

**AGENDA**  
**REGULAR MEETING OF THE AMES CITY COUNCIL**  
**COUNCIL CHAMBERS - CITY HALL**  
**SEPTEMBER 13, 2011**

**NOTICE TO THE PUBLIC:** The Mayor and City Council welcome comments from the public during discussion. **If you wish to speak, please complete an orange card and hand it to the City Clerk. When your name is called, please step to the microphone, state your name for the record, and limit the time used to present your remarks in order that others may be given the opportunity to speak.** The normal process on any particular agenda item is that the motion is placed on the floor, input is received from the audience, the Council is given an opportunity to comment on the issue or respond to the audience concerns, and the vote is taken. On ordinances, there is time provided for public input at the time of the first reading. In consideration of all, if you have a cell phone, please turn it off or put it on silent ring.

**CALL TO ORDER:** 7:00 p.m.

**PROCLAMATION:**

1. Proclamation for Addiction Recovery Month, September 2011

**PRESENTATION:**

2. Presentation of Crime-Free Housing Certificates recognizing three property owners
3. Report on efforts of Campustown Action Association intern

**CONSENT AGENDA:** All items listed under the consent agenda will be enacted by one motion. There will be no separate discussion of these items unless a request is made prior to the time the Council members vote on the motion.

4. Motion approving payment of claims
5. Motion approving Minutes of Special Meeting of August 16, 2011, and Regular Meeting of August 23, 2011
6. Motion approving Report of Contract Change Orders for August 16 - 31, 2011
7. Motion approving certification of civil service applicants
8. Motion approving renewal of the following beer permits, wine permits, and liquor licenses:
  - a. Class B Liquor & Outdoor Service – Hilton Garden Inn Ames, 1325 Dickinson Avenue
  - b. Class C Liquor – El Patron Authentic Mexican Restaurant, 120 Welch Avenue
  - c. Class C Beer – Elmquist/Decker's BP, 821 Lincoln Way
  - d. Class C Liquor & Outdoor Service – Brewer's, 2704 Stange Road
  - e. Class C Liquor & Outdoor Service – Wallaby's Grille, 3720 West Lincoln Way
  - f. Class C Liquor – La Fuente Mexican Restaurant, 217 South Duff Avenue
9. Motion setting the following City Council meeting dates:
  - a. January 17, 2012, at 5:15 p.m. for CIP Work Session
  - b. February 3, 2012, at 2:00 p.m. for Budget Overview
  - c. February 7, 8, 9, and 14, 2012, at 5:15 p.m. for Budget Hearings/Wrap-Up
  - d. March 6, 2012, at 7:00 p.m. for Regular Meeting and Final Budget Hearing
10. Resolution approving Annual Street Finance Report
11. Resolution approving revisions to ASSET Policies and Procedures
12. Resolution approving Underage Enforcement Agreement with Youth & Shelter Services for police overtime reimbursement
13. Resolution approving Agreement for Consulting Services for 2011/12 Collector Street

Pavement Improvements (Ash Avenue from Mortensen Parkway to Knapp Street)

14. Resolution approving Agreement for Consulting Services for West Lincoln Way Intersection Improvements (Dotson Drive/Lincoln Way)
15. Resolution approving preliminary plans and specifications for Unit No. 7 Circulating Water Pipe Rehabilitation; setting October 12, 2011, as bid due date and October 25, 2011, as date of public hearing
16. Resolution approving preliminary plans and specifications for Unit No. 8 Air Heater Basket Replacement; setting October 12, 2011, as bid due date and October 25, 2011, as date of public hearing
17. Resolution awarding contract to Stiver's Ford of Waukee, Iowa, for 2012 Ford F550 Chassis in the amount of \$29,699 and contract to Truck Equipment of Des Moines, Iowa, for Utility Body and Platform in the amount of \$71,156
18. Resolution awarding contract to LawnPro, LLC, of Colo, Iowa, in the amount of \$55,000 for 2011/12 Tree Trimming Program
19. Resolution approving contract and bond for 2009/10 Concrete Pavement Improvements (South Hyland Avenue, Edison Street, Alexander Street, and Stanton Avenue)

