

MINUTES OF THE REGULAR MEETING OF THE AMES CITY COUNCIL

AMES, IOWA

NOVEMBER 28, 2017

The Regular Meeting of the Ames City Council was called to order by Mayor Ann Campbell at 6:00 p.m. on November 28, 2017, in the City Council Chambers in City Hall, 515 Clark Avenue, pursuant to law. Present were Council Members Bronwyn Beatty-Hansen, Gloria Betcher, Amber Corrieri, Tim Gartin, Chris Nelson, and Peter Orazem. *Ex officio* Member Rob Bingham was also present.

CONSENT AGENDA: Council Member Gartin requested to pull Item No. 10 (resolution approving encroachment permit for wooden structure at 4625 Reliable Street) for separate discussion.

Moved by Gartin, seconded by Corrieri, to approve the following items on the Consent Agenda:

1. Motion approving payment of claims
2. Motion approving Minutes of Regular Meeting of November 14, 2017
3. Motion approving certification of civil service applicants
4. Motion approving Report of Contract Change Orders for November 1-15, 2017
5. Motion setting January 23, 2018, at 5:30 p.m. and February 27, 2018, at 6:00 p.m. as Conference Board meeting dates
6. Motion approving 5-day (December 9-13) Class C Liquor License for Olde Main at Reiman Gardens, 1407 University Boulevard
7. Motion approving 5-day (December 7-11) Class C Liquor License for Greater Caterers of Iowa at CPMI Event Center, 2321 N. Loop Drive
8. Motion approving renewal of the following Beer Permits, Wine Permits, and Liquor Licenses:
 - a. Class C Liquor & Outdoor Service – Outlaws, 2522 Chamberlain Street
 - b. Class B Native Wine – Chocolaterie Stam, 230 Main Street
 - c. Class C Beer & B Native Wine – Swift Stop #8, 705 24th Street
 - d. Class C Liquor, Catering, & Outdoor Service – The Café, 2616 Northridge Parkway
 - e. Class B Liquor, Catering, & Outdoor Service – Country Inn & Suites, 2605 SE 16th Street
9. RESOLUTION NO. 17-668 approving annual 2017 Urban Renewal Report and certification of TIF Debt for Campustown and annual appropriation of Kingland TIF Rebate
10. RESOLUTION NO. 17-670 approving Amendment to Right-of-Way Permit and Easement regarding property at 1313 Jefferson Street
11. RESOLUTION NO. 17-671 approving Amendment to Engineering Services for 2007/08 Shared Use Path System Expansion (Bloomington Road to Ada Hayden)
12. RESOLUTION NO. 17-672 approving Engineering Services Agreement with Sargent & Lundy of Chicago, Illinois, for Repair of RDF Storage Bin in the amount of \$52,096 plus expenses for construction management
13. RESOLUTION NO. 17-673 awarding contract to Harold K. Scholz Company of Ralston, Nebraska, for Furnishing 15kV Outdoor Metalclad Switchgear and 69kV Control Panels for Top-O-Hollow Substation Expansion and Breaker Addition in the amount of \$615,923.40, inclusive of Iowa sales tax

14. RESOLUTION NO. 17-674 awarding contract to Keck Energy of Des Moines, Iowa, for CyRide fuel purchase for 2018
15. RESOLUTION NO. 17-675 accepting completion of 2015/16 Downtown Street Pavement Improvements (Clark Avenue)

Roll Call Vote: 6-0. Resolutions/Motions declared adopted/approved unanimously, signed by the Mayor, and hereby made a portion of these Minutes.

ENCROACHMENT PERMIT FOR WOODEN STRUCTURE AT 4625 RELIABLE STREET: Council Member Gartin requested to have this item pulled because of his concern about the structure being too close to the street for children. Mr. Gartin inquired about the possibility of moving the structure back from the street, but still on that property. Council Member Betcher added that the structure was designed as a parklet, but it gets used by adults and children.

Elliott Thompson, 3211 Lettie Street, Ames, stated that the structure was anchored along the frame of an old scale so it was designed to fit that particular space. When kids are playing on the structure, it is usually in the grassy area close to the building. Most of the access points are on the north and west side of the structure.

Council Member Nelson asked Mr. Thompson about a possible long-term plan for the structure. Mr. Thompson responded that the structure is well-built with cedar and up to specifications from professors at Iowa State University. The thought is to keep it up as long as possible.

Council Member Betcher asked to have the traffic background. Mr. Thompson replied that there isn't much traffic on the wide street and there is a planter in front of the structure that is three feet from the street. Council Member Orazem added that a children playing sign or a sign with color could be installed to warn drivers.

Council Member Nelson asked if the City had any examples of something like this. Assistant City Manager Brian Phillips stated that the City has had parklets located in a street parking space before, but they were temporary structures reviewed by Inspections and Public Works.

This structure is different than a parklet in the sense that a parklet is intended to extend pedestrian space into the street. The City does not have exact examples like this.

Moved by Betcher, seconded by Beatty-Hansen, to adopt RESOLUTION NO. 17-669 approving an Encroachment Permit for wooden structure at 4625 Reliable Street.

