

## Staff Report

**SUMMARY OF ACTIONS TAKEN FROM “ONE COMMUNITY” REPORT**

January 9, 2015

**BACKGROUND:**

As part of its 2014 goal-setting, the City Council requested a summary of the actions taken to date from the “One Community” report. The summary that follows fulfills the second task of the objective to *review the “One Community” report to identify action steps to improve community involvement and integration*. The third and final task under this objective is for the City Council to hold a discussion to give direction if further actions are desired.

**ONE COMMUNITY IMPLEMENTATION COMMITTEE**

The 2004 Task Force on Assuring Successful VEISHEA and Other Student/Community Celebrations was convened in response to civil disturbances during the 2004 VEISHEA celebration. One of the task force’s recommendations was to find ways to better connect students with the campus and Ames communities.

In response to the VEISHEA task force report, the Mayor, ISU President, and Government of the Student Body (GSB) President chartered a “One Community Implementation Committee.” The Committee’s charge was to develop a plan to foster the “one community” concept, and identify ways to create action steps out of the goals of the VEISHEA task force.

The One Community Implementation Committee delivered a final report to the City Council on September 27, 2005. The report contained seven action items and 25 individual components. Many of the components were intended to be achieved through the creation of a “One Community Commission,” which would be a group chartered jointly by the City, University, and GSB, and inclusive of many viewpoints. At the September 27, 2005 meeting, the City Council “directed the representatives to provide more detail as to the structure of the One Community Commission.” **However, after reviewing the available records, City staff is unable to verify that a follow-up discussion regarding creating this commission ever took place.**

**COMPLETED ONE COMMUNITY REPORT ELEMENTS**

Several of the One Community Implementation Committee’s report elements were completed, although some were not pursued upon the report’s completion but were instead independently accomplished at a later time. A copy of the original report is

attached. Of the items in the original report, the following were pursued and/or completed:

### **Action Item 1 – Establishing a Sense of ‘One Community’**

Component 1: Identify the many different groups and interests that make up our “community.”

**STATUS: Complete.** This list was developed as a part of the Implementation Committee’s work and is attached to the 2005 final report.

Component 3: Develop a promotional image (‘One Community’ logo), which symbolizes the Ames/ISU “image.”

**STATUS: Completed Independently.** This component was intended to be accomplished by the ‘One Community’ Commission proposed in the report. However, that commission was not pursued. Instead, a City-sponsored branding initiative was completed in 2013, which led to the adoption of a shared logo between the City of Ames, the Ames Community School District, the Ames Chamber of Commerce, and the Ames Convention and Visitors Bureau.

Component 4: Encourage the City, University, and GSB to investigate creative ways to involve all community members more directly in city governance.

**STATUS: Ongoing.** This component was general in nature, but was connected with Components 5 (create a One Community Commission) and Component 6 (create a Student Commission). Component 6 was implemented.

Component 6: Support the establishment of a permanent City of Ames Student Commission.

**STATUS: Complete.** The City established a Student Affairs Commission in 2007. However, after inactivity in the past few years, the Commission is currently inactive. GSB and the City are pursuing a process to establish ad hoc joint task forces to address issues as they arise as an alternative.

### **Action Item 3 – Promoting a Culture of Respect through the use of Language**

This action item suggested that the use of terminology such as “community members” and “students” adversely affected progress towards one community and that work should be done to promote the use of more inclusive terminology in the community. No specific components are attached to this action item.

#### **Action Item 4 – Collaborative Public Art Initiative**

Component 1: Large-scale, large-budget public art project.

**STATUS: Completed Independently.** This component involved a single large project or several smaller themed projects that could be displayed in all areas of the City, connecting Ames to the campus. One suggestion offered in this component was a series of paintable art pieces, which was undertaken by the 2013 Leadership Ames class in developing the 30-piece CyclONE City project.

#### **Action Item 5 – Dinkey-Style Transit Link**

Component 1: Transit Link Planning Study.

**STATUS: Complete.** CyRide conducted a transit feasibility study in June 2007, which evaluated different modes of transportation including streetcar and light-rail options. Light-rail was not recommended for further consideration, although streetcar service was one of several options recommended for further consideration.

#### **Action Item 6 – What Ames is...Our One Community**

Component 3: Welcome to Ames Day(s)

**STATUS: Ongoing.** This effort was intended to involve regularly scheduled programs to welcome newcomers to Ames and orient them to the community. The City Council sponsored a ‘Welcome Back’ student event for several years at Fire Station 2 each fall. That event no longer occurs. Instead, the City Council and City staff now participate in the annual Welcomefest event hosted by ISU in the Memorial Union each fall.

#### **Action Item 7 – Responsibility and Accountability**

Component 1: Support the efforts of ISU Police, Government of the Student Body, and City of Ames in putting together an educational brochure clarifying various laws and providing guidelines for hosting parties.

**STATUS: Complete.** This information is contained in the City’s “Good Neighbor Guide”, on the City’s webpage, and the Police Department’s “How to Party in Ames” guide (available in paper or electronically).

Component 2: Continue to educate all businesses in Campustown concerning what to do if a large disturbance or other emergency should occur within that location. Continue to support the established “bar hotline” to City of Ames.

**STATUS: Complete.** The Police Department hosts quarterly bar meetings to educate bar stakeholders on a variety of topics, and the bar hotline continues to be in service in the event of a large emergency.

## EXECUTIVE SUMMARY

On eight occasions, the One Community Implementation Committee met to discuss, analyze, and brainstorm the Action Items contained in the One Community recommendations made by the Commission on Community Relations and the VEISHEA Task Force. Our Committee has responded to its charge to develop a plan to foster the “one community” concept and is pleased to present this report.

Although you will find a section for each Action Item, the reality is that many of the items are inter-connected and it is impractical to perceive them as truly separate from each other. Given the time constraints between February 22 and May 1, we sub-divided our committee and prepared a summary of each Item as a separate piece of this report. Each committee member contributed to the discussion of every Action Item presented. For example, Action Item 2 (Develop and maintain a web-based inventory of city-university collaboration) is closely linked to Action Items 4 (a Collaborative Art Project), 5 (Connecting Main Street to Campustown/ISU), 6 (a Welcome Wagon Concept, PR efforts to promote One Community), and 7 (promoting accountability and responsibility to community members).

### **Action**

We developed several recommendations for action. The following list represents the highlights that we respectfully submit for your consideration:

- **Creating a Sense of Community:** A variety of strategies should be implemented to create a sense of "Ames as place"--a unique community that values its past, present, and future and recognizes the contributions of its diverse population. These strategies to establish a sense of place should include not only creating visible, physical links between the various segments of our community, such as might be provided by a fixed-rail system (Action Item 5), public art (Action Item 4), and a visual identity logo (Action Item 1), but also promoting a psychological sense of belonging to the community, as might be furthered through publicizing what Ames is to new residents and students (Action Item 6) and through developing a web-based inventory of collaborative projects jointly sponsored by the City and the University (Action Item 2). To be a whole and healthy community, we also need to promote a sense of ownership, responsibility and accountability (Action Item 7). Implementing more than one strategy that will address both the physical and psychological elements of our "One Community" will be more successful than implementing only one.
- **Involving the Community:** We encourage the City, the University, and the Government of the Student Body (GSB) to investigate creative ways to involve all community members more directly in city governance. For example, the City of Ames could investigate dynamic changes in its governmental structure to better facilitate a fresh, representative governing body for our One Community. A "Student Commission" might be created to act as an official advisory body to the council, perhaps meeting once monthly before GSB Senate meetings, with the student ex-officio City Council member responsible for monitoring city

business to ensure that matters affecting students would be reviewed by the Commission prior to final consideration by the Council.

- **Sustaining the Community:** We recommend that an official, ongoing, permanent commission be created (called the One Community Commission) following a governmental model of a joint commission or board (such as the Cy-Ride Board). Members of this commission would be appointed by the President of ISU, the Mayor of Ames, and the GSB President to represent the common "One Community" interests of the University, the City of Ames, and the Student Body.

We hope that this report will act as a catalyst for continued discussion of the "One Community" concept. We trust that you, the leaders of three important decision-making bodies, will continue to support the concept. To succeed, "One Community" will need your commitment to carrying through on the investigation and implementation of these and other recommendations from the groups charged with following up on the VEISHEA Task Force and Commission on Community Relations reports.

Thank you.

**TABLE OF CONTENTS**

**Action Item 1: Establishing a Sense of ‘One Community’ .....4**  
 Component 1: Identify.....5  
 Component 2: Define .....5  
 Component 3: Develop a promotional image .....6  
 Component 4: Encourage .....6  
 Component 5: Establish.....7  
 Component 6: Support.....7  
**Action Item 2: Existing relationships between Iowa State University and Ames .....9**  
 Component 1: Develop.....9  
 Component 2: Continue.....9  
 Component 3: Utilize. ....10  
 Examples.....11  
**Action Item 3: Promoting a Culture of Respect through the use of Language.....14**  
**Action Item 4: Collaborative Public Art Initiative .....15**  
 Component 1: Large-Scale, Large-Budget Public Art Project .....15  
 Component 2: Annual Sidewalk Art Contest .....17  
 Component 3: Moving Art .....17  
 Component 4: Community-Sponsored Public Art Projects.....18  
**Action Item 5: Dinkey-Style Transit Link.....21**  
 Component 1: Transit Link Planning Study .....21  
 Component 2: Public Awareness Campaign .....22  
 Component 3: Building the Transit Link.....24  
**Action Item 6: What Ames is....Our One Community... .....25**  
 Component 2: Booklet describing Ames’ ‘One Community’! .....26  
 Component 3: “Welcome to Ames” Day(s)! .....26  
 Component 4: The “Welcome Back to Ames” Annual Road Race. ....27  
**Action Item 7: Responsibility and Accountability .....28**  
**APPENDIX A: Charges for the Commission.....29**  
**APPENDIX B: Distinct Elements of the Ames Community .....32**  
**APPENDIX C: GSB Resolution .....34**  
**APPENDIX D: GSB One Community Platform.....35**

## ACTION ITEMS

### Action Item 1: Establishing a Sense of ‘One Community’ Charge: Develop and support the theme of ‘One Community’

**Charge: “Work with all elements of the Ames community to establish a sense of ‘One Community.’”**

**“Develop a promotional image which captures the Ames and Iowa State University ‘image’ and enhance the promotion of this image through community-wide advertising.”**

This involves defining what “community” means to us in this place and time, identifying the essence of this “oneness” that will draw our diverse community members and groups together in a common identity and purpose, and then capturing a visual image that will evoke that sense of oneness for all community members.