**PUBLIC FORUM:** This is a time set aside for comments from the public on topics of City business other than those listed on this agenda. Please understand that the Council will not take any action on your comments at this meeting due to requirements of the Open Meetings Law, but may do so at a future meeting. The Mayor and City Council welcome comments from the public; however, at no time is it appropriate to use profane, obscene, or slanderous language. **The Mayor may limit the time given to each speaker.**

**PERMITS, PETITIONS, AND COMMUNICATIONS:**

20. Requests from The Octagon Center for the Arts for Art Festival on September 25, 2011:
  - a. Resolution approving closure of portions of Main Street, Burnett Avenue, Kellogg Avenue, and Douglas Avenue from 6:00 a.m. to 6:00 p.m.
  - b. Resolution approving waiver of fee for usage of electricity
  - c. Motion approving Blanket Temporary Obstruction Permit for sidewalks adjacent to closed streets
  - d. Motion approving Blanket Vending License
  - e. Resolution approving waiver of fee for Blanket Vending License
21. Motion approving new 5-Day Class C Liquor License for Olde Main Brewing at CPMI Event Center, 2321 North Loop Drive

**PLANNING & HOUSING:**

22. Amendments to 2011/12 Annual Action Plan for Community Development Block Grant Program

**ADMINISTRATION:**

23. Review and discussion of proposed City logo (tabled from August 9, 2011, and August 23, 2011, meetings)
24. Update on status of North Grand Mall
25. Northern Growth Development:
  - a. Discussion of plan to extend infrastructure (water, sewer, streets)
  - b. Options for financing the preliminary design of the infrastructure
26. Resolution approving Agreement with Ames Community School District to purchase play

equipment for elementary school sites/early childhood center

**LIBRARY:**

27. Resolution calling an election on proposition of entering into loan agreement and issuing Bonds in an amount not exceeding \$18,000,000 for the purpose of expanding, renovating, and equipping the Ames Public Library

**HEARINGS:**

28. Hearing on proposal to issue Hospital Revenue Bonds in a principal amount not to exceed \$65,000,000 for purpose of financing improvement projects for Mary Greeley Medical Center:
  - a. Resolution authorizing sale and issuance of Hospital Revenue Bonds, setting parameters, and approving First Indenture of Trust, Bond Purchase Agreement, and other documents in connection therewith
29. Hearing on transfer of portion of vacated alley to Iowa Farm House Association in exchange for electric easement:
  - a. Resolution approving transfer of land
30. Hearing on rezoning of property located at 2910 West Street from Neighborhood Commercial (NC) to Residential High Density (RH):
  - a. First passage of ordinance
31. Hearing on 2010/11 Water System Improvements (South Duff Avenue Water Main Replacement):
  - a. Resolution approving final plans and specifications and awarding contract to Great Plains Pipe & Structures of Des Moines, Iowa, in the amount of \$143,559.75

**ORDINANCES:**

32. Second passage of ordinance to allow concrete batch plants through Special Use Permit from Zoning Board of Adjustment
33. Second passage of ordinance allowing public infrastructure as permitted use in Floodway Overlay District
34. Second passage of ordinance amending references to professional engineers

**COUNCIL COMMENTS:**

**HUMAN RESOURCES:**

35. Motion to hold closed session as provided by Section 21.5(c), *Code of Iowa*, to discuss strategy with counsel for matters in litigation

**ADJOURNMENT:**

**\*Please note that this agenda may be changed up to 24 hours before the meeting time as provided by Section 21.4(2), *Code of Iowa*.**

August 29, 2011

Honorable Mayor and City Council  
515 Clark Avenue  
Ames IA, 50010

Dear Mayor Campbell and City Council:

On behalf of Campustown Action Association (CAA), I would like to take this opportunity to thank you for your continued support of the Campustown District as well as the business association and share with you some of the highlights for the summer of 2011 that CAA was able to accomplish with your support.