Traffic Engineer Damion Pregitzer added that putting up signs and a speed advisory would be adequate. This area could be treated similar to a park area. He does not believe this to be a traffic issue.

Roll Call Vote: 5-1. Voting Aye: Betcher, Beatty-Hansen, Orazem, Corrieri, Nelson. Voting Nay: Gartin. Resolution declared adopted, signed by the Mayor, and hereby made a portion of these Minutes.

Mayor Campbell commented that many people were expecting the first reading of the ordinance pertaining to residential occupancy. The City Attorney has drafted the Ordinance as directed by the City Council, but has not had the opportunity to check the effect that Ordinance may have and attention that may be needed for other parts of the Code. Mayor Campbell added that a second reason for the delay was the unfortunate event of a petition that went out on the Iowa State University Campus that generated more than 3,000 signatures that has a good deal of misinformation in it dealing with the proposed ordinance. She continued by stating that she and the City Manager met with the Vice-President of Student Government and discussed some of those incorrect items and actions that the Student Government might take to help the City do some damage control. The City can anticipate the first reading of the proposed occupancy ordinance at the next regular City Council meeting on Tuesday, December 12.

PUBLIC FORUM: Mayor Campbell opened Public Forum. Richard Deyo, 505 8th Street #2, Ames, wished Mayor Campbell a happy belated birthday. There being no one else wishing to speak, the Mayor closed Public Forum.

HEARING ON 415 STANTON AVENUE (OLD CRAWFORD SCHOOL): Housing Planner Julie Gould reminded the Council of the letter that was referred to staff concerning the criteria for Urban Revitalization for the Crawford School site. Ms. Gould stated that there are two options to consider as “qualifying criteria”. In Option 1, the property must meet all of the following criteria:

- A. The building is no longer occupied as a public school, and has not been converted to another use prior to designation as an Urban Revitalization Area
- B. Structured parking (garage) is provided on site with at least one covered stall per unit
- C. The character of the existing building on the south and east elevations is maintained and preserved. The proposed addition matches the architectural style of the existing building.
- D. 100% of the exterior walls of the south and east facade of the existing building remains brick. The structure will remain, and historic materials will be preserved or adaptively reused when possible.

Ms. Gould continued to explain that Option 2 is the same with the addition that the site and building substantially conform to the site and architectural plans approved by the City Council as part of the Urban Revitalization Area plan (URA).

Planner Gould stated the developer has plans to redevelop the Old Crawford School Minor Land Use Plan site into an independent senior living facility. The Land Use Plan would have to change from high-density residential to low-density residential and the zoning would have to change from Airport Government zoning district, since previously school property, to High-Density Residential based on number of units proposed at 32. The Planning staff would recommend to do this agreement as a contract rezoning that addresses the criteria for the City Council.

Council Member Betcher inquired about who determines what substantially conforms. Ms. Gould responded that the Planning staff and Director would come before the City Council for approval on anything that significantly differs from the plan such as an architectural change.

Mayor Campbell opened the public hearing.

Luke Jensen, 2519 Chamberlain, Ames, stated that either option is fine for the developers as it relates to the Urban Revitalization Area. Mr. Jensen hopes to identify critical things that staff can participate in, but not have to come back to staff for minor things, such as a placement of a bush.

Leslie Kawaler, 2121 Hughes Street, Ames, a member of the Crawford Task Force and Board member of South Campus Area Neighborhood (SCAN), stated that both groups support the rezoning of the neighborhood school. Ms. Kawaler added that the Neighborhood had a meeting with 50 residents and the majority in favor of the project. The Neighborhood hopes that the City will help to facilitate the project by granting the Urban Revitalization designation that the developers have requested. This will help ensure the long-term stability of the Neighborhood.

Mayor Campbell closed the hearing once there was no one else wishing to speak.

Moved by Gartin, seconded by Corrieri, to approve Option 2 for the Urban Revitalization criteria to add that the site and building substantially conforms to the site and architectural plans approved by the City Council as part of the URA plan.

Roll Call Vote: 6-0. Motion carried unanimously.

Moved by Betcher, seconded by Gartin, to adopt RESOLUTION NO. 17-676 to approve the Minor Land Use Policy Plan Minor Map Amendment for 415 Stanton Avenue from Low-Density Residential to High-Density Residential.

Roll Call Vote: 6-0. Resolution declared adopted unanimously, signed by the Mayor, and hereby made a portion of these Minutes.

Moved by Betcher, seconded by Nelson, to pass on first reading of the ordinance to rezone property at 415 Stanton Avenue from Government/Airport Zoning District (S-GA) to Residential High Density zoning District (RH).

Roll Call Vote: 6-0. Motion carried unanimously.

HEARING ON ZONING TEXT AMENDMENT TO ALLOW DOG GROOMING AS A PERMITTED USE IN VILLAGE ZONING DISTRICT: Planner Charles Kuester informed the City Council that there had been a request from a potential tenant of property in the Somerset commercial area to include dog grooming facilities. In 2011, the City had amended the use table to allow kennels and small animal veterinarians, but did not think the grooming component would be a critical issue. Staff and the Planning and Zoning Commission recommended approval of this.

Mayor Campbell opened the public hearing. She closed the hearing once there was no one wishing to speak.

