

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

AMES, IOWA

JANUARY 22, 2010

The Ames City Council met in special session at 7:00 p.m. on the 22nd day of January, 2010, in the City Council Chambers in City Hall, 515 Clark Avenue, 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.

CONTINUATION OF GOAL-SETTING SESSION: City Manager Steve Schainker reminded the Mayor and City Council that they had requested further discussion concerning the last objective under their goal of “Rejuvenate Campustown.” He also recalled that they needed to identify the tasks for “Strengthen and Protect Our Neighborhoods for a United Ames.” Mr. Schainker noted that the document will be reformatted after they complete this Session and provided to the Council for their final approval.

Discussion ensued on refining the document, with the following results:

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 (promotion/education) 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. Steve talk to Mr. Wolford to find out what specific steps will it takes to go forward with this project.
2. Convention exhibit flat space - presentation on need for it by Convention and Visitors Bureau
3. Contact South Ames Business Organization on how collectively we can work together 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

1. Work with ISU, ACVB, Chamber, and IDOT to develop signage plans that can be implemented by early 2011 (entryway 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. Steve presents 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, Manager, and GSB designee meet with ISU administration about interest in cooperating about 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 educate and encourage participation 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. Seek commitment from Chamber as to what they would do to support Campustown Action Association

STRENGTHEN AND PROTECT OUR NEIGHBORHOODS
FOR A UNITED AMES

OBJECTIVES

A. Work with ISU and GSB to enhance interactions between students and other residents.

1. City Council members to receive copy of GSB study on establishing a landlord-tenant service and host round-table discussion with landlords, GSB, and ISU Administration
2. Request the Student Affairs Commission to figure out additional resources for students for the City web site (not just what you can't do, but also what you can do), how the City can plug into the orientation sessions, and partnering with ISU to disseminate information via an email list

B. Find creative and bold ideas to address crime.

1. Evaluate the implementation of the Police Department's "Safe Neighborhoods Team" concept
2. Request report from Chief of Police on Crime-Free Housing Program (is it working?) and recommendation on how to increase participation and improve Program

C. Continue working toward a more welcoming community.

1. Instruct staff to come back with ways that the City Council can continue to promote United Ames
2. Request staff to develop a strategy to coordinate social services for new families involved in public-assisted housing from get-go that coordinates day-care, schooling, skill development, housing, and other acclimation efforts to Ames

3. Each City Council member will commit to at least one of the following one time per month:
 - a. Knock on doors for one hour
 - b. Meet with neighborhood associations
 - c. Organize and attend a “coffee”
 - d. Upon request, attend a "Street ‘n Greet” event
 - e. Develop the use of technology, e.g., list serves for City Council group

FURTHER STREAMLINE AND IMPROVE GOVERNMENT PROCESSES

OBJECTIVES

A. Work to make City Council meetings and City processes more efficient and effective.

1. Staff to 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 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. Staff to give overview on current Land Use Policy Plan – to understand what’s in it and then establish a time table for regular review – 1st quarter
2. 1st quarter 2010: Hold a fact-finding workshop inviting members of the business community - companies that left Ames, companies that entered Ames, business groups, architects, landlords, 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. Steve to sit down with Dan Culhane and Ron Hallenbeck to develop additional questions for business survey

ADJOURNMENT: Moved by Goodman, seconded by Mahayni, to adjourn the meeting at 9:07 p.m.

Diane R. Voss, City Clerk

Ann H. Campbell, Mayor