With a summer position, Campustown was able to cover much ground this summer. We held a very successful community-oriented event in early June that was well attended. The event was so successful and we received such good feedback that planning for Summerfest 2012 is already underway. Furthermore, CAA has an active website and Facebook that we keep up-to-date on all the latest Campustown news as well as posting business of the week information. A newsletter is currently under way; however, we are working with the South Campus Area Neighborhood to research the possibility of having a newsletter together.

Another goal that the City Council charged this position with was actively searching for grants which CAA qualifies for. Currently, three grants have been drafted and there are small details being worked out before each one will be submitted, but they will all be submitted within the next month.

It is also exciting to announce that during the tenure of this position, membership almost doubled. CAA now has 53 paid members. Much time was dedicated to going door-to-door, meeting new business owners, improving electronic communications, and sharing membership recruitment documents with Campustown businesses that had not joined the association.

Most importantly, this position has been able to lay the ground work for the upcoming year. There has been time devoted to creating processes and procedures for new membership and group communications. Other efforts have included hiring on three students as interns for the fall semester, coordinating their responsibilities, planning three clean-up events that will take place in September and October, and the business coordination of a fall music event to be held in late September.

Thank you again for your support of this position and the Campustown district as a whole!

Sincerely,

Chandra Peterson  
Campustown Action Association, Executive Director



## CAA Summer Program: End of the Summer Report

Below are specific projects and tasks that were accomplished through the duration of the program this summer. These accomplishments were all focused around increasing the vitality of the Campustown District and building a strong business association. Each activity was guided by the scope of services requested by the Ames City Council in the "Contract for Strengthening Campustown Organization" Contract.

### General Work:

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- Conducted general membership pushes, going door-to-door and introducing CAA to new businesses or businesses who are not members of CAA. See attached monthly-membership report page 6.
- Wiggio is the group website we use for all our communications. Much time was spent updating the website and the calendar. I also added all our members to Wiggio and cross referenced all our old list serves to make sure we have ways to communicate with all the members of CAA.
- Created a training guide for Executive members who needed to learn how to use Wiggio. See pages 7-8
- Met with Tom from Mainstreet Cultural District. Tom answered general questions that had generated while working for CAA and helped brainstorm solutions to some CAA issues that had arisen since the start of the summer program dealing with membership recruitment, internships, and events. See pages 9-10.
- Developed invitation to Campustown visioning session which focused on what business owners wanted to see for the area and spent an afternoon hand delivering the letter to all of the locations in Campustown. I had a lot of great conversations with business owners who had not attended any CAA meetings and was able to generate a few leads and drop membership information off at a later date. See page 11.
- Developed Survey and agenda for the Campustown visioning session. See page 12.
- Kept an accurate membership roster and contact information sheet. See pages 12-14.
- Worked closely with Chamber representative to have an accurate membership list of dues paying members and to coordinate budget information.
- Started a business of the week for Facebook. See pages 15-18.
- Kept Facebook active. We have doubled the number of people that "Like" us since the beginning of the summer. Something is posted almost every day. See pages 19-22.
- Researched information about the Mainstreet Iowa-Urban Neighborhood District program for the executive committee.
- Created transition binders for all the committees as well as the next Executive Director.
- Grant Research:
  - Researched possible grants for CAA.
  - When I found a grant I thought we might qualify for I put together a "Fact Sheet" for the Executive board to review and share their thoughts on. If the board thought we would have something that fit with the grant I applied for the grant. See pages 23-26.

- 3 grant applications. None have officially been submitted yet but the drafts are attached. ACVB is ready to be sent in. We are waiting on the neighborhood grant because SCAN said they would like to do a newsletter with us. The CTR grant needs quotes for it, but is ready other than that. See pages 27-39.