Moved by Beatty-Hansen, seconded by Betcher, to pass on first reading an ordinance to allow dog grooming as a permitted use in Village Zoning District.

Roll Call Vote: 6-0. Motion carried unanimously.

HEARING ON LAND USE POLICY PLAN MAJOR MAP AMENDMENT FOR NORTH ALLOWABLE GROWTH AREA: Mr. Kuester provided the information on the request for approval of a Land Use Policy Plan amendment and an amendment to the Ames Urban Fringe Plan for properties on both sides of George Washington Carver, south of 190th Street and South of Cameron School Road.

The request from Friedrich Land Development LLC and R. Friedrich & Sons Inc., is to designate all of this area as Urban Residential, which would allow the annexation and development of the property. They have also requested a Convenience Commercial Node at the intersection of Cameron School Road and George Washington Carver Avenue.

Planner Kuester commented that the Planning and Zoning Commission along with the Story County Board of Supervisors unanimously recommend designating all of this area as Urban Residential with the Commercial Node. Council Member Beatty-Hansen inquired about the possibility of Gilbert not taking action. Mr. Kuester responded that there is a process in place where by two City Councils and the Board of Supervisors sit together as one body and come up with a solution. Council Member Orazem asked what would be the concern of the City of Gilbert. Mr. Kuester believes the City of Gilbert has a concern with the loss of revenues to the township if that area were to be annexed. He did tell the Gilbert Council that it would lose the township levy, but they would also lose the obligation to provide services to that area. Gilbert is willing and able to provide those services with the new fire station on the south side of Gilbert and that is funded in part by the township levy. Mr. Kuester added that the Gilbert City Council did not turn down the request; they did not make a motion. Mr. Kuester plans to make an attempt to get the request back on Gilbert Council Meeting agenda.

Mayor Campbell opened the public hearing. She closed the hearing once there was no one wishing to speak.

Moved by Nelson, seconded by Betcher, to adopt RESOLUTION NO. 17-677 approving the Map Amendment from Priority Transitional Residential and Rural Transitional Residential to Urban Residential and North Allowable Growth Area for the area on the east side of George Washington Carver Avenue south of 190th Street and on west side of George Washington Carver Avenue south of Cameron School Road with the Node.

Roll Call Vote: 6-0. Resolution declared adopted unanimously, signed by the Mayor, and hereby made a portion of these Minutes.

HEARING ON VACATING AND SALE OF CITY RIGHT-OF-WAY LOCATED ADJACENT TO 1101 BLACKWOOD CIRCLE: The Mayor opened the public hearing and closed same after no one requested to speak.

Moved by Nelson, seconded by Corrieri, to adopt RESOLUTION NO. 17-678 to approve the vacation of the right-of-way and to adopt RESOLUTION NO. 17-679 to approve the conveyance of the right-of-way by Quit Claim Deed to Jonathan M. Sargent.

Roll Call Vote: 6-0. Resolutions declared adopted unanimously, signed by the Mayor, and hereby

made a portion of these Minutes.

HEARING ON MAJOR SITE DEVELOPMENT PLAN (MSDP) FOR 3331 AND 3405 AURORA AVENUE: Planner Ray Anderson informed that the two eight-unit apartment buildings, one for each lot, have the same architectural features, materials, and site design as the approved two eight-unit apartment buildings just to the north on Aurora. Mr. Anderson added that the building will each have an eight-unit detached garage. The buildings will be two stories and have flat roofs. The Planning Department feels this would be a good transitional building type between an area that has three-story buildings and an area that will most likely be single-family homes. The apartment buildings do meet the new landscape requirements, screening requirements, and the Major Site Development requirement as well. Staff does recommend this Plan on the condition that a five-foot-wide sidewalk will be installed on Outlot C prior to a Certificate of Occupancy being issued for Lot 8.

Mayor Campbell opened the public hearing. No one came forward to speak and the hearing was closed.

Moved by Betcher, seconded by Gartin, to adopt RESOLUTION NO. 17-680 to approve Major Site Development Plan for two eight-unit apartment buildings, one at 3331 Aurora Avenue (Lot 8, Village Park Subdivision) and one at 3405 Aurora Avenue (Lot 9 Village Park Subdivision) with the stipulation: that a five-foot-wide sidewalk will be installed on Outlot C prior to a Certificate of Occupancy being issued for Lot 8.

Roll Call Vote: 6-0. Resolution declared adopted unanimously, signed by the Mayor, and hereby made a portion of these Minutes.

WAIVER OF SUBDIVISION STANDARDS AT 23543-580TH AVENUE: Planner Kuester presented background information concerning the plat of land on 580th that had not gone through the City Council approval process like it should have this summer. Staff would like to clear up any possible future title issue with this land by having a resolution on file with the Story County Recorder approving that Plat of Survey.

Mr. Kuester continued by informing Council that this plat of land was once two lots, but has now been changed into three lots. Parcel A is a quarter-quarter section, then there is a larger piece that was split into two lots, which triggers a subdivision requirement through the City of Ames. If this issue had gone through subdivision, a waiver would have been requested for the requirements of installing infrastructure. This is a waiver that is usually granted by the City Council since it is outside the city limits. Staff did ask them to submit a Covenant for annexation.