#### **Benefits**

Even though a majority of Ames/ISU community members are “alike” in many ways, it is our “differences” that sometimes draw us apart and create divisions. Building on the belief that being “different” from each other is a positive beginning point, we must identify a one community theme to encompass the common goals, purposes and beliefs that will draw these dissimilar groups and individuals together. This theme should also be translated into a visual image (i.e., logo) to symbolize this oneness.

Once this “sense of One Community” has been captured in words and visually, it can then be nurtured and enhanced through emphasis by public and private organizations, publicity efforts, and other means. The One Community name, theme, and visual representations will then serve as a public identifier and rallying point for the oneness we work to create within our community.

#### **Components**

- Component 1: Identify the many different groups and interests that make up our “community.”
- Component 2: Define what Ames “means” to members of our community. Establish the context of the people, time (history) and place (location, geography) that link us together. Identify an encompassing theme that captures the common goals, purposes and beliefs that draw us together as One Community.
- Component 3: Develop a promotional image, a ‘One Community’ logo, which symbolizes the Ames/ISU “image.” Enhance the promotion of this image through appropriate community-wide use and advertising.
- Component 4: Encourage the City, University, and GSB to investigate creative ways to involve all community members more directly in city governance. For example, the City of Ames could investigate dynamic changes in its governmental structure to better facilitate a fresh, representative governing body for our One Community. Two recommendations to enable accessible governance are outlined below in components 5 and 6.
- Component 5: Support the establishment of a permanent, ongoing commission to assist City, University and GSB policy-makers in shepherding and monitoring ‘One Community’ efforts. The Ames City Council, the Government of the Student Body, and



the Iowa State University Administration will jointly create this commission, similar to the CyRide Transit Agency Board, with members appointed by each agency.

- Component 6: Support the establishment of a permanent City of Ames Student Commission to be modeled after existing City Council-sanctioned boards and commissions, such as the Planning and Zoning Commission or the Historic Preservation Commission. The Student Commission would serve as an advisory body to the City Council on relevant policy issues.

**Component 1: Identify the many different groups and interests that make up our “community.”**

‘One Community’ means all groups, including ISU students, residents, workers who commute into Ames, and others who interact here, working together for a common goal to enhance the quality of life in Ames.

Responsible Parties:

‘One Community’ Implementation Committee.

Timeframe:

Accomplished – List from Committee is attached as Appendix “B”. This list can be refined or expanded as needed.

Resources Needed:

None.

Expected Outcomes:

Identifying and publicizing the wide variety of groups and interests will help all community members develop a greater appreciation for the enormous diversity of people and interests in Ames.

**Component 2: Define what Ames “means” to members of our community.**

Establish the context of the people, time (history) and place (location, geography) that link us together. Identify an encompassing theme that captures the common goals, purposes and beliefs that draw us together as ‘One Community.’ Invite community members to participate in live and web-based public forums to share input on what might constitute this overall theme. Using the attached questions as a beginning point (see below), engage the public in a community-wide dialogue to synthesize a ‘One Community’ theme. This process will provide a succinct theme of what ‘One Community’ means to us, and will also provide the basis for developing a logo that visually conveys this “sense” for all community members.

Responsible Parties: ‘One Community’ Commission.

Timeframe: July to September, 2005.

Resources Needed: Estimated \$ 500 to publicize and host public forums (including web-based)

Costs: \$ 500 to collate public input

Expected Outcomes: The community will have a succinct ‘One Community’ theme around which to rally. This will form a basis for the logo, PR efforts, banners, etc. (See Component 3 below.)

**Component 3: Develop a promotional image (‘One Community’ Logo), which symbolizes the Ames/ISU “image.”**

Enhance the promotion of this image through appropriate community-wide use and advertising.

- Create a ‘One Community’ logo that can be used on streetlight banners, public art, clothing, letterheads, special events, etc. Once the logo is created, copyright it, establish rules for its use, and make it readily available to the community. A marketing plan must also be developed and implemented to assist the entire community in adopting this theme. Utilize marketing experts to help with the development of the logo and marketing plan.
- Developing and marketing this promotional image for a combined city/University marketing campaign will help develop and nurture our sense of ‘One Community;’ will help sell the city to new students, job seekers and community members; and will be the first step in achieving our goal. As the community is perceived as one, it will also contribute to the community acting as one.

Responsible Parties:

‘One Community’ Commission, working with the Ames Public Relations Networking Group, ISU Media Relations, Ames Chamber of Commerce, Ames Convention and Visitors Bureau (ACVB), and other interested groups and citizens. Services of a professional marketing organization may also be needed.

Timeframe:

Firm up the discussion and finalize a design during Fall 2005. Present the logo to the University, City, GSB and Chamber/ACVB in late 2005 for approval and funding. Have logo and marketing plan completed in Spring 2006.

Resources Needed:

A public and private partnership to generate resources – financial and in kind.

Expected Outcomes:

The creation and community-wide use of an Ames/ISU visual identity for our ‘One Community.’ What we envision is a logo that anyone can use, but which ties all aspects of the community together. For example, streetlight banners on Elwood Drive, in Downtown and in Campustown may look very different, but still have an underlying theme that is easily identifiable. We also envision that we would be the creators/implementers of the first few tangible items that use the ‘One Community’ logo.

**Component 4: Encourage the City, University, and GSB to investigate creative ways to involve all community members more directly in city governance.**

For example, the City of Ames could investigate dynamic changes in its governmental structure to better facilitate a fresh, representative governing body for our ‘One Community.’ Two recommendations to enable accessible governance are outlined below in components 5 and 6.

**Component 5: Establish a permanent, ongoing commission to assist City, University and GSB policy-makers in shepherding and monitoring ‘One Community’ efforts.**

The Ames City Council, the Government of the Student Body, and the Iowa State University Administration will jointly create this commission, similar to the CyRide Transit Agency Board, with members appointed by each agency.

This commission could play any of several roles, depending on the desires of the appointing policy makers. The group could be a “steering committee” to shepherd along all ‘One Community’ efforts. It could work in conjunction with the GSB’s proposed “Student Commission” sounding board committee. All meetings of the commission will be open to the public. The exact charge of the group should be agreed upon and clearly stated by City, GSB and University leaders when the commission is created.

Responsible Parties:

This group should be formally established and given its charge by the Mayor and City Council, the GSB President and Vice-president, and the University President.

Timeframe:

This commission should be created and begin its work immediately (i.e., Summer 2005).

Resources Needed: Support staff resources will be needed from the creating entities.

Expected Outcomes:

Establishing an ongoing ‘One Community’ Commission will help assure that intended actions are carried out. The Commission can serve as a coordinating body and “accountability center” for these actions, and can help keep this priority at the forefront of public consciousness.

**Contributions:**

- As these the above actions are successfully accomplished, community members from divergent backgrounds will feel connected to each other as they strive to reach a worthy common goal. This connection will center on an ideal everyone agrees they want to actively work towards and cooperate to achieve.
- Establishing an ongoing steering committee would help ensure that proposed ‘One Community’ efforts are identified, carried out, and that they will continue to grow and expand into the future.

**Component 6: Support the establishment of a permanent, City of Ames Student Commission**

Building upon one aspect of the “GSB One Community Platform” (Appendix “D”), establish a permanent City of Ames Student Commission to be modeled after existing City Council-sanctioned boards and commissions, such as the Planning and Zoning Commission or the Historic Preservation Commission. The Student Commission would serve as an advisory body to the City Council on relevant policy issues.

This Commission would ensure that students are provided an opportunity to advise the Council on policy issues that primarily or uniquely affect students by creating a structure within which students are recognized as partners in the policy process. The current ex-officio City Council member would work closely with the Commission and the Council, act as a liaison

between the two entities, and take a leadership role in the administration and appointment of the Commission. In addition, the Commission meetings could be held on Campus, concurrently with Government of the Student Body Senate meetings, in order to ensure that a representative body of student leaders will be provided an opportunity to advise the Council on policy issues. Commission meetings would provide an excellent platform for representatives of the City, such as Council members or the Police Chief, to build relationships and interact with student leaders, and notify the Commission and the student body overall of upcoming City issues likely to be of interest to them.

Responsible Parties:

This group should be formally established by the City Council in partnership with the Government of the Student Body.

Timeframe:

This commission should be created and begin its work in September 2005

Resources Needed: Support staff resources will be needed from the City and the Government of the Student Body.

Expected Outcomes:

The Commission will serve two purposes:

- 1) The Commission would constitute an effective framework that would provide a student perspective on policy issues presented to the Council. Historically, the system of utilizing the Government of the Student Body and individual students to represent student views and/or communicate students' perspectives on City policy issues has not been effective.
- 2) The Commission would work proactively, by drafting constructive policy suggestions for the Council on student issues and by working with the Council and City staff to develop relationships and work on issues before they become problems.