- Attended a few City council meetings and any other meetings the executive board asked me to attend on behalf of CAA.
- Drafted a membership brochure for CAA-this will be taken over by the incoming intern. Pages 40-41.
- Developed job description for two Fall CAA Interns and interviewed eligible candidates. Pages 42-45.
- Started drafting a CAA Newsletter-this will be taken over the incoming design intern and will most likely change due to a partnership with SCAN. See pages 46-49.
- Created the CAA welcome letter. See page 50.
- Developed a standard operation procedure for new member documentation and greeting. See page 51.

#### Promotions/Events Committee:

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- Co-planned and coordinated the first annual Summerfest 2011:
  - Researched marketing opportunities for Summerfest 2011 and developed a list of ways to market Summerfest.
  - Spoke on Mel in the Morning.
  - Posted flyers all over Ames (Campustown, Main Street, West Ames, Duff, etc). Also handed out flyers at ArtWalk and Ames on HalfShell.
  - Developed the invitation to businesses to participate in Summerfest with a list of possible activities they could do.
  - Developed Letter informing business and property owners of the street and parking closings for Summerfest. See page 52.
  - Distributed registration forms for Bags Tournament and Child Care all over Ames
  - Coordinated all the business involvement and recruited businesses to participate. See pages 53-55.
  - Painted the boards for the Bags tournament.
  - The day off I was at Summerfest all day. Set Up, helping throughout the event, taking pictures of the day, and tear down.
  - Personal Thank you's to all those individuals who helped and donated stuff.
  - Coordinated specials businesses were offering to announce throughout the day.
  - Developed a timeline for next year's committee's reference. See pages 56-58.
  - Developed a complete documentation for next year's summerfest. A "How to" run Summerfest, complete with suggestions from this year's committee for future groups. See pages 59-67.
  - Other Summerfest materials that I did not personally create; however, helped proof and put text together for include the map and schedule, the flyer, and the business posters. See pages 68-71.
  - Created a survey for businesses to take about their Summerfest experience.

- Bi-weekly: Attended committee meetings.
- Drafted invitation to participate in the Maximum Ames Music Festival for all business members. See pages 72-73.
- Coordinated the development of the "Passport to Campustown" participation.
- Coordinated volunteers for CAA's participation in three events to hand out the Campustown passport and give tours to incoming freshmen. See pages 74-75.
- Developed budget for Summerfest 2012. See ACVB Grant.
- Membership push. Created a letter that was attached to a picture collage that was distributed to about 20 non-member businesses encouraging them to join CAA in order to receive benefits such as Summerfest. See pages 76-77.

#### Branding Committee:

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- Researched other business association websites for the Branding Committee to help them decide the design elements that they wanted to incorporate into the CAA website.
- Developed the text for the CAA website which included welcoming text for the different "tabs" as well as a welcome message for the home page. See pages 78-79.
- Monthly: Attended Committee meetings.
- Put together a branding survey from questions the City used in their branding process. See pages 80-85.

#### Cleanliness Committee:

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- Monthly: Attended committee meetings.
- Coordinated three clean-up events for the fall (all of the details are still in the works).
- Drafted letter to the City about possible cooperative efforts for cleanliness issues.

# Appendix

## Monthly Report of New Memberships

### **May (Second Half)**

1. Lynn Lloyd-Champlin Properties
2. Phillip Tedja-Individual
3. Birthright-Non Profit
4. First National Bank-Corporate Member
5. Golden Wok-Business Member
6. Memorial Union-Business Member
7. Café Beaudelaire- Business Member
8. Campustown Liquor- Business Member
9. Arcadia Café- Business Member
10. Pizza Pit- Business Member
11. Welch Ave- Business Member
12. Iowa Beverage Systems- Corporate Member
13. Copyworks – Corporate Member

### **June**

1. Campustown PPM- Business Member
2. Leedz Salon- Business Member
3. Pyro Grilled Sandwiches- Business Member
4. Real Estate Service Group- Corporate Member
5. Kum and Go – Corporate Member
6. Asylum-Will be Corporate in July
7. Mayhem Comics-Business Member

### **July**

NA

### **August (First Half)**

1. Random Goods-Business Member

## Wiggio "Cheat" sheet

Below are instructions on how to send an email to any of the particular groups you may need to send an email to. Please find the group you are sending the email to and follow the directions in order to send the email.

