afternoon in Campustown was forced to postpone on Friday, August 29. Campustown Action Association would like to reschedule the event to Friday, October 10 to coincide with ISU Homecoming. 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 October 10 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 October 10 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.

We thank you for your continued support of our work and activities in Campustown and hope to see you at the event on Friday, October 10.

Sincerely,

Kim Hanna
Director, Campustown Action Association

COUNCIL ACTION FORM

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

BACKGROUND:

The Campustown Action Association (CAA) plans to host the third annual Friday Afternoon Celebration (FAC) in Campustown on August 29, 2014. Organizers propose to host a beer garden and live band in Welch Lot T from 5:00 to 9:00 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 12:00 to 11:00 p.m. on August 29, including a waiver of parking meter fees and enforcement. Lost revenue would equate to approximately \$57. 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.

CAA also requests approval of a Class B Beer Permit with Outdoor Service to provide alcoholic beverage service at the beer garden.

Public Works will provide barricades for the event. Organizers will obtain a noise permit through the Police Department. In the previous two iterations of this event, the Police Department required the hiring of one police officer to monitor the event. Due to the success of the safety planning the past two years, the Police Department will not require an officer to be hired this year.

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 Celebration on August 29, 2014, as requested by the Campustown Action Association.
2. Approve requests for lot closure and blanket permits, but require 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 2012 and 2013 FAC events, 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 to 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.

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 August 29, 2014.



campustown
action
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July 14, 2014

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 third annual Friday Afternoon in Campustown event to coincide with the start of the 2014 ISU football season on Friday, August 29 from 5pm to 9pm. 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 29 between 12pm and 11pm 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 29 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 Barbeque 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 the 2012 and 2013 FACs and your assistance in making these events a success. Please save the date to attend on August 29, 2014.

Sincerely,

Kim Hanna
Director, Campustown Action Association