**Action Item 2: Existing relationships between Iowa State University and Ames**  
**Charge: Develop and maintain a web-based inventory of city-university collaboration.**  
 Validating and enhancing existing relationships between Iowa State University and the Ames community are important for the overall success of ‘One Community.’

**Benefits:**

Cataloging instances of interaction within the segments of the community will allow us to record the symbiotic relationship that Iowa State University, the City of Ames, and the Ames community have formed, help us to identify ways to build and promote these partnerships in new areas, and enhance the success of ‘One Community.’

- Component 1: Develop a web form to have community members input specific programs, services, and partnerships that occur between Iowa State University and Ames
- Component 2: Continue to record specific project information that shows that Iowa State University and the City of Ames have had a long working relationship and have one of the best town and gown relationships in the country.
- Component 3: Utilize the cataloguing of this data as “selling points” to existing community members, to prospective students and prospective residents, to new students, new residents, national and international visitors, to new businesses and business prospects, and to the State of Iowa.

**Component 1: Develop a web form to have community members input specific programs, services, and partnerships that occur between Iowa State University and Ames.**

Invite community members to record online and through snail mail all that connects Iowa State University, the City of Ames, and the Ames community.

Responsible Parties:

‘One Community’ Commission and University Relations

Timeframe:

July to September 2005.

Resources Needed:

Estimated \$500 to publicize (including web-based) and \$ 500 to collate public input

Expected Outcomes:

The community will have a record of collaborative growth and development.

**Component 2: Continue to record specific project information that shows that Iowa State University and the City of Ames have had a long working relationship and have one of the best town and gown relationships in the country.**

For example: “The University is the major employer and basis for much of the Ames economy. The University faculty, staff and students contribute expertise and leadership to many community activities. One of the outcomes of this is the desire to thoroughly analyze, discuss and debate issues. That improves the quality of decisions made but sometimes causes tension and lengthens the decision-making process, but in general we have an excellent working

relationship” (Warren Madden). Refine the formal ways in which information is gathered and shared with regard to relationships between community partners. To do this, it will be important to bring key leadership together to discuss how to record this information, and what the information can do to help the overall economic growth and retention within our ‘One Community.’

Responsible Parties:

‘One Community’ Commission, working with the Ames Public Relations Networking Group, ISU Media Relations, Ames Chamber of Commerce, Ames Convention and Visitors Bureau (ACVB), and other interested groups and citizens. Services of a professional marketing organization may also be needed.

Timeframe: July to September 2005.

Resources Needed:

Estimated \$500-1500 to invest in an appropriate meeting space with lunch provided, to help support this effort, and staff resource time within the City of Ames, Iowa State University, and the Ames community.

Expected Outcomes:

An opportunity to enhance relationships that already exist within the community, as well as to develop ways in which to utilize the information for economic growth and retention of community members.

**Component 3: Utilize the cataloguing of this data as a selling point to existing community members, prospective students, prospective residents, new students, new residents, national and international visitors, new businesses and business prospects, and to the State of Iowa.**

Once relationships are formed and recording of standardized information is implemented, we will need to develop a way to catalog the information.

Responsible Parties:

‘One Community’ Commission, working with the Ames Public Relations Networking Group, ISU Media Relations, Ames Chamber of Commerce, Ames Convention and Visitors Bureau (ACVB), and other interested groups and citizens. Services of a professional marketing organization may also be needed.

Timeframe:

July to December 2005

Resources Needed:

\$500-1000 and staff resources to catalog the information

Expected Outcomes:

This information should be utilized to show the prosperity of economic growth and retention in our ‘One Community.’ It may also be utilized as a marketing plan for the Chamber of

Commerce, businesses, Ames Convention and Visitor's Bureau, Iowa State University, and key partners within 'One Community.'

### **Examples of existing relationships contributed by Iowa State University's Office of Business and Finance:**

#### **Significant Past Projects**

- Department of Transportation (DOT): This was located in Ames because of the College of Engineering and Dean Marston, who agreed to be the first Chair if the DOT was in Ames rather than Des Moines, because at the time he was not willing to commute.
- NADC, NVSL -These federal laboratories were located in Ames because of a university/community effort involving the College of Veterinary Medicine in the 1960's. Support for the current renovations was a concerted effort by Ames, ISU and the Ames Economic Development Commission (AEDC) to underwrite the renovations. The University's Washington liaison (Gary Steinke) played a major role in getting the increased funding, resulting in the \$450 million renovation and expansion. The University provided a significant portion of the seed funding to AEDC to organize and present material to the federal officials for this project.
- Hach Company- Located in Ames because Clifford Hach was a faculty member in Chemistry.
- 3M, Sauer-Danfoss, and Becker Underwood facilities are all in Ames because of connections with ISU alumni or other University-related officials. They hire ISU graduates and rely on expertise and benefit from the University's presence in the community.

#### **City and University Shared Services**

The City and Iowa State University have a number of shared services that provide economic value to those served by both organizations. Examples include the following:

- **Ames Water Pollution Control Plant** – The University pays for its share of the capital and operating costs based upon volume (approximately 15%) The Plant is also used by a number of faculty and students in research and teaching programs. In the past the Director had faculty status to teach in the Civil Engineering programs.
- **Fire Protection Operation of the Ames Fire Department** – The University pays for approximately 25% of the capital and operating costs of the Ames Fire Department. Originally one of the fire stations was located on campus under the old football stadium, and was later moved to Welch Avenue. ISU financed the first ladder truck when the high-rise Towers Dormitories were constructed. The University continues to provide financial support and the Environmental Health and Safety staff provide training and expertise to the Fire Department for chemical, radiation and other hazardous material issues.
- **Security and Police** – The University and City both have certified law enforcement programs. They cooperate in providing law enforcement coverage for the community, sharing resources, training efforts and coverage. The University has more than 5000 acres in or around Ames. Patrolling is coordinated to minimize duplication and coverage as both units routinely patrol. There are a number of cooperative efforts in the campus town area dealing with a variety of student living and business relationships. Other examples of cooperation between these two police departments include the following: Citizen Police Academies, Presentations to Groups on Crime Prevention Topics, Child ID Kits and Fingerprinting,

Outreach to the Greek Community, Outreach to ISU Athletics (Cops & Jocks), Outreach to the Government of the Student Body, Sexual Assault Response Team, Crisis Intervention Team, Central Iowa Drug Task Force, Emergency Response Team, Coordination of the Breaking Down the Barriers Group, Police Ride-Along Programs, Animal Control and Adoption efforts, Noise and Party Response, Arson Investigation, CAD/Crime Computer Systems Consolidation, and joint law enforcement for special events (football/basketball/concerts, etc.).

- **Water System** – There are four underground well fields in Ames; namely, the Squaw Creek Well Field on the east side of campus, the Downtown Well Field, the Southeast Well Field, and the Youth Sports Complex Well Field. A number of years ago the University closed its own water treatment facility and agreed to purchase potable water from the City. The water systems were then connected, substantially improving the supply capacity particularly in drought conditions. The University and the City work closely on water issues, including assistance from University staff in evaluating and protecting the water quality in Ada Hayden Lake, which serves as a back-up water supply for the community.
- **Power Interconnection** – The University and City electrical facilities are interconnected, providing backup and the ability to share power. We have cooperated on the development of tie lines and external power purchase agreements to the benefit of both organizations. We have some of the lowest electrical rates in the country.
- **Easements** – Because of the location and size of the campus the University has provided easements to the City for utilities, roads and communication right of way at no cost.
- **Parks and Recreation** – Six of Ames major parks are located on University land where the university has granted long-term leases at no cost. These include Brookside, Cyclone Area Community Center, Stewart Smith, Franklin, McDonalds Woods, and Zumwalt Station parks. The City park system generally maintains these parks, which are an asset to the entire Community. The University is currently working with the City to provide a central campus site for the municipal band concerts this summer while the downtown Band Shell is being renovated. The University is the site for the community's annual 4th of July fireworks display. Most of the University recreational and athletic facilities are also used during times of the year for community users. This includes the Lied Recreation Center indoor track, swimming pools for adults and seniors, fields and cross- country track for high school uses and many other events. The University is donating light fixtures for the City's skate park facility, which is also located on University land in Brookside Park. The Ames/ISU Ice Arena is a municipally operated, jointly funded facility located on University property. The University and the City share ownership of the Ice Arena. This attractive new facility serves both University and community programming needs throughout the year.
- **Cy-Ride** – This municipal transit system carries more than 3.5 million riders a year. The City, the University Administration and the students jointly support CyRide. It earned the community All America City honors as one of the most successful small town transit systems in the country. The University donated land for the bus facility off of Elwood Drive because of the central location.
- **Land for Public Schools** – The land for Ames High and the new middle school was provided to the community at its appraised value. Had the university not had the land or been willing to provide it, the Ames school system would have had great difficulty in locating facilities where they were needed. The University is currently discussing the possibility of making the 13th Street pasture land available to the school system to develop soccer fields



for their use. Trails and other recreational activities will also be developed through this area to serve the greater community. The University pays tuition to the Ames school system for all children living in university housing. Last year that totaled \$450,000, in addition to providing the school system with some flexibility to manage enrollments since these children can be shifted among elementary facilities.

- **Municipal Airport** – When the Ames Airport was developed in the 1940's the University and City jointly planned and supported the funding of the initial land. The University has been a major tenant and owns several hanger facilities at the airport.