Council Member Gartin inquired about how the plat of land was recorded. Mr. Kuester stated it was submitted to the Story County Recorder's office, who then routed internally to various County departments. Usually the City Planning Department or the City Assessor is given a copy for review, that did not happen in this case. There has been a discussion about the process and the City involvement. The County did state that they would tighten up the process and keep the City informed.

Council Member Orazem asked if there was a plan for this parcel. Mr. Kuester stated that it is owned by a regular developer, but there is not a particular project in mind at this time.

Justin Dodge, representing Hunziker Companies, 105 South 16th Street, Ames, stated that they followed the guidance of Story County and did not mean to overstep the bounds of the agreement. The plat of land is a field with a house on it. The plan is to parcel off to sell the part with the house as 20 acres and hold the rest for speculation for when it is industrial land.

Moved by Gartin, seconded by Beatty-Hansen, to adopt RESOLUTION NO. 17-681 to approving the waiver of subdivision standards and approve the Plat of Survey.

Roll Call Vote: 6-0. Resolution declared adopted unanimously, signed by the Mayor, and hereby made a portion of these Minutes.

TAX ABATEMENT FOR NEW GREEK HOUSE CONSTRUCTION: Planner Charlie Kuester provided background on information on the tax abatement for new Greek house construction. The City Council in 2006 approved an Urban Revitalization Plan (URP) for East University to encourage and support the adaptive reuse of Greek houses to allow for expansion or additions under certain criteria. The URP was meant to encourage redevelopment not the demolition of Greek houses. The criteria for getting the Urban Revitalization tax abatement for a Greek house is that it had to have been an existing or former residence recognized by Iowa State University as part of the Greek residence system and 70% of the area of existing walls had to remain. Sigma Chi Fraternity had come to the City Council in 2011 with a demolition plan that was approved after demonstrating no economic reuse. The fraternity then asked to have the criteria for the tax abatement to include new construction. A video of that Council meeting was viewed and showed the direction of then Council Member Jami Larson giving direction to include new construction. Delta Tau Delta did the same actions in 2014, but that City Council denied the amendment to the abatement.

Mr. Kuester added that within this time frame two of the new Greek houses have been completed and are now being assessed. They will have already lost two years of any abatement that the Council may award them. If the Council were to chose not to amend the abatement and it extends beyond February 2018, the Greek houses would not be able to claim any abatement.

Justin Dodge, 2013 Green Briar Circle, Ames, representing the Greek Alumni Alliance stated that from the video it is clear that Jami Larsen with his motion, intended to include new construction of Greek houses. The purpose was clear to preserve the neighborhood for Greek houses, and not be turned into apartment buildings because of the zoning of Residential High Density.

Mayor Campbell added that the references to Jami Larsen is that he was the Council Member at the time that made the motion concerning the abatement for Greek housing.

John Fleming, 401 Pearson Avenue, Ames, stated that the people involved in the Greek system are important to Iowa State University and Ames. It is important to partner with them. Mr. Fleming added that he is in support of the abatement.

Jeremy Davis, 711 Beach Avenue, Ames, stated he was asked by Jami Larson to read his statement on this subject. Mr. Davis read to the Council that Mr. Larson's motion was to direct staff to come back with an abatement proposal that the Council could approve for the new construction of Greek houses that met the criteria described in the City staff's May 10, 2011, report to Council. The motion was made to support Jeff Benson's presentation that specifically addressed criteria that was covered in his report under "A. New Construction by Greek Organizations" and "B Design that exceeded mandatory standards". No where was it said that "70% of the area of existing exterior walls of the structure will remain". This was mistakenly put into the minutes and is incorrect. Both fraternities have built structures that would have met the criteria intended in the motion. Mr. Davis added that he also would recommend to Council the support of the new construction for Greek houses abatement.

Moved by Betcher, seconded by Beatty-Hansen, that the City not consider the tax abatement for Greek housing.

Council Member Betcher stated that the present Council maybe creating a complication that does not exist, because the present Council is not bound by previous Councils. The situation of the Greek Community and the City of Ames has changed over the past six years. Decisions on what to grant abatements for is under new context than what it was six years ago. In 2014, it was decided unanimously, except by Council Member Nelson that abstained, not to consider the abatement. The City should not use abatements to incentivize demolition. Demolition is not a sustainable way of addressing improvements. The decision that is made needs to be a vote from the present Council's thoughts.

Council Member Beatty-Hansen stated that allowing the tax incentive for new development seemed to rescind the 2006 original plan to provide tax incentive for redevelopment. Redevelopment is the public good. Council Member Beatty-Hansen wondered what the marginal public good would be with new development and what would a tax incentive have provided that would have given the City more public good.

City Manager Schainker clarified that there had been a mistake in the minutes but it was not the City Clerk, Diane Voss, who took those minutes. Mr. Schainker provided background about that time in Council when Jeff Benson had been an author of plans to incentivize redevelopment projects. Some concern at the time was that if the City did not allow the Greek housing to expand there was a possible threat they would develop outside the area. The start of this discussion was redevelopment but the City also wanted to make sure those type of housing opportunities stayed within the East University Area. Jeff Benson was an avid supporter of the area and after review of the film it can be seen that he was in support of allowing tax abatement of new construction for Greek housing that remained in that area. The possible tax abatement evolved over time because it was better than having to sell the houses off as apartments.

