

COUNCIL ACTION FORM

**SUBJECT: MAIN STREET CULTURAL DISTRICT “ART WALK”
REQUESTS**

BACKGROUND:

The Main Street Cultural District (MSCD) is hosting its 16th annual Art Walk on Friday, June 4, 2010, and makes the following requests of the City Council:

1. Waiver of parking meter fees and enforcement in the MSCD from 3:00 to 8:00 p.m.
2. Blanket Temporary Obstruction Permit for the Cultural District sidewalks from 8:00 a.m. to 8:00 p.m.
3. Closure of two parking spaces on the southeast side of Kellogg Avenue and the easternmost space on the south side of Main Street in front of Lucullan’s for food vendors
4. Usage of and waiver of fee for electricity costs for power used from outlets near and inside Tom Evans Plaza
5. Blanket Vending Permit for Cultural District from 8:00 a.m. to 8:00 p.m.
6. Waiver of fee for Blanket Vending Permit

Staff has calculated the lost revenue to the Parking Fund by waiving parking fees for June 4 to be no more than \$300.

A wine tasting event is planned in conjunction with Art Walk. City staff members, along with staff of the Iowa Alcoholic Beverage Division, are working with the MSCD to accomplish this activity in an appropriate manner. The City Council will be receiving information on a future agenda with options on how the City Code could be revised to better facilitate this type of event in the future.

ALTERNATIVES:

1. The City Council can approve the Art Walk requests as submitted by the MSCD for June 4.
2. The City Council can deny the requests.

MANAGER'S RECOMMENDED ACTION:

The Art Walk is a popular annual event that adds vitality to the Downtown. Because of the City Council's goal of enhancing commercial development in the Downtown, this type of special event should be encouraged.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the Art Walk requests as outlined above.