### **Cultural and Entertainment Facilities**

- The majority of the community's cultural and entertainment facilities are provided by ISU. These include the Iowa State Center, the Memorial Union, Reiman Gardens, the stadium and various campus auditoriums and buildings that are used for community events. As a result, Ames has not had to invest community funds in the development of these types of facilities. More than one million visitors a year come to events on campus. These include athletics, concerts, major traveling Broadway shows and other entertainment events. Ames has enjoyed all of the world's best orchestras and major national entertainers over the years. The University is a significant contributor to the entertainment and cultural life of the community. It also provides an unequalled economic impact on the entire community.
- Major events that come to Ames such as the Special Olympics, Iowa Games, Odyssey of the Mind, Order of the Arrow and other large conferences are the result of the presence of the University and its facilities. During the Iowa caucus process Ames/ISU is a frequent stop on political candidates' itineraries, exposing our community to the national limelight and providing our residents with many opportunities to exercise citizenship and political involvement. Without University-City cooperation many of these events would not occur.

### **Community Facilities**

There are a number of other community facilities that grew out of University/City cooperation. These include the following:

- Hotel at Gateway Center,
- ISU Research Park,
- Major Streets through the community that are jointly financed:
  - Elwood Drive
  - 13th Street
  - State Avenue
  - Mortenson Road
  - Stange Road
  - South 16th Street
  - South 4th Street
  - Lincoln Way through campus town

The above are examples of cooperative projects and relationships that benefit the entire community. In addition, both the University and the City jointly support a number of community- wide initiatives and organizations, such as the Ames Convention and Visitors Bureau, the Ames Economic Development Commission, the Ames Chamber of Commerce, and a variety of community events and activities.

**Action Item 3: Promoting a Culture of Respect through the use of Language Charge: Create a sense of neighborhood by utilizing terminology that shows an appreciation of all members of ‘One Community.’ Language using “short-term neighbors” and “long-term neighbors” should be utilized rather than “community members” and “students.”**

While we recognize a need to reduce compartmentalization of different communities, to create a community feeling through language would be difficult, as would to promote new language *per se*. In addition, defining the Ames community can be problematic because so many people who work in Ames do not live here. To change language we have to change attitudes. Respect needs to be grown; language will not change a lack of respect. We need to promote a culture of respect. All of this might come about with a change in orientation toward the community, but changing language is not something that should be our priority.

Action to be taken: A change in attitude, growth of respect, and sense of hospitality are necessary. We support the promotion of these through the action taken on items below, especially action item #7.

#### **Action Item 4: Collaborative Public Art Initiative**

**Charge: Consider the development of a collaborative public art project that would incorporate the Chamber of Commerce, Iowa State University's College of Art and Design, together with the Ames Community Arts Council and Public Art Commission.**

Consider the development of a series of collaborative public art projects that would incorporate the vision and involvement of the Chamber of Commerce, the Campustown Action Association (CAA), the Main Street Cultural District (MSCD), Iowa State University's College of Art and Design, the Alumni Association, the Ames Community Arts Council, the Public Art Commission, and other interested groups in the community.

#### **Benefits:**

Public art provides a means to acknowledge and celebrate the diverse strengths of the Ames community, to instantiate the values of that community, and to beautify the city and campus, creating an environment that is both welcoming and attractive for citizens and visitors alike.

#### **Components:**

The University and City and their various units—GSB, College of Design, Public Art Commission—along with the Ames Chamber of Commerce, Ames Convention and Visitors Bureau and Ames Community Arts Council will work together to identify a means to promote a series of joint public art projects that can showcase the strengths of Ames as a diverse, yet unified, community. The first two components in this project might be a large-scale, large-budget public art project and a smaller-scale, small-budget on-going community art contest. A third component might be “moving” art, e.g., a decorated Dinkey trolley-type bus that would operate as a tour bus and as a regular link between city and campus or a few CyRide buses on designated "connector" routes that could be decorated to celebrate the community. A fourth component might be a partnership art project linking students from the College of Design with partners in the business community to create posters and other public art and published material (note cards, pictorial brochures, signage) celebrating Ames history and the history of individual buildings.

#### **Component 1: Large-Scale, Large-Budget Public Art Project**

The primary component of the Collaborative Public Art Initiative would be a large-scale, large-budget public art project designed and implemented jointly by the City and University. This project might take one of several forms:

- A single piece of art celebrating the united diverse Ames community that could be prominently displayed: perhaps a sculpture near the Welcome to Ames sign at Elwood and Lincoln Way or at the "boundary" between Downtown and West Ames; a mural on a large, possibly octagonal, billboard at the east end of Main Street in front of the power plant that captures the spirit of Ames as city and campus or a mural painted on the back of Main Street buildings -- decorating the side facing the municipal parking lot and railroad tracks, as was done in the past. The artwork could be the winning work of students at ISU who participate in a competition.
- Two "partner" pieces of art that can be displayed on campus and Downtown, either both depicting the same image celebrating a united diverse Ames community or one depicting Greater Ames for campus, and one depicting Student Life for Downtown.

- A series of smaller artworks that can be displayed on campus and throughout Greater Ames celebrating the united diverse Ames community.
- Six pieces of art placed at the gateways to the city: at the north, south, east, and west entry points, and at Downtown and Campustown locations.
- A series of “paintable” art pieces, such as those in Cows on Parade, Sioux City's Prairie Dog Quest, St. Paul's Peanuts on Parade, or J. Doe Omaha <[http://steveadamsomaha.tripod.com/JdoeOmaha/JLinks/Links\\_Pics.html](http://steveadamsomaha.tripod.com/JdoeOmaha/JLinks/Links_Pics.html)>, with one or more identifiable Ames themes. These statues could be decorated in various ways by different artists and displayed around the city, sometimes moving from place to place so that many people would get to see each statue.
- An "Art Walk," modeled on Boston's Freedom Trail <<http://nanosft.com/freedom/index.shtml>>. This Art Walk could eventually extend from West Ames into Downtown and then into other parts of the community where art is displayed. It has the potential to expand from a simple painted strip on the sidewalk connecting already extant pieces of public art with the new ‘One Community’ additions to a series of sidewalk murals painted by area artists, to a path with sign-posts like those informational markers found on the ISU campus or the Downtown street-corner pillars commemorating Ames history.

Responsible Parties:

Ames Convention and Visitors Bureau, Chamber of Commerce, Octagon Center for the Arts, Chamber of Commerce, Iowa State University's College of Design, together with the Ames Community Arts Council and Public Arts Commission

Timeframe:

Given the lengthy process of budgetary approval that both ISU and the City of Ames must go through to fund a large-scale project with a big budget, discussion of this project should begin immediately (discussion of a GSB-sponsored art project is already underway), with the implementation of the project most likely scheduled for 2006-07.

Resources Needed:

Monetary contributions from all stakeholders, committee time committed to refining the type of art that would be appropriate and what it should symbolize, and committee time committed to selecting artist(s), identifying sites for erection of art, and conducting art and/or design competitions.

Expected Outcomes:

Celebrating the unified diversity of the entire community would help to contribute to the visual identity of ‘One Community.’ Creating an Art Walk leading from West Ames to Downtown, and marking spots of interest with medallions or other signage, could also tie the community together visually while providing a means for visitors to tour the town. The visual link provided by the painted path would also provide a practical means of introducing newcomers to Ames's cultural resources. All of these public art projects have the potential to beautify the city and educate citizens and visitors about Ames's history and cultural resources. As a component of a larger visual identity project, such public art could provide a focus for civic pride in Ames.

### **Component 2: Annual Sidewalk Art Contest**

As an inexpensive complement to an expensive, large-scale project, the University and the City could consider promoting an annual sidewalk art contest (chalk art ground "murals," reproducing other artists' work or creating one's own) in the MSCD and/or in Campustown, perhaps in conjunction with already-existing celebrations (FACES, VEISHEA, MSCD evenings, or CAA's Evening in Campustown). The sidewalk art could be drawn by competing artists on reserved sections of sidewalk and be judged by a committee of artists or art supporters from ISU/Ames. An award could be given for the winning work. Photos of all the sidewalk art (or just the winning piece) could be taken, enlarged and displayed around town and campus after each year's event to provide continued exposure of the event and a reminder of the ties between the University and the City.

#### Responsible Parties:

Some enthusiastic Design students (perhaps members of the GSB); the MSCD and/or CAA; VEISHEA, all forms of media outlets.

#### Timeframe:

This initiative could start as early as summer or fall in 2005, since it would require relatively little start-up funding. It could grow as the process became more popular and refined.

#### Resources Needed:

- **Start-Up Resources:** Money for chalk, awards (these could be low-cost certificates initially), printing and framing of photos; a designated area that would have expanses of smooth sidewalk space (e.g., Tom Evans Park, some newer concrete walks on Welch Avenue); an event that would "host" and frame the contest.
- **Longer-Term Resources:** If the project is successful, donors could be found to provide increased funding for the following: printing poster and/or note cards featuring the winning sidewalk art, improved awards.

#### Expected Outcomes:

Such an activity could involve artists from around ISU, Ames, and neighboring communities. It would help to create a pedestrian-oriented entertainment form that also has an urban feel.

### **Component 3: Moving Art**

Introduce "moving" art (e.g., a decorated Dinky trolley-type bus or a few CyRide buses on designated "connector" routes) to provide enhanced access to, enjoyment of, and visibility for a new vision of the Ames community. One or more designs--subjects that give a sense of place—such as collages depicting Ames places, people, and landmarks (i.e., Lucullan's building or the carved panel in the McDonald's on Duff Avenue), might be painted on the outside or inside of selected buses or on a newly-developed trolley connecting the campus with Downtown or painted on signs mounted on these vehicles. These "moving pictures" could be designed by students and/or other artists in the community or might tie in with a visual identity program developed in other action items. Decisions would have to be made regarding the nature of this display and the way in which it is executed--whether these paintings would be part of a larger contest, a design studio project, a piece of commissioned art, a component of visual identity, etc.