Council Member Betcher stated that the two houses still rebuilt without a tax abatement. Council Member Orazem responded that the Greek houses were anticipating the abatement. Council Member Betcher commented that Council had said no to this, but yet the houses didn't try to come

back to Council and try to convince Council to approve again. The two houses were still built, so she is confused on where the need for abatement is.

Council Member Nelson shared his memories and thoughts about that time beginning with the fact that the assessment was very surprising to the two Greek houses that rebuilt in comparison to similar amounts of money that had been invested into other properties. The assessments were very different. The fraternities probably relied on what they were seeing with other houses, not what happened to them. The fraternities would have had a different strategy had they known the outcome. Council Member Nelson added that he no longer has a conflict and believes this to be a global issue he intends to participate in.

Mayor Campbell stated that she did not believe this to be an issue of the high assessment but rather to preserve the Greek neighborhood and architectural integrity. The new buildings have more architectural integrity and house many more students and keep them close to campus. Council Member Corrieri added that she believed Sigma Kai was built on the impression from the meeting that evening, that they would be getting an abatement for a new construction.

Council Member Beatty-Hansen agreed that the houses are better, but doesn't understand how the abatement is going to make the public good better. Council Member Orazem stated that there is not a certainty of another incentive to build or expand the facilities of this integrity in the neighborhood. It is more expensive to build something like the Greek houses than the dorms. Iowa State University is not going to build something that is going to look like the Greek housing. There is a value. City Council also needs to stay true to a commitment or no one will want to do that again.

Council Member Beatty-Hansen is concerned that there is not an additional benefit to renovate if Council passes a tax abatement for new buildings. Council Member Orazem added that there is still the incentive for renovation. Sometimes it is cheaper to renovate than build new, depending on the project. Council Member Betcher commented that it is about the historic integrity and sustainability. Every time a house is torn down it will add thousands of tons of debris to a landfill. Council Member Beatty-Hansen added that Council would be taking away the incentive to renovate. Council Member Nelson stated there are constraints that sometimes decide whether it is a better decision to renovate rather than to build new. Depending on the circumstance, such as the need for greater capacity, there are reasons to build new other than just wanting new.

Council Member Nelson inquired if the tax abatement is just on the marginal increase on the taxable value, meaning they still pay the taxes on the value of the property before the project was undertaken. City Manager Schainker clarified that they are exempt from the incremental value. The abatement only includes the building value and not the land.

Vote on Motion: 2-4. Voting Aye: Betcher, Beatty-Hansen. Nay Vote: Gartin, Orazem, Corrieri, Nelson. Motion failed.

Moved by Orazem, seconded by Corrieri, to bring back to Council for approval an amendment to the URA to allow tax abatement to new construction of Greek housing.

Vote on Motion: 4-2. Voting Aye: Gartin, Orazem, Corrieri, Nelson. Voting Nay: Betcher, Beatty-Hansen. Motion passed.

#ALWAYS AMES CAMPAIGN: Public Relations Officer Susan Gwiasda reminded the Council of the purpose on the Always Ames Campaign. This Campaign came from the City Council goal of attracting young adults transitioning into families along the I-35 Corridor. The Campaign began in 2015. The City does not typically do a lot of Campaigns. Since there was a specific demographic, target audience, goal, and it was to be data driven a consultant was hired. The Campaign began in 2015 There are digital billboards and digital ads. The analytics show that people spend a lengthy time looking around the website.

Ms. Gwiasda informed Council that digital Billboards and digital advertisements were the two main components of the Campaign. ZLR, the consultant had reported back that the numbers for the digital display were at the industrial average, but going towards a downward trend that could mean saturation. When people were on the website, they were there for a long period of time.

Ms. Gwiasda stated that ZLR gave some suggestions to stay successful in the Campaign. The decline in numbers suggest to pull back on the on-line presence. Areas that Ames is lacking in showing is seeing what night life is like and outdoor things in the winter months. The City website needs to be refreshed. ZLR is going to finish with one more video about the living options and entertainment options and focus on Main Street. They will do a rollup and deliver to the City. The City will own the creative rights to use internal resources to adapt the materials, replicate, do videos and advertisements that look like what the City paid for.

Ms. Gwiasda commented that she thought one year of this Campaign was too short of a window to draw conclusions. She wanted feedback from Council on support of the Campaign and any possible changes, such as collaboration with other entities.

Council Member Betcher shared a possible opportunity for a partnership with Michael Wagler of Main Street Iowa. When he was in Ames he discussed an interest in the potential for Always Ames to help advertise the Main Street Cultural District. Ames has an excellent Main Street that doesn't do a very good job of telling its story. Council Member Betcher stated there could be a possibility of being able to get money and or graphic design help from the state to compliment the City's efforts.

Council Member Nelson asked Ms. Gwiasda if there was a plan to continue the Campaign with a smaller budget. Ms. Gwiasda responded that after having watched for the past year and there is a creative foundation that basically made a template. She is confident that the Campaign can continue with a smaller budget.