**\*Note: If you want to attach a document you should create the link for it before you start the actual email. Please go to the end of this document to learn how to attach a document.**

### Entire Membership (Includes anyone who is part of the group)

1. Log into your Wiggio Account.
2. On the main page with the News Feed there are 7 icons at the top. Click on the one that says **"Message."** A drop down menu comes up, click on the one that says **"Email."**
3. Enter the subject and body, just like you were sending an email from your own account, in the pop-up box that comes up.
4. In the **"Participants"** field click on the drop down and choose **"Campustown Action Association."** When you do this on the left hand side of the screen check marks will appear in boxes beside everyone's names.
5. You are now ready to send your email!

### Paid Membership Only (Includes individuals who have paid membership dues only)

1. Log into your Wiggio Account.
2. On the main page with the News Feed there are 7 icons at the top. Click on the one that says **"Message."** A drop down menu comes up, click on the one that says **"Email."**
3. Enter the subject and body, just like you were sending an email from your own account, in the pop-up box that comes up.
4. In the **"Participants"** field click on the drop down and choose **"Campustown Action Association."** When you do this on the left hand side of the screen check marks will appear in boxes beside everyone's names. (Note: This is not in the pop-up menu).
5. On the left hand side un-select the **"Select all"** button. And right about the **"select all"** button should be a **"Show Subgroups"** written in green. Click on this.
6. One of the Subgroups that come up is **"CAA Membership."** This is the subgroup of the paid membership. Click on **"CAA Membership."**
7. **Send your message!**

### Subgroup Only (Three: Cleanliness, Branding, Promotions/Event)

1. Log into your Wiggio Account.
2. On the main page with the News Feed there are 7 icons at the top. Click on the one that says **"Message."** A drop down menu comes up, click on the one that says **"Email."**

3. Enter the subject and body, just like you were sending an email from your own account, in the pop-up box that comes up.
4. In the **"Participants"** field click on the drop down and choose **"Campustown Action Association."** When you do this on the left hand side of the screen check marks will appear in boxes beside everyone's names. (Note: This is not in the pop-up menu).
5. On the left hand side un-select the **"Select all"** button. And right about the **"select all"** button should be a **"Show Subgroups"** written in green. Click on this.
6. All of the subgroups should appear. **Click on your subgroup.**
7. **Send your message!**

If you would like to send an attachment to any type of Email:

Below are the instructions to have an "attachment" to an email sent from Wiggio.

1. Log into your Wiggio Account.
2. On the main page with the News Feed there are 7 icons at the top. Click on the one that says **"File."** A drop down menu comes up, click on the one that says **"Upload File."**
3. Click **"Add File"** in the pop-up window that comes up.
4. Choose **"Do NOT send any notification,"** unless you want all of CAA to get an email saying the document was uploaded.
5. Click on **"Upload"** at the bottom.
6. Now, on the right side of the screen there is a heading named **"Applications,"** and below it is Calendar and Folder. Click on **"Folder."**
7. On the new page find the document you just uploaded and click on the box next to the new document. At the top the words **"Move Items"** will turn green. When you click on that it will become a drop down menu and you can choose any folder that you would like. So if you are uploading something for the Cleanliness Committee you can chose the **"Cleanliness Folder."**
8. Once you have moved your item into the appropriate folder, click on that folder and find your document. When you find your document, on the right hand side of the title in green there will be the word **"link."** Click on that.
9. A pop-window will come up with the link for your document. Copy that link and insert it into your email. ☺
10. I would also encourage you to put the following text in by the link:
  - a. "When you put the link in your web browser, a pop-up window may come up and ask you if you want to (1) open the file with Internet Explorer or (2) save the file. Choose **"Save the File"** and open it from the download window that comes up."



## Meeting Notes from Tom, Events Coordinator of MSCD

- Tom is the