Responsible Parties:

Bob Bourne (CyRide), Iowa State University's College of Art and Design (selected faculty and students), along with Ames Community Arts Council and Public Art Commission, possibly a designated "moving art" committee comprised of representatives from these groups.

Timeframe:

The timeframe would depend upon whether the designs were painted/mounted on new trolleys or existing buses, whether the designs were painted on the vehicles themselves or on removable signboards, how the designs were chosen and executed, and by whom. Consideration should be made for both interior and exterior design. If the painting were done on existing buses and mounted like current advertisements are mounted, the project could be begun in late 2005 for implementation in spring 2006.

Resources Needed:

- **Start-Up Resources:** Depending upon the form the art took, necessary resources might include money for painting and/or commissioning of a design, buying a trolley, providing material for and mounting signboards, and buses for display.
- **Longer-Term Resources:** Continued funding for updating the images or retouching them, possible funding to expand service to more than one trolley or bus.

Expected Outcomes:

Like other possible public art projects celebrating the community, this project would help to contribute to the visual identity of Ames, but this "moving art" could make the 'One Community' concept more accessible to a larger portion of the Ames community by bringing the art to the people. It would also make the 'One Community' concept more visible to visitors.

**Component 4: Community-Sponsored Public Art Projects**

Create opportunities for individual art projects for entrepreneurial student groups or for partnership art projects linking students with partners in the business community to create public art and published material celebrating Ames today, its history, and/or the history of individual buildings and businesses.

Posters, signage, pictorial brochures and booklets, and postcard-photographs of campus and city—perhaps with themes tied to the history of Ames—could be developed by an entrepreneurial student group or by student groups working in partnership with Ames businesses, the Alumni Association, and the Ames Historic Preservation Commission (HPC). Few postcard photos of Ames and the ISU campus are currently available to those interested in purchasing them. The ones available do little to market the city or ISU, and those featuring campus scenes depict only the most prominent buildings. Consider using as models ISU calendar photos but also include photos of some of the parks surrounding Ames, some of the historical sites, and some of the neighborhoods as well. Enterprising and imaginative students would be able to create several lines of photo-postcards that could be sold throughout the community and promote the public places of Ames.

Community organizations, such as the HPC, the CAA, and the MSCD, have expressed interest in using the talents of ISU students to create new signage for businesses; develop historical photo displays, pictorial brochures and booklets, and posters that could be displayed and sold. Other ways in which projects might be sponsored would be through the support of the

ISU Design Council, which could promote a 'One Community' theme in future competitions (as it did this year with its "Unity" theme), and through the support of the ISU Lectures Committee and the Student Union Board, who could promote a 'One Community' theme in some of their displays, and through which groups could apply for FOCUS grant funds.

Responsible Parties:

Student groups, the Alumni Association, CAA, the MSCD, Chamber of Commerce, Ames Historic Preservation Commission, ISU Design Council, ISU Lectures Committee and Student Union Board

Timeframe:

This project could begin as soon as there were sponsors available. The HPC and the CAC have both already expressed interests in an historical poster/brochure/ booklet project. Since the HPC is trying to promote awareness of Ames history to begin its 4-phase preservation planning initiative, they would like to sponsor such a partnership beginning as soon as possible in 2005, contingent upon funding from the City. The campus organizations would need to fit such theme planning into their annual plans for upcoming events, but again, it is possible that some of these themes projects might be worked into the schedule in the 2005-06 school year.

Resources Needed:

- Start-up Resources: Money to cover photographic supplies, printing costs, and skilled photographers
- Longer-Term Resources: Continued funding

Expected Outcomes:

Community-sponsored public art projects put some of the creative power into the hands of the people of Ames, allowing them to become active stakeholders in the implementation of 'One Community' public art projects. Depicting the beauty and complexity of Ames's history and landscape through the visual arts will help to instill in viewers/readers a better sense of the connectedness of the Ames community, past, present, and future, and help to foster respect for and pride in Ames as a "home." Instilling pride and respect linked to Ames history and sense of place in all residents will help prevent future disturbances and nurture a respect among all residents since the one thing that the entire community shares is this place we call Ames, IA.

**Contributions:**

All of these public art components would help to develop the community's sense of place by acknowledging publicly and visually the historic significance of Ames' buildings and institutions, important contributions made by all segments of the community, and ties between campus/Campustown and Downtown. While funding and creating a large-scale public art project would go some distance toward realizing this goal, supporting a series of smaller, broad-based initiatives as outlined in components 2-4 above would perhaps do more at a smaller cost more quickly in creating a sense of the Ames 'One Community' vision.

Posting framed photos around town would add artistic elements unique to Ames that celebrate the artistic skills of the entire community and help to contribute to the visual identity of 'One Community' since the photos of the sidewalk art could be reproduced and posted in many places. As an additional moneymaker and contributor to the sense of "Ames as place," posters,

note cards, and/or pictorial brochures depicting the winning sidewalk art and/or historic Ames could be made and sold at locations around town. This would also contribute to a unified presentation of the art scene in Ames. Students and professional artists who had their work displayed on these posters and cards would also benefit from the advertisement of their work, just as would those whose art might be displayed on CyRide buses or trolleys.

With an enhanced sense of demographic, topographic, and historic place, Ames residents will feel more pride in the community. We may be able to build a community of stakeholders who believe it is in their best interests to participate fully in this community and what it means.



### **Action Item 5: Dinkey-Style Transit Link**

**Charge: Continue to investigate a way to connect the Main Street, Campustown and University community areas with a mass transit link system (similar to The Dinkey).**

Continue to investigate a way to connect the Main Street, Campustown and University community areas with a mass transit link system (similar to The Dinkey).

A transportation system such as the Dinkey would be yet another project-oriented partnership that combines visual identity, sense of place, and physical relationship. It could also provide a more ecologically sound means of public transport for the community and spur economic development by attracting tourism and supporting conventions. Exploring the potential for such a transit link also brings adherent benefits even if the link itself proves unfeasible.

#### **Components:**

This jointly funded and supported University/City initiative would have several components, including not only the investigation into the feasibility and development of a new transit system link modeled on the former Dinkey line and its electric trolley successor, which ran between Downtown and Campus from 1890 to 1929, but also a public awareness campaign focused on the history surrounding these links and Ames's characteristic geography and topography as aspects of our sense of place.

- **Component 1: Transit Link Planning Study:** The primary component of this Action Item will be a planning study to determine the feasibility of building a new fixed-rail transit system of some kind connecting the Downtown with West Ames—running either to campus, to Campustown, or in some expanded loop linking other West Ames sites with the Downtown.
- **Component 2: Public Awareness Campaign:** Initiate a public awareness campaign focused on the history surrounding these links and Ames's characteristic geography and topography, which historically necessitated such linkage and also continues to influence our sense of place at the Squaw and the Skunk. To build support for the concept of a renewed transit link between Downtown and West Ames, a public awareness campaign must be initiated. Building awareness of the historic context and sense of place will encourage buy-in by larger numbers of stakeholders from the community at large and alumni who value their past experience at ISU.
- **Component 3: Building the Transit Link:** Building the actual transit link would be the third component of this action item, but without further study of feasibility, we cannot say exactly what form that link would take. In the absence of such a professional feasibility study, Tony Borich's report, "A Comparative Case Study: Modern Streetcars and Issues in Ames Public Transit," offers information on potential costs, benefits, and infrastructure needs. This component would need to be expanded upon as more information emerges in the coming years.

#### **Component 1: Transit Link Planning Study**

The primary component of this Action Item will be a planning study to determine the feasibility of building a new fixed-rail transit system of some kind connecting the Downtown with West

Ames—running either to campus, to Campustown, or in some expanded loop linking other West Ames sites with the Downtown.

Discussions of the planning study, which will cost approximately \$300,000 to complete, are currently under way among City, University, and CyRide officials. Such a study will determine the options available for this type of project and assess their feasibility (monetary and otherwise) and their fit with Ames's new transit plan. This study will involve seeking funding from the Federal Transit Authority (FTA), which, pending approval of policies currently under review, might be able to fund approximately 80% of the study cost. The GSB Senate, on April 20, 2005, approved a resolution committing "to funding its proportionate share of the local cost of the study, contingent upon the appropriation of funds by the other funding entities."

Responsible Parties:

City Council, Mayor Tedesco, City Manager Schainker, President Geoffroy, Vice-President Madden, Bob Bourne of CyRide; the GSB Senate, the FTA, Ames Chamber of Commerce, donors throughout the community, the 'One Community' Commission.

Timeframe:

Given the lengthy process of budgetary approval that both ISU and the City of Ames must go through to fund a large-scale project with a big budget, the planning study may not be initiated until the 2006-07 fiscal year, unless funding is currently available in the 2005-06 budget to support such a study. Such a study is also contingent upon award of the FTA funds mentioned above. No other aspect of construction can begin before receipt of a planning study that confirms feasibility.

Resources Needed:

Monetary contributions from stakeholders to fund \$60,000 of a \$300,000 study and personnel to complete such a study.

Expected Outcomes:

Providing a physical link between the Downtown and Campus/Campustown could lead to improved commerce in both areas and to better relations between town and gown constituencies. An ancillary benefit of this type of link is the opportunity to promote Ames history and landscape as a means to create a sense of place.