Moved by Betcher, seconded by Beatty-Hansen, to have Susan to talk with Michael Wagler at Main Street Iowa about partnering opportunities for the Main Street component of the Always Ames Campaign.

Vote on Motion: 6-0. Motion carried unanimously.

PARKING SYSTEM IMPROVEMENTS: Police Chief Chuck Cychosz gave a quick view of the items in the presentation. He stated the presentation would deal with the new parking trends and the updated philosophy on demand base parking. Demand base parking is a change of fee structure for the parking spaces that are most desired. Technology should have a greater presence in the way the City is serving the customer of today.

Chief Cychosz began by stating that overtime parking fines are five dollars. He suggests with other changes that will be proposed that the City wait to see what kind of violations are happening and then decide if it warrants an increase. Illegal parking is at \$15 if paid within seven days. The fine is increased to \$20 if paid late. There are cities, such as Iowa City, that have software that is able to give the first offense a warning and then charge from there. This is a visitor friendly approach.

Council Member Gartin stated that in Davenport he had noticed that there were not parking meters. Chief Cychosz responded that is the automated license plate readers that are very expensive. This allows the driver to practice safe driving while the reader will identify vehicles that have stayed in a parking space too long. This is a very efficient way of enforcing parking, but much more expensive and citizens have had concerns with storing license plates. Many cities are going to this for the convenience for the customer. This way a customer does not have to worry about the meter, just the time. There is not a lot of staff savings and there is no revenue being collected. Paying for the system would have to come out of system costs or citations. If the City were to move to a system that makes it easier for the customer to pay, violations will go down and it will generate higher compliance with less enforcement.

Chief Cychosz continued with the issue of illegal parking on game day. The enforcement staff has noticed a shift from misunderstood parking mistakes to knowing the difference between the cost differential of a citation versus the legal cost of event parking. There are examples of cities that use special enforcement zones and times for situations similar to this. He believes this is the time to explore a model with the City's Legal Department to establish a special event fines ordinance. The fine would need to be enhanced to \$35-\$40 to be ahead of the cost of legal parking areas. Mayor Campbell asked if there was adequate parking in the public lots for the special events. Chief Cychosz responded that he has asked that after each event and is always told there is space available in public lots managed by Iowa State University. The City has plenty of room to absorb more safe and legal parking. At this time it is normal for enforcement officers on a slow day to write 400 tickets and on a busy day they may write 1,000 tickets. The streets are checked to make sure a vehicle can get through, if not a vehicle will have to be towed. This is a huge issue.

Damion Pregetzer stated that the two goals with the parking meters is to look at the rates like an asset management tool. The rates are paying for the infrastructure. The rates on the street next to businesses are significantly cheaper than the rates at the intermodal. That makes it challenging to make investments into structured parking. The second goal is to put together a tiered structure that can simultaneously achieve both goals. The City of Ames charges \$.20 per hour downtown and \$.50

per hour in Campustown. The meters will only take coins or smart-cards. There are spaces that can be rented monthly. The City Parking fund is comprised of revenue from enforcement fees and parking rental/meter fees. Expenses of the Parking Fund are wages, equipment, materials, and facilities that mainly come from Police and Public Works, as well as, support services from various other City Departments. The City does operate 16 municipal parking lots along with two private ownership lots that the City operates through an agreement that states the City is responsible for minor maintenance. The present meter rates do not cover the long-term replacement of these lots. Based on the past, staff proposed an escrow of \$414,000 would cover infrastructure replacement as well as operations and maintenance per year.

Mr. Pregitzer commented that the City and University try to collaborate on different ideas that work in one area or the other. The City and University share the same customers. The University has been using an application called Parkmobile for two years. Parkmobile does not have a start up cost. The way the company recoups their cost is by charging a service fee to the user on the initial set up time. Any hourly time added will not incur an additional service fee. The hourly rate is then paid to the City. This application has the inner workings to follow any policy or operation the City decides upon.

Mr. Pregitzer stated that the results that Iowa State University has seen in the two years is a 15% growth of revenue and a 60% drop in fines. The University also did not receive any negative comments about being charged a service fee. This application is an addition to the current system. Customers will still be able to use coins or smart-cards. Credit cards will not be available for use at the meters. The third party vendors keep the City from the issue of having credit card numbers stored. There are other companies that have an application similar to Parkmobile. Those other companies will want a fee to manage it, while Parkmobile charges the user an up-front service fee.

Council Member Betcher asked if there was a thought of any issue with people staying in parking spaces. Mr. Pregitzer stated there was not an indication of that. A suggestion for the high priority meters is to change the time limit to be two hours and limit to only one extension of time.

Mr. Pregitzer finished with discussing restrictions for overnight parking. A survey was done in the Campustown and Downtown districts to solicit feedback on overnight parking restrictions. Results from the survey told staff that most preferred to have restrictions begin around four in the morning Monday - Thursday. There is a concern for those that have a late night job that would not be able to finish work until four in the morning. The respondents in majority felt that parking should be allowed starting at six in the morning. Most were in favor of ticketing only as the enforcement method. A very large majority of the respondents are in favor of having the snow ordinance include the Downtown Business District and the Campus Business District.

