

COUNCIL ACTION FORM

SUBJECT: ANNUAL “WELCOME TO AMES” EVENT ON AUGUST 27, 2010

BACKGROUND:

In discussing the City Council’s priority of “Connecting our Community,” staff has once again explored ways to improve upon last year’s “Welcome to Ames” event for incoming and returning ISU students. For some students, it will be the first time that they are away from home, and we want to make them feel like Ames is their new home. It is important to reinforce to returning students that Ames is their new home as well.

Based on a review of last year’s event, staff is proposing that we plan for one evening of activities to occur this year on August 27 from 5 p.m. to 7 p.m. The proposed location will remain near Fire Station 2 in Campustown. City representatives will provide information regarding the Ames community and services offered by the City, as well as information on job opportunities for students within City government.

The following activities are planned to help attract passersby to this event:

- Free pizza by the slice and Ames water will be provided.
- There will be a sound system and a DJ playing music.
- Fun activities are being planned by the Parks and Recreation staff.
- Promotional items from City departments will be given away.
- The electric Zenn car will be on display along with Segways and a new Cybrid bus.
- There will be drawings, prizes, and **lots of fun!**

City Council members and representatives from City staff will meet and greet students and answer their questions. To the extent that their schedules allow, the Mayor and City Council members will play a prominent role in this relationship-building effort. In order to facilitate this event, approval of the following is needed by the Council:

1. Closure of the street and metered parking spaces on Chamberlain Avenue between Welch and Stanton from noon to 8:00 p.m. on August 27, 2010, and the closure of the lot and parking spaces in Chamberlain Lot Y.
2. Donation of cost of electricity.

City staff will contact all affected businesses along Chamberlain Avenue to notify them of the temporary street closings, and accommodation will be made for parking for those businesses if necessary. Lost revenue to the parking fund will be less than \$40.

ALTERNATIVES:

1. Approve the “Welcome to Ames” event for August 27, 2010, with the supporting actions outlined above.
2. Do not approve the “Welcome to Ames” event for August 27, 2010, and direct staff to find an alternate date.
3. Ask staff for additional information on this proposed event.

MANAGER'S RECOMMENDED ACTION:

Staff believes that the proposed “Welcome to Ames” event will enhance relationships between the City and Iowa State students and will assist in furthering the goal of building a sense of “One Community.”

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, thereby approving this fall’s Welcome to Ames event with the supporting actions outlined above.