**Component 2: Public Awareness Campaign**

Initiate a public awareness campaign focused on the history surrounding these links and Ames's characteristic geography and topography, which historically necessitated such linkage and also continues to influence our sense of place at the Squaw and the Skunk. To build support for the concept of a renewed transit link between Downtown and West Ames, a public awareness campaign must be initiated. Building awareness of the historic context and sense of place will encourage buy-in by larger numbers of stakeholders from the community at large and alumni who value their past experience at ISU.

- **Tours:** historical walking tours (which might also meet some of the goals of action items 6 & 7) of areas of the town and campus, perhaps scheduled during Parents' Weekend, on Homecoming, or before home football games. Or, consider bus, golf cart, or trolley tours

of sites connected with historic people or events, or alumni "haunts." Tours could be themed to coincide with specific weekends: Homecoming might have an alumni haunts tour; football weekends might feature stories about buildings and events connected with athletics; Parents' Weekend might feature a walking tour of Greek houses and neighborhood homes where famous faculty members of days of yore once rented rooms to students.

- **Creation of brochures, booklets, CDs, DVDs, and tapes:** these materials could tell the stories of the town through narratives of its history and development, tying history to present circumstances. With an added map component, these materials could also form part of the tours initiative, allowing people to do self-guided tours.
- **Erecting signage** that identifies sites of interest around town, linking these places to the Dinkey or to other elements of Ames' past. Neighborhoods could apply for neighborhood improvement grants to fund the erection of such signage for sites and buildings in their areas, providing an in-kind match for funds through labor.
- **Promoting a "Do You Know" campaign:** this campaign could involve the creation of posters, billboards, window placards, ads for the media, etc., that would emphasize small, interesting bits of Ames lore. For example, "Do You Know that the Campus Presbyterian Congregation met in the dance hall on the third floor of Champlin's Store (now People's) while they awaited construction of their new church in 1915?"
- **Sponsoring fundraisers for the Dinkey:** perhaps the "Road Race" (Action Item 6 Component 4) could be adapted as a means to generate awareness and funds for the Dinkey Project and for other worthy causes.

#### Responsible Parties:

The 'One Community' Committee, the Ames Historic Preservation Commission, the Ames Historical Society, The Iowa State Historical Society, students from the College of Design, Greeks, the Alumni Association, the Downtown Cultural District and Campustown merchants; media outlet coverage.

#### Timeframe:

This initiative could start as early as summer or fall in 2005, since it would require relatively little start-up funding, especially for walking tours with no complementary materials. The campaign would then continue throughout the period of Dinkey study and construction, should it be approved. Even if the Dinkey is not approved, the HPC will be in the process of surveying Ames for future historic districts through January of 2009 at least and such awareness will also help to build support for that survey. Public awareness campaigns for the survey are slated to begin in June 2005 and continue in various phases through 2008 and into 2009.

#### Resources Needed:

- **Start-up Resources:** The initial expenses in terms of money, time, and skill would be few: Volunteers to act as tour docents and researchers, money for promotional materials (posters, fliers, brochures), maps and tapes, CDs, and/or DVDs, support from the stakeholders, especially the media, grant-writers to apply for neighborhood improvement money, and a design for site signage or plaques
- **Longer-term Resources:** If the project is successful, donors could be found to provide increased funding for the following: Printing poster and/or note cards, featuring tour sites

(see suggestions in action item 4 for other saleable items), improved tour transport (donated or purchased by stakeholders)—buses, trolleys, golf carts—perhaps decorated for the "Ames Magical History Tour" (or another catchy name).

Expected Outcome:

Helping people to understand the history behind the Dinkey and the topographical and geographical circumstances that brought about its original creation should help residents to not only understand the importance of a similar project today in forging community ties, but also help to build communal solidarity around a shared sense of history and place.

**Component 3: Building the Transit Link**

Building the actual transit link would be the third component of this action item, but without further study of feasibility, we cannot say exactly what form that link would take. In the absence of such a professional feasibility study, Tony Borich's report, "A Comparative Case Study: Modern Streetcars and Issues in Ames Public Transit," offers information on potential costs, benefits, and infrastructure needs. This component would need to be expanded upon as more information emerged in the coming years.

**Contributions to 'One Community'**

Ames has historically been a community divided, separated geographically and topographically by distance between Downtown and West Ames, by a river and by boggy terrain, and separated ideologically by the needs and desires of its two main populations, those associated with the University (formerly the College) and those who do not have University ties. We need to build bridges between these two halves of Ames, both literally, with a transit system enabling easy, quick, travel between the two sides of the Squaw Creek, and figuratively, by encouraging a sense of ownership and place among all those who live here. The Dinkey project and its ancillary awareness campaign could go some distance towards creating that bridge, building community pride through a developed sense of shared community history and sense of place.

## **Action Item 6: What Ames is...Our One Community**

**Charge: A Welcome Wagon greets off-campus and on-campus students.**

**Action:**

Better promotion of “What Ames is ... Our ‘One Community’” to new students and new residents ... i.e., “Welcome wagon”-type activities, mini-brochure/booklet, “Welcome to Ames” info

**Benefits:**

In essence, Iowa State University seems disconnected in its existence from Ames residents and community and Ames residents appear disconnected from Iowa State University... we need to come up with a way to better “showcase” Ames and ISU to incoming students, and new residents, utilize a free booklet comprised of: “what makes Ames/ISU great” (the ‘One Community’ “list”), history of ISU/Ames, contact numbers (police, ER, etc. + other community rules that specify ethics, behavior, expectations, etc.)

**Components:**

- **Component 1: Cy-Ride bus tours** to showcase what Ames has and where everything is! A Guided tour of Ames --- businesses, neighborhoods, the “what you need to know tour” ---conducted by volunteers from Chamber, neighborhood groups, older students.
- **Component 2: Booklet describing Ames’ ‘One Community’!** A free booklet comprised of “what makes Ames/ISU great” that includes the One Community “list”, history of ISU/Ames, contact numbers (i.e., police, ER, etc. and other community rules that specify ethics, accountability, responsibilities, expectations, etc.)
- **Component 3: “Welcome to Ames” Day(s)!** A public “welcome to Ames” program at City Hall, ISU Memorial Union, Public Library, et al, that is a regularly scheduled (1x/month, 4x/year) program that introduces “newcomers” to Ames and provides information and enthusiasm for what the community can offer them and how they can seek out ways in which to become part of the community!
- **Component 4: The “Welcome Back to Ames” Annual Road Race.** A community road race “linking” the start in Campustown and to downtown for the finish/celebration. This could be considered a potential fundraiser for the Dinkey. A community celebration could follow the road race on Main Street.

**Component 1: Bus tours (Cy-Ride) to showcase what Ames has and where everything is!**

A Guided tour of Ames which includes businesses, neighborhoods, the “what you need to know tour.” Volunteers from Chamber, neighborhood groups, and older students, among others, will conduct the tour.

Responsible Parties:

‘One Community’ Commission, Cy-Ride, City staff, Iowa State University representatives, Chamber of Commerce help with the coordination of the tours.

Timeframe:

Tours will be held in the spring and in the fall. The coordination should take place over summer 2005, and implement during fall.

Resources Needed:

\$5000 for the buses (per Cy-Ride/Ames Chamber - to do what had been done in the past), as well as a need for many volunteers to coordinate and to conduct tours.

Expected Outcomes:

Better understanding by new residents of where everything is, and also a great chance to “sell” the benefits of living in Ames and the great relationship/partnership between ISU/Ames.

**Component 2: Booklet describing Ames’ ‘One Community’!**

A free booklet comprised of “what makes Ames/ISU great” (the ‘One Community’ “list”), history of ISU/Ames, contact numbers (police, ER, etc.) The booklet should include community rules, ethics, behavior, responsibilities, expectations, etc.)

Responsible Parties:

‘One Community’ Commission, City and ISU Marketing/ University Relations, Iowa State University College of Design, Public Library assistance

Timeframe:

Print and distribute to all residents annually. Have booklets available to all incoming students and all new utilities customers. Make the booklets available at City Hall, Iowa State Memorial Union, New Student Programs, and elsewhere.

Resources Needed:

Funding to institute and sustain design, printing, storage, and distribution.

Expected Outcomes:

A terrific “position piece” that says what the Iowa State University/Ames relationship consists of “where we came from, where we are, where we want to go.”

**Component 3: “Welcome to Ames” Day(s)!**

A public “welcome to Ames” program at City Hall, Iowa State Memorial Union, Public Library, etc. that is a regularly scheduled (1x/month, 4x/year) program that introduces “newcomers” to Ames and provides information and enthusiasm for what the community can offer them and how they can seek out ways in which to become part of the community.

Responsible Parties:

Ames Board of Realtors, Chamber of Commerce, CVB, City, Iowa State University, Ames Community School District, ‘One Community’ Commission

Timeframe:

The ‘One Community’ Commission will need to assist in coordinating when these days occur.

Resources Needed:

The facilities, human energy, and inspiration to sustain the effort.

Expected Outcome:

A true “Welcome to Ames”

Contributions:

Sending out a consistent, clear, concise message about what we are, where we have been, and where we want to go will be a “living embodiment” of the mission and vision of the ‘One Community’ concept!

**Component 4: The “Welcome Back to Ames” Annual Road Race.**

The community race would start in Campustown and finish downtown. It could be a 5K. Start at Welch and finish on Main. Invite the homeowners and renters along the route (and all citizens) to cheer on everyone in it (and post/read aloud/or provide “What Makes Ames great” booklets, component #2). Welcome pets/dogs, kids, baby joggers, et al. Provide a lot of community business sponsorship opportunities. Broadcast it on KASI, WOI and have AV/video students from Iowa State University/Ames High School film/edit and broadcast it. This could be considered a potential fundraiser for the Dinkey. A community celebration could follow the road race on Main Street (see Action Item 5).