Director of Public Works John Joiner stated that staff does not recommend the increase of fines at this time.

Council Member Betcher brought up a thought of giving some of the parking fine money in the

Multi Cultural District or Campustown and Downtown Districts back to that area to make it reasonable to raise the parking rates. City Manager Schainker reminded Council that in a way the City is giving back to those districts by waiving parking fees for events that occur in those areas.

Director Joiner continued to the next issue of special event districts and fines that different staff could get together to discuss how to implement that.

City Manager Schainker noted the reason for these decisions is so a budget can be put together to reflect decisions made by Council. The new system can not be implemented until next fiscal year. The reason for the meter increase is because the City has some major capital improvement needs to reconstruct many parking lots in the City system and possible new technology equipment. The City has not had the rates to cover those items.

Moved by Beatty-Hansen, seconded by Betcher, to explore a special event fines ordinance for certain areas and certain times.

Vote on Motion: 6-0. Motion carried unanimously.

Moved by Beatty-Hansen, seconded by Nelson, to not increase fines at this time.

Vote on Motion: 6-0. Motion carried unanimously.

Director Joiner explained that the next issue is the meter rate structure of tier one at \$1.00, tier two at \$.75 and tier three at \$.50 with two, four, and ten hour time limits and a reserved parking rate of \$50 per month. The tier one would be higher priced than the intermodal and close to the intermodal.

Moved by Orazem, seconded by Beatty-Hansen, to accept staff recommendation of meter rates at tier one of \$1.00, tier two of \$.75, and tier three at \$.50 and rental rates of reserved parking rate of \$50 a month.

Council Member Betcher inquired if the motion is to include the recommendation to adjust the rates every three - five years. Director Joiner stated that is a note to report back to Council to ensure rates are in line.

Vote on Motion: 6-0. Motion carried unanimously

Moved by Orazem, seconded by Beatty-Hansen, to bring back a proposal for the Parkmobile application.

Vote on Motion: 6-0. Motion carried unanimously.

Director Joiner referred Council back to the survey that was presented by Mr. Pregitzer. Staff proposed parking restriction times to begin at four in the morning and end at six in the morning, seven days a week and apply the snow ordinance to the Downtown Business District and the Campus Business District.

Moved by Nelson, seconded by Gartin, to adopt staff recommendation of the restriction of overnight

parking from four in the morning and end at six in the morning, seven days a week and apply the snow ordinance to the Downtown Business District and the Campus Business District.

Vote on Motion: 6-0. Motion carried unanimously.

Public Works Director John Joiner stated there are things to still work on is simplification of the neighborhood parking regulations in SCAN and Old Towne areas. It is important to make those easier to understand and it will increase compliance and customer satisfaction.

Assistant City Manager Brian Phillips believes the Campus and Community Commission is about two months away on wrapping up the gathering space, then they will be ready for a new initiative.

Director Joiner concluded with stating that staff will explore a proposal for a type of way for people that are doing maintenance or improvement work in the Downtown and Campustown areas can use the meters adjacent to those businesses with a vendor or work permit. They would be able to use a parking space for the entirety of the day. The cost would be comparable to using the meter for a full day plus a small premium for convenience.

Mayor Campbell recessed at 8:26 p.m. She reconvened at 8:37 p.m.

UPDATE ON CITY OPERATIONS CARBON FOOTPRINT AND MAYORS' CLIMATE PROTECTION AGREEMENT: Assistant City Manager Brian Phillips reminded Council that staff was directed to have a proposal to sign onto the 2014 U.S. Mayors Climate Protection Agreement and specific goals that could assist the City in meeting the standards in that Agreement. Mr. Phillips stated that part of the 2007 Mayors Climate Protection Agreement the City established a goal to take the average from 2001-2006 carbon footprint and reduce the carbon footprint of City operations by 15% below that average by 2014. Evaluation was done by the demand side of City operations. By 2014, the goal was achieved in the Carbon footprint and building sector.

Mr. Phillips continued presenting the results of the previous goals. The Fleet sector improved in both CyRide and non-bus City transportation. CyRide had a 63% increased amount of riders on the buses; which has caused an 18% decrease in the CO₂ per rider over that time. Non-CyRide vehicles have been replaced with more efficient vehicles by over 20%.

Mr. Phillips stated the third area evaluated is miscellaneous and is influenced significantly by street lights. The City of Ames has thousands of street lights. Those lights are currently being replaced with LED lights. The City does see a dip in electricity demand with the LED lights, then the community grows and expands and the usage demand rises again. This is the only area the City has not made an improvement over the baseline measurement period. Council Member Orazem stated that there is still a savings in using LED lights. He then inquired about how long before all street lights are converted. Director of Electric Service Don Kom stated the City should be fully converted in the next four years. Ames on average add 70 street lights per year. The City adds as many lights as what is made up by the energy saved. Council Member Betcher inquired about the life of an LED. Mr. Kom responded that staff was told the LED lights should last 20 years, but seeing some that are failing at the eight year mark.

Mr. Phillips concluded that the City has made a lot of improvements. The City continues to reinvest the money saved into additional projects that were the low hanging fruit projects. Now the City has higher cost projects that would have less of an impact on the carbon footprint.

