

**MINUTES OF THE SPECIAL MEETING
OF THE AMES CITY COUNCIL**

AMES, IOWA

JANUARY 12, 2008

The Ames City Council met in special session at 8:00 a.m. on the 12th day of January, 2008, in the Parks and Recreation Activity Room, 1500 Gateway Hills Park Drive, pursuant to law with Mayor Ann Campbell presiding and the following Council members present: Doll, Goodman, Larson, Mahayni, Popken, and Rice. *Ex officio* Member Luttrell was also present.

Mayor Campbell introduced Donna Gilligan, Director of Organizational Effectiveness at Sauer-Danfoss, who facilitated the session. Ms. Gilligan stated that the desired outcome from this work session was to accomplish two objectives: (1) Increased understanding and relationship among the Council members and (2) Establish direction for moving forward.

City Council Successes/Challenges. Prior to this session, Ms. Gilligan had held a telephone conversation with each Council member. From these conversations, she ascertained the following:

1. The work of the City Council members is complex and difficult.
2. This Council is an extremely diverse group.
3. What they do matters.
4. Each member of the City Council cares about the citizens and the community.

Details of some of the telephone conversations were shared by Ms. Gilligan. She emphasized that in order for this body to be effective, they must have teamwork, respect, trust, and good communication. From the feedback received, all Council members informed her that work was needed in those areas. Council Member Rice offered his opinion that it would have been beneficial for Ms. Gilligan to also have held similar conversations with the staff that Council works most closely with, specifically naming City Manager Steve Schainker, Assistant Managers Bob Kindred and Sheila Lundt, City Attorney Doug Marek, and City Clerk Diane Voss.

According to Ms. Gilligan, in order to work effectively as a team, you must have the following:

1. Clear focus on the goal
2. Effective communication
3. Shared leadership
4. Effective management of resources (time, people, and people's ideas)
5. Safe environment

Candid conversations ensued as to Council's past successes and challenges.

Ms. Gilligan reviewed the Ground Rules set by the Mayor and City Council members at their goal-setting session two years ago and asked if those were still the expectations. Mayor Campbell asked if "explain the logic behind your decisions" should remain on the list. After a short discussion, it was concurred that all Rules should remain as written.

The meeting recessed at 9:55 a.m. and reconvened at 10:05 a.m.

Identifying Priorities for 2008 - 2010. Council members were asked to write down their goals for 2008 - 2010. Their ideas were then placed into categories, as follows:

1. Rejuvenate Campustown
2. Go “Green”
3. Strengthen Neighborhoods
4. Promote “One Community”
5. “ Brand” Ames [explore comparables (advantages in other cities to advantages in Ames)]
6. Define Desired Growth

The meeting recessed at 11:50 a.m. and reconvened at 12:10 p.m.

Council members divided into two groups to formulate actions that would allow for the accomplishment of the goals. Parameters for formulating the actions were set, as follows:

1. Must be able to be accomplished by January 2010
2. Must be within the Council’s sphere of influence
3. There must be passion (care enough to stand behind the task even when community members disagree)
4. Must be measurable

The meeting recessed at 2:00 p.m. and reconvened at 2:05 p.m.

Tasks pertaining to each goal were formulated for goals numbered one through five, as follows.

Goal No. 1: Rejuvenate Campustown:

1. Council action would include:
 - a. Ask Mayor to bring together small group of Campustown stakeholders including:
 1. ISU Administration
 2. Mayor
 3. *Ex officio* Council Member
 4. Business/Chamber
 5. Two SCAN members (one permanent resident and one student resident)
 - b. By January 2009, the following will be accomplished:
 1. Review the “Wilcox Study” and other related Campustown studies
 2. Produce viable action steps for each stakeholder

Goal No. 2: “Go Green:”

1. Build municipal buildings to a LEED standard including life-style-costing considerations
2. Design program and initiatives for implementing Energy Star Ratings for commercial buildings
3. Promote Resource Recovery Plant and glass recycling through continuous educational efforts
4. Continue to increase promotion of demand-side management
5. Request Transit Board to evaluate free CyRide
6. Conduct a Global Warming Emissions Inventory of the existing City operations by utilizing the software offered by the International Council of Local Environmental Initiatives (ICLEI)
7. Create a Strategic Plan outlining goals and action steps for the City of Ames government to reduce emissions
8. Increase alternate fuel sources (other than RDF) for Electric Utility

