

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

AMES, IOWA

JANUARY 16, 2010

The Ames City Council met in special session at 8:00 a.m. on the 16th day of January, 2010, 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: Davis, Goodman, Larson, Mahayni, Orazem, and Wacha. *Ex officio* Member Keppy was also present.

Donna Gilligan facilitated the continuation of the goal-setting session. The City Council agreed on the following goals:

1. GO GREEN TO PROMOTE ENVIRONMENTAL SUSTAINABILITY
2. PROMOTE ECONOMIC DEVELOPMENT
3. CREATE A COMMUNITY VISION
4. REJUVENATE CAMPUSTOWN
5. STRENGTHEN AND PROTECT OUR NEIGHBORHOODS FOR A UNITED AMES
- 6 FURTHER STREAMLINE AND IMPROVE GOVERNMENT PROCESSES

The Mayor and City Council concurred on the following objectives and tasks to be undertaken in order to achieve the goals.

GO GREEN TO PROMOTE ENVIRONMENTAL SUSTAINABILITY

OBJECTIVES:

- A. Promote and educate the residents of Ames, in collaboration with other groups, about community-wide sustainability
 1. During the 1st Quarter 2010: Explore the possibility of sharing Sustainability Coordinator position with Iowa State University
 2. In coordination with Iowa State University and other interested entities, start developing a community-wide sustainability plan by January 1, 2011
 3. Report from City staff on what the City is currently doing and what other groups are doing to educate community on sustainability efforts
 4. Explore with interested groups what they are willing to do to partner in extension outreach related to community-wide sustainability
 5. Continue governmental efforts with staff reporting quarterly to Council (focusing on one topic each quarter)
- B. Increase availability of alternative forms of transportation
 1. No later than October 1, 2010: Hold workshop with staff on existing trail system and priorities, including identifying needed easements, estimated construction costs, and connected links outside the City
 2. Representatives of City, CyRide Board, and Ames Community School District to hold a discussion regarding Future Mass Transit Needs

PROMOTE ECONOMIC DEVELOPMENT

OBJECTIVES:

- A. Promote Ames as a regional center
 - 1. Take steps to make Ames the high-tech center of the region
 - 2. City Manager: Talk to Mr. Wolford to find out what specific steps it will take to go forward with his project
 - 3. Convention exhibit flat space - presentation on need for it by Convention and Visitors Bureau
 - 4. Contact South Ames Business Organization on how we can work together cooperatively to get investment in that area
- B. Support private sector growth to improve quality of life, increase number of jobs, and develop a stronger tax base
 - 1. Contact director at AEDC and encourage them to attend ISU career fairs to promote all Ames community jobs
 - 2. In order to accomplish the industrial park, City Council and AEDC will formally approach Story County and make request for federal funding
- C. Beautify entrances to Ames
- D. Work with ISU, ACVB, Chamber IDOT to develop signage plans that can be implemented by early 2011 (entry way and directional)

CREATE AND PROMOTE A COMMUNITY VISION

OBJECTIVES:

- A. Lead major entities in Ames to create a common community vision
 - 1. Invite Dubuque Foundation to give presentation on process without RFP
 - 2. City Manager: Present to Council a possible RFP for visioning/branding
- B. Once established, promote the community vision
 - 1. Determine action steps after vision established

REJUVENATE CAMPUSTOWN

OBJECTIVES:

- A. Partner with ISU, GSB, and private sector to redevelop and revitalize Campustown
 - 1. Bring forth a developer and plan for City and ISU contribution
 - 2. Mayor, City Manager, and GSB designee: Meet with ISU Administration about interest in cooperating regarding services provided
 - 3. Serve as an informational resource for ISU and GSB to explore the idea of a community theater
- B. Increase safety, security, and cleanliness of Campustown
 - 1. Meet with rental property owners to education and encourage to participate in crime-free housing program
 - 2. Designate Student Affairs Commission to work with Campustown Action Association and Campustown Student Association to determine what issues there are with safety, security, and cleanliness
- C. Work to support an enduring Campustown Action Association
 - 1. Invite Campustown Action Association to educate Council about what its mission is
 - 2. Get commitment from Chamber of what they would do to support Campustown Action Association

Note for future consideration: Defer action on steps included in scope of RFQ (such as increasing parking spaces, façade program).

STRENGTHEN AND PROTECT OUR NEIGHBORHOODS FOR A UNITED AMES

OBJECTIVES:

- A. Work with ISU and GSB to enhance interactions between tenants and landlords
 - 1. Explore a landlord-tenant office
 - 2. Student Affairs Commission: Figure out additional resources for students for the City web site
- B. Find creative and bold ideas to address crime, i.e.,
 - 1. Funding of Police Department proactive programs
 - 2. Background checks for all applicants for 'last' state of residence

3. Develop policies with neighborhood representatives that create a safer environment
- C. Continue working toward a more welcoming community
1. Work to employ a City ambassador program
 2. Coordinated social service for new public assisted housing from get-go that coordinates day care, schooling, skill development, housing, and other acclimation efforts to Ames
 3. Analyze assisted housing success to improve targeting build in private managed assisted housing
 4. Work with the ACSO to provide education to parents new to the community – ‘Baby College’
 5. Increase contact with citizens
 - a. Increase the use of technology
 - b. Knock on doors one hour per month

FURTHER STREAMLINE AND IMPROVE GOVERNMENT PROCESSES

OBJECTIVES:

- A. Work to make City Council meetings and city processes more efficient and effective
1. Staff give more succinct presentations, where appropriate
 2. Council agree to use previously submitted reports/limit number of requests for more information
 3. Empower Mayor to move meetings along – citizens and Council
 4. Commitment to compromise whenever possible
 5. Council to clarify position on issue before complete referral is made in some cases
 6. If Council action is needed: Get up-front info – generic discussion on general issue
 7. Council: Look closely at what is being referred – be discerning in accepting
 8. Ensure that staff doesn’t need more clarification
 9. Ask staff questions ahead of time rather than doing publicly at Council meetings

B. Revisit City Code, policies and procedures to streamline processes

1. 1st Quarter 2010: Staff give overview on current Land Use Policy Plan to understand what's in it and then establish a time table for regular review
2. 1st Quarter 2010: Fact- Finding Workshop: Hold a workshop inviting members of the business community, companies that left Ames, companies that entered Ames, business groups, architects, landlords, and citizens that identifies points of friction with the City

C. Promoting Ames as a welcoming place to do business by embracing a “can do” attitude

1. Come up with an improved way of getting feedback on City processes
2. City Manager: Sit down with Dan Culhane and Ron Hallenbeck to develop additional questions for business survey

The City Council concurred that the City Manager should grammatically edit the tasks and bring back the document for final approval. It was also agreed that certain tasks should be refined; therefore, necessitating another special meeting. The date and time of that meeting was not set.

ADJOURNMENT: The meeting adjourned at 5:30 p.m.

Diane R. Voss, City Clerk

Ann H. Campbell, Mayor

Donna Scherr, Recording Secretary