Assistant Manager Phillips added that the City partners with Iowa State University to purchase a portion of time from the sustainability coordinator to work on City projects. This has led to a number of new initiatives. Electrical energy conservation was an important issue to Council, so the sustainability coordinator investigated areas that would make an impact in that area. This led to the City SmartEnergy program. Now the City is moving into areas to reduce waste reduction; such as Rummage Rampage.

Council Member Gartin feels there should be some way to capture the growth that Ames has made in the energy capacity per capita. Meaning Ames is using more energy but has reduced the rate per capita. Setting goals should be enlight of the City growing to be measured per capita. Nelson added that if we are growing someone else is not. Council Member Beatty-Hansen stated that there is not a down side to signing the Agreement and the City is doing a lot of the things in the 2014 Climate Change agreement.

Erv Klaas, 1405 Grand, Ames stated that global warming is heating up the planet and causing a change in climate. This is because of the insulating blanket of carbon dioxide in the earth's atmosphere, that is put there by people burning fossil fuels and producing more carbon dioxide. Action must be taken now at the local level to reduce the amount of CO2 emissions. The addiction to economic growth and use of cheap fossil fuels creates the carbon dioxide emissions. That is what is causing the rise in ocean levels, glaciers melting and more sever weather.

Mr. Klaas reiterated the need for the removal of carbon from the atmosphere and return the carbon back in the soil through reforestation and changes in agricultural practices. Mr. Klaas gave some suggestions on how to reduce emissions: change ordinances to encourage rooftop solar, convert all energy to solar, wind and geothermal, grow own food, and make complete streets to encourage bicycle use.

Council Member Gartin stated that the Council should discuss two things; ways to reduce carbon emissions and ways to address the carbon that is in the environment now. Council Member Gartin suggested the City enter into an agreement with an ISU group, Initiative for a Carbon Negative Economy, through the School of Engineers. Their thrust is to find ways to reduce carbon in the environment. The world can't remove and cut carbon fast enough. We have to find new technology to figure out a faster way to cut carbons. Council Member Gartin suggested a possibility of funding a couple of research assistantships specifically in the area of carbon reduction research. This would be a significant statement by the City to show support in the reduction of carbons.

Mayor Campbell stated that part of having Mary Rankin was to help with the coordination around the University. Council Member Beatty-Hansen added that she could assist in bringing back a proposal, but just her would not be enough. Council Member Betcher wants Council to think about how the decisions made impact the big picture. Mayor Campbell added that this item is deserving

of the attention that comes at goal setting time.

Moved by Beatty-Hansen, and seconded by Nelson, to sign onto the 2014 Mayors Climate Protection Agreement.

Mr. Phillips confirmed that the Agreement is a call to action. There are not particular actions required, but suggestions to communities. Council needs to identify what is important and what is the goal.

Vote on Motion: 6-0. Motion carried unanimously.

Gartin moved, seconded by Beatty-Hansen, to engage Mary Rankin to come back to Council with proposals of ways that Council can partner with ISU to address carbon reduction.

Vote on Motion: 6-0. Motion carried unanimously.

Moved by Nelson, seconded by Betcher, to direct staff to evaluate the carbon footprint of the City operations in the consideration of the changes in fuels used to generate electricity in the last decade and the demand site management parts at a later date.

Vote on Motion: 6-0. Motion carried unanimously.

ORDINANCE REVISING SITE LANDSCAPE STANDARDS RELATING TO ADMINISTRATIVE STANDARDS AND OTHER GENERAL LANDSCAPE STANDARDS:

Moved by Orazem, seconded by Corrieri, to pass on second reading to revise the site landscape standards relating to administrative standards and other general landscape standards.

Roll Call Vote: 6-0. Motion carried unanimously.

ORDINANCE TO REVISE PORTION OF CHAPTER 28 RELATED TO WATER AND SEWER: Mayor Campbell acknowledged that the water department has been in communication with USDA on who really owns the USDA pump station building.

Moved by Orazem, seconded by Gartin, to pass on third reading and adopt ORDINANCE NO.4327 revising portions of Chapter 28 related to Division II Water Service and Division III Sewers, as amended.

Roll Call Vote: 6-0. Ordinance declared adopted unanimously, signed by the Mayor, and hereby made a portion of these Minutes.

ORDINANCE TO APPROVE CHANGES TO APPENDIX N RELATING TO UTILITY RATES: Moved by Betcher, seconded by Orazem, to pass on third reading and adopt ORDINANCE NO.4328 to approve changes to Appendix N relating to utility rates.

Roll Call Vote: 6-0. Ordinance declared adopted unanimously, signed by the Mayor, and hereby made a portion of these Minutes.

COUNCIL COMMENTS: Moved by Orazem, seconded by Betcher, to direct staff to bring back a report on the requested text amendment for the use of temporary sidewalk signs to include

Campustown Service Center.

Vote on Motion: 6-0. Motion carried unanimously.

ADJOURNMENT: Moved by Betcher to adjourn the meeting at 9:40 p.m.

Diane R. Voss, City Clerk

Ann H. Campbell, Mayor

Stacy Craven, Recording Secretary