Responsible or Involved Parties:

Chamber, Greek Community, Government of the Student Body, City of Ames Representatives, Iowa State Recreation Services, Parks & Recreation, ‘One Community’ Commission, ISU Police/Ames Police, Department of Transportation, Iowa State Health & Human Performance/Iowa State University Athletic Department, Ames’ medical community

Timeframe:

Annual event (Perhaps a part of “All-American Weekend” in September with a “Welcome back to Ames” Theme)

Resources Needed:

Sponsorships, Cooperation from City, Department of Transportation, and Iowa State University for street closures and barricades, public relations, volunteers from groups outlined above.

Expected Outcomes:

A positive annual event that celebrates the community, encourages activity, brings together all facets of the community through a “Welcome back to Ames” event with the potential for Dinkey fundraising/awareness.

### **Action Item 7: Responsibility and Accountability**

**Charge: The University administration should encourage Iowa State University students to become responsible members of the campus and Ames communities by understanding community rules and regulations and the consequences of breaking them.**

#### **Action:**

To have a standardized way in which the entire community understands and acknowledges the importance of respect, collaboration, and cooperation as ‘One Community.’

#### **Benefits:**

The members within ‘One Community’ understand the responsibility and accountability of living within our community. ‘One Community’ members have access to resources and support, which will help our community to be successful.

**Most of the specific actions are already being addressed by other groups under assignment by the leadership within Iowa State University, City of Ames, and Government of the Student Body.**

#### **Components:**

- Component 1: Support the efforts of ISU Police, Government of the Student Body, and City of Ames in putting together an educational brochure clarifying various laws and providing guidelines for hosting parties.
- Component 2: Continue to educate all businesses in Campustown concerning what to do if a large disturbance or other emergency should occur within that location. Continue to support the established "bar hotline" to City of Ames.
- Component 3: Support the efforts of ISU officials in the planning of a student/University/community summit to be held in late October to address "best practices" in eliminating or decreasing the possibility of future disturbances. Those invited will include student leaders, University administrators, city leaders, community leaders, police, and student affairs personnel.
- Component 4: Continue to support the community-wide Character Counts steering committee's work in regards to developing social norms standards. Support the New Student Programs program element for Destination Iowa State for social norms training (<http://www.thecharacterinstitute.com/>)
- Component 5: Investigate how Iowa State University and the City of Ames can help educate community members about the resources that exist for conflict management assistance (i.e., Student Legal Services, Student Assistance, Center for Creative Justice).
- Component 6: Support the initiatives of Iowa State University students and staff in the Freshman Seminar Committee to establish a university-wide umbrella structure for freshmen seminars and orientation (101 courses).



## APPENDIX A: Charges for the Commission

### Commission on Improving Relations Among ISU Students, the University, the City of Ames and the Ames Community

#### RECOMMENDATIONS

##### 1. Develop and support the theme of “One Community”.

###### Rationale

In our discussions, we acknowledged that Ames has a long history of being defined by ISU. As Ames has grown and the university has become more cosmopolitan, the identity of Ames has expanded. It seems like an appropriate time to capture the essence of what Ames, as a community, is trying to be. For instance, it may be that we are truly an “education community” defined by the strength of our collective commitment to teaching and learning. If that self-definition can be developed, it could provide a foundation of shared values for our citizens and provide guidance for celebrations and cultural events.

ISU, the city and the community at large cooperate in a number of ways, and citizens generally benefit from this collaboration in ways that go well beyond economic impact. The broad and deep nature of this collaboration may be overlooked with discussing individual issues or specific problems. Providing documentation for the public as well as for the decision-making bodies will ensure that the extent of this cooperation is considered when discussing individual problems.

We acknowledged that our neighborhoods should be interacting with one another through various activities and events. We should develop intentional opportunities for interaction and pride to foster a shared sense of community and purpose amongst community members.

###### Action Items

1. 1. Work with all elements of the Ames community to establish a sense of “One Community”
2. Develop and maintain a web-based inventory of city-university collaboration.
3. Create a sense of neighborhood by utilizing terminology that shows an appreciation of all members of “One Community.” Language using short-term neighbors and long-term neighbors should be utilized rather than community members and students.
4. Consider the development of a collaborative public art project that would incorporate the Chamber of Commerce, Iowa State University’s College of Art and Design, along with Ames Community Arts Council and Public Arts Commission.
5. Continue to investigate a way to connect the Main Street, Campustown and University community areas with a mass transit link system (similar to The Dinky).
6. Develop a promotional image which captures the Ames and Iowa State University “image” and enhance the promotion of this image through community-wide advertising:
  - a. Develop a strategy to capture the “self-image” of this community
  - b. Emphasize “One Community” (Flagstaff/NAU example)
    - Many interests - One Community
    - Many backgrounds - One Community
    - Many faces - One Community

- Many ages - One Community
- Many people - One Community
- “Who is Ames?” “You are!”
- “Who is ISU?” “You are!”

7. A Welcome Wagon greets off-campus and on-campus students.
  - a. Bags of information/coupons/goodies would welcome the students to the community.
  - b. Yard signs will be displayed all over town saying “Welcome Home Students” during the Welcome week.
  - c. Website and publication developed in partnership by the “One Community”. These public relation pieces will discuss the educational, social, cultural, accountability and community standards for the entire community.
  - d. Public Services Announcements promoting “One Community” on various cable stations.

**2004 TASK FORCE  
ON ASSURING SUCCESSFUL VEISHEA  
AND OTHER STUDENT/COMMUNITY  
CELEBRATIONS**

**General recommendations to reduce the probability of disturbances**

**Recommendation 2:** The University administration should encourage Iowa State University students to become responsible members of the campus and Ames communities by understanding community rules and regulations and the consequences of breaking them. To advance these goals, we recommend:

1. Requiring a freshman seminar to educate students about living on a university campus.
2. Providing an orientation for students who decide to move off campus.
3. Creating educational programs about proper party procedures and conduct.
4. Informing students and others that it is illegal to remain in a riot area even if you have not been specifically ordered by a police officer to leave.
5. Having representative groups of students, such as GSB, help students understand rules and regulations through *Daily* ads, a code of conduct handbook and/or additional measures.
6. Getting students involved in and committed to reducing the likelihood of future disturbances.
7. Providing expanded alcohol education.
8. Making it clear to students and parents that violations of bootlegging, underage drinking, and other student conduct policies will not be tolerated by the University.

## APPENDIX B: Distinct Elements of the Ames Community

Note: While lengthy, this is not an exhaustive list. Rather, this list describes general groupings of the great variety of diverse individuals and interests within our community.

- Action groups – e.g., Quality of Life network, “Smart Growth” group, etc.
- Activity groups
- Ames City government
- Business community
- Chamber of Commerce members
- City boards and commissions
- City staff
- Clubs and associations
- Communities and groups based upon heritage, culture, language, ethnicity, etc.
- Cultural and arts community – Ames Community Arts Council, Octagon Center
- Elementary schools, Middle School, High School
- Employment communities (Workplaces)
- Faculty – overall, by college, Faculty Senate, LAS Council, etc.
- Faith-based communities – churches, synagogues, mosques, etc.
- For the Arts, Iowa State Center, ACTORS, etc.
- Formal interest groups – service clubs, volunteer groups, political groups, etc.
- Government of the Student Body (GSB)
- Graduate students
- Greek Chapter houses
- Historical interests – e.g., Ames Historical Society, Historic Preservation Commission
- Human service providers and constituencies
- Informal groups
- Informal interest groups – coffee klatches, book clubs, shared hobby groups, etc.
- Iowa State University
- ISU alumni
- Leadership (Mayor, Council, City Manager, etc.)
- Medical community
- Neighborhoods (where people live)
- On-line communities – IM groups, chat rooms, blogs, etc.
- Organized neighborhoods – E.g., Old Town, SCAN, Richardson Court, other neighborhood associations, etc.
- Other government entities – County, State and federal agencies, leadership and
- Other sub-communities centered around children’s extracurricular
- Parent Teacher Organizations (PTO’s)
- Pre-schools
- Press and media – ISU Daily, Tribune, Register, KASI, KCCQ, WOI-AM/FM, etc.
- Private schools
- Professional communities – E.g., bar association, realtors, etc.
- Recreation-based groups – sports leagues, teams, intramurals, road races, etc.

- Retirees
- Schools (where residents' children go to school)
- Senior citizen groups
- Specific business communities – Downtown, Campustown, N. Grand Mall, Campustown Action Association, Ames Convention & Visitors Bureau, Ames Economic Development Commission, etc.
- Staff
- Student body
- Students living off campus
- Students living on campus – dorms, floors, houses
- Support groups – e.g., Friends groups, Foundations, 12-step groups, etc.
- Undefined or unstructured neighborhoods
- Undergrads
- University leadership (Pres. Geoffrey, VP Madden, VP Hill, etc.)
- Visitors' communities – commuters, tourists, conventioners, etc.

**Questions to help identify common theme:**

- What makes us in Ames a “community”?
- Same place? Shared values? Common interests? Similar goals? Being in agreement? Being like-minded? Learning about, understanding, accepting, and celebrating our differences?
- What does ‘One Community’ mean to me?
- What do we want in our ‘One Community’ here in Ames?
- What can I personally do to contribute to ‘One Community’?