Goal No. 3: Strengthen Neighborhoods:

1. Explore a City/ISU partnership to improve tenant/landlord relations [schedule a meeting among

City (Mayor and City Manager), ISU, and the GSB] and report back to the City Council by May 2008

2. Hold a workshop within the next year to discuss incentives for home improvements in established old neighborhoods
3. Hold an annual neighborhood summit with Council participation
4. By next fall, staff will pursue an intern to assist it in organizing and supporting neighborhoods and their associations

Goal No. 4: Promote “One Community:”

1. Respond to recommendations from the Inclusive Community Task Force
2. Request Mayor’s Youth Committee to explore hosting a “Junior Citizens” Academy (The Mayor will attend the February meeting to make this request.)
3. Continue to hold regular meetings with other governmental organizations in the City and County
4. Schedule regular meetings separately each year with the Ames Community School District, Gilbert School District, Government of the Student Body, Mary Greeley Medical Center, and Story County to discuss and coordinate future plans
5. Increase support for celebrating diversity

Goal No. 5: “Brand” Ames:

1. The City will pass along the idea to the AEDC, Chamber, and ACVB to determine whether a “branding” process should be implemented.
2. If there is interest, an objective assessment from an outside source will explore comparables (to other cities) and advantages to people’s choices in Ames.
3. Integrate all stakeholders into each other’s promotional elements (e.g., brochures and web pages)

Extensive discussion ensued on Goal No. 6: Defined Desired Growth, specifically centering around the LUPP. Council members requested copies of the most-recent Annexation Study and LUPP review (conducted by the Department of Planning and Housing staff). Council Member Popken suggested that a Council workshop be set up to discuss the issue of growth. Council Member Doll asked what the desired outcome would be if a workshop or round-table discussion were scheduled. It was suggested that reaffirmation of the Plan or Annexation Study or recommendations for change would be the result.

After much discussion, it was concurred that the following tasks be undertaken for **Goal No. 6: Defined Desired Growth:**

1. Review of the LUPP for Council and community (history, background, content) - possibly at February 19, 2008, Council workshop
2. Update Annexation Study (Staff will ascertain time/cost estimate.)
3. Hold a workshop/roundtable on targeted residential growth, followed by reaffirmation or modifications to current strategy
4. Annex and develop large-lot industrial park
5. Develop job creation action plan with area partners (AEDC, ISU, DMACC) to create college grad jobs in Ames and surrounding areas

It was suggested by Council Member Mahayni that former-Director of Planning and Housing Brian O’Connell be invited to the workshop/roundtable discussion since he played an integral part in the present Plan.

The meeting recessed at 4:00 p.m. and reconvened at 4:10 p.m.

Council Member Doll left the meeting at 4:10 p.m.

The Council members asked to have a written summary of this meeting to ensure that their intent was accurately captured. Additional information regarding dates and whose responsible will be devised by City Manager Schainker and Facilitator Donna Gilligan. The Council will then formally approve the goals at a public meeting, possibly at a special meeting prior to a regular City Council meeting, i.e., beginning at 5:30 p.m.

It was unanimously agreed by the Mayor and Council members still in attendance that the list of goals will be reviewed. If the document does not meet with their approval, discussion will continue at a separate follow-up goal-setting session. If the document meets with their approval, it will be approved at a regular Council meeting.

The City Manager was asked to provide more frequent updates as to the progress the Council is making on its goals. It was concurred that those updates would be given quarterly at Special City Council meetings to be held on Saturdays.

COMMENTS:

Mayor Campbell asked the Council members if they wished to receive copies of the applications for appointment to Boards/Commissions. It was the consensus that they wanted to receive the applications via e-mail. Once received, each Council member will organize the information as he personally prefers, i.e., create folders, print out the application, etc.

A Plus/Delta evaluation was performed on the goal-update session, with the following results:



Very good job at getting to “do-able” items
Post-its
Brainstorming
Affinity process
Facilitator
Facilitator holding telephone conversations prior to session



Helium stick game
No photos
Let some things go easier and faster
Pushed too hard during the last one and one-half hours
Spread the session out over a Friday and Saturday

The meeting adjourned at 5:55 p.m.

Diane R. Voss, City Clerk

Ann H. Campbell, Mayor