**APPENDIX C: GSB Resolution**

**SENATE OF THE GOVERNMENT OF THE STUDENT BODY**

**SENATE MEETING APRIL 20, 2005**

**SENATE RESOLUTION 2005-#-### SR**

**TITLE:** A Bigger and Better Dinkey

**WHEREAS:** The Ames Transit Agency Board of Trustees has directed the Director of CyRide to investigate obtaining approval and funding for a Federal Transit Administration-approved transit improvement feasibility study, and

**WHEREAS:** Representatives of the other entities primarily responsible for supporting CyRide, including the City of Ames and Iowa State University, have expressed support for the study and agreed to pursue funding their share of the local cost of the study, and

**WHEREAS:** The improvement of public transit between the Main Street Cultural District and Central Campus is an important component of the One Community initiative, and

**WHEREAS:** Students would be the primary beneficiaries of improvements in public transportation in Ames, be it therefore

**RESOLVED:** That the Government of the Student Body expresses its support of a Federal Transit Administration-approved transit improvement feasibility study, and be it further

**RESOLVED:** That the Government of the Student Body commits to funding its proportionate share of the local cost of the study, contingent upon the appropriation of funds by the other funding entities, and be it further

**RESOLVED:** That copies of this resolution be sent to President Gregory Geoffroy, Vice President of Business and Finance Warren Madden, Mayor Ted Tedesco, the Ames City Council, the Ames Transit Agency Board of Trustees, CyRide Director Bob Bourne, the One Community Committee, and all appropriate print and broadcast media.

April 20, 2005

BORICH, T.

SMOOK, A.

## APPENDIX D: GSB One Community Platform

### One Community Platform 2005-2006

#### Government of the Student Body

Developed by: Angela Groh, GSB President; and Chris Deal, GSB Vice President

#### Overview:

Over the upcoming year the “One Community” initiative will serve as a top priority for the Government of the Student Body. Realizing that this initiative is one that will affect every member of the community, students and non-students, we will do all that we can to help ensure that success is seen. Executive cabinet and committee positions will be structured to best represent students and utilize their input while increasing collaboration with the city. As an organization, GSB will reach out to student groups and constituencies within the university and the Ames community to help continue dialogue and foster innovative ideas. Our “One Community” project is already well underway and has taken on several key aspects, including the following: educating students to their rights and duties as citizens, increasing communication, increasing collaboration, improving entertainment options and developing community service programs.

As GSB Executives, we will give full support and efforts in aiding this initiative in all ways possible. As a testament to our dedication to ensuring this vision is achieved, Vice President Chris Deal has agreed to make the “One Community” initiative top priority in the upcoming year. This is unprecedented in that the role of Vice President of the Student body has had little clarification and role description in past years.

#### Process:

As President and Vice President we will be fostering dialog with Ames City Council members and Ames city administration over the next month. We have appointed all cabinet positions and we are now ready to launch into this initiative.

Committees described in the following areas will be put in place before the end of the spring semester and will meet at least once before summer break. We will be visiting with numerous student clubs and organizations to gain input and support for our projects and to increase involvement on community and university committees.

Elements of this plan have come directly from the Campustown Student Association set of recommendation as per their survey of students within that area.

### GSB “One Community” Initiative

#### *Key Aspects*

1. Students as Citizens:
  - a. **Student Living Guide:** This guide will encompass student information on the various living options (off campus, residence halls, Greek community) in Ames and on the Iowa State Campus. This would include everything from information on neighborhoods to Cy-Ride and apartment information. This is being created in

collaboration with the Department of Public Safety (DPS) and the Ames Police Department.

- i. Timeline: Ready for implementation by August 2005.
- b. **Student Party Guide:** By collaborating with the Ames Police Department and DPS, this guide will be created containing information on how to stay safe and responsible when partying. This includes an overview of student rights and responsibilities, as well as official procedure when legal/law enforcement action is taken.
  - i. Timeline: Ready for disbursement by October 2005.
- c. **City Orientation:** We will work with admissions and the city to create a short program (15-20 minutes) that can be used in multiple venues to inform students about living in Ames and opportunities that exist for students within the community. This may be utilized at events such as New Student Orientation, introduction 101 classes, and at student club and organizational meetings.
- d. **Welcome Fest 2006:** We propose that next fall's Welcome Fest becomes inclusive to the city of Ames. This could mean that additional rooms are opened up and community businesses, organizations, government entities, and so forth set up displays in order to meet with students and welcome them to the Ames community.

## 2. Increasing Communication:

- a. **Vice President's Role:** The Vice President of the Student Body (Chris Deal) will be working to look at the large picture of Ames/ISU integration and to create an administrative working partnership with various community organizations and entities.
- b. **City Council Liaison:** The role of City Council Liaison will continue to be an important aspect of GSB. We will be transitioning this position to a committee assignment and thus creating internship academic credit available to students who are interested in holding this position. This individual will not only represent students on the council but also look to initiate opportunities for the City Council and the Government of the Student Body to collaborate.
- c. **City Council to GSB Interaction:** We are proposing creating a very deliberate set of opportunities to communicate during a given session. This may include the passage of a joint Articles of Cooperation between the City Council and GSB. In addition, elements such as joint meetings, individual showcases or members of GSB or the City Council, and round table discussions will be looked at as ways to foster further communication.
- d. **Student Commission:** We are recommending the creation of a "student commission" designed as a standing commission sanctioned by the City Council to help address and provide information and input on student issues. The City Council Liaison would chair this commission. Furthermore it would create an avenue for sustainable student representation within the city. This commission would also look into issues such as reviewing and improving the City of Ames party regulatory framework to encourage responsible behavior and other student related ordinances.



- e. **Deputy Directors of Student Affairs:** Three deputy directors of student affairs will be created: Off-Campus Student Affairs, Residence Hall Student Affairs, and Greek Student Affairs to research and represent individual issues as they relate to the specific areas. Each will be focused on integrating the three groups within Iowa State University and the Ames community. The Off-Campus Deputy Director will be working extensively on student issues and coordinating with the Off Campus Government and the Campustown Student Association.
  - f. **Police Ride Along:** We will assist in the official ride-along outreach program which allows students and groups to ride along with DPS and the Ames Police Department each week. GSB would recruit and sign up students from around campus to participate. Student representation will be present in some form every weekend. We would also like to pursue a tailgate walk-along for police patrols at football games.
  - g. **Neighborhood Parties / Conversations:** We are in the process of collaborating with the neighborhood associations to help further student involvement within specific neighborhoods. We propose that within the first few weeks of the school year there is a date set for all neighborhoods to have some sort of function. In addition we will be helping to match students to their neighborhoods and get them involved.
  - h. **Campustown Council:** We propose the creation of a short-term Campustown council composed of residents, business owners, students, and administration to look into needed improvements to the Campustown area. This may mean looking at the idea of creating a pedestrian mall on the 100 block of Welch, or other investments in the physical infrastructure and social capital (?) of Welch. Their recommendations and ideas would be brought together via the Implementation Committee.
3. **Increasing Collaboration Implementation Committee:** We propose the creation of a potential council of One-Community decision makers and stakeholders that would meet throughout the year to discuss events, collaboration, and ideas. This group would include university leaders, student body leaders, and community leaders. It would serve not only as a great base for communication and collaboration but also as a public demonstration of support from the three representative groups. It would also serve as the clearinghouse for all initiatives within this area.
- i. **VEISHEA:** We will provide assistance and support to VEISHEA/LINC in their preparations for next year's spring celebration. The Executive Cabinet will be involved in planning and will take an active role in VESHEA 2006 activities and programs. GSB will also be taking an active role in the LINC activities planned for 2005, including Operation Playground and other April events. We agree with President Geoffroy's decision that VEISHEA should greatly broaden its scope and change its nightly venues to attract widespread student participation within the celebration.
  - j. **Students on City Committees:** GSB will create an overarching application that is widely circulated for students wishing to serve on university and city committees. Student representation will be increased and held to a higher level of accountability by gathering feedback from student representatives. We will work

with the city of Ames and Iowa State University to create a short orientation for students who are serving on committees to aid in transition and effectiveness.

- k. **Student Issues:** We will foster communication and dialogue on issues that are “hot topics” for students right now thereby increasing opportunities for students to voice concern and talk with members of the community in an interactive and deliberative manor. Some current issues include parking, term limits within the city council, and keg registration.
- l. **Iowa State 101:** We will help to create a Freshmen Seminar or program that discusses the traditions of Iowa State University, student/citizen responsibilities, and information on Ames and the community. Currently there is a taskforce that has been put together from GSB to look into this initiative and explore options.
- m. **Parking in the Campus Affected Area:** We propose creating a taskforce of students, administration, representatives from the city, and Ames police department to look at the regulations and parking situation within the campus affected area and to look at changes in order to ease the parking issue and make regulations match safe student behavior.

#### 4. Entertainment in Ames

- n. **Ames/ISU Entertainment Website:** We will work with Ames Young Professionals, or any other interested groups to create a community entertainment website that lists all official social opportunities within the area for families, students, and all citizens. It could include club and organization events, ISU events, city events, bands and comedians - basically anything that could be of interest - all in one clearinghouse with an easy online submission form.
- o. **Students on Ames Main Street:** We want to increase awareness of some of the venues and options on Main Street that are available to students. This could include coordinating possible student events in that area of town to increase student traffic to this area.
- p. **Fall Street Dance:** We are proposing to work with the Ames Chamber of Commerce and create a street dance on main street with a student-oriented band for a weekend in early fall. There would be increased routes to Main Street from Cy-Ride and offer students the opportunity to explore downtown and become further aware of opportunities within the city. We propose that Mayor Tedesco, President Geoffroy, and President Groh would officially host this event.
- q. **Community Events:** We will help plan and assist with large-scale community events for all members of the Ames community. This may include venues that demonstrate responsible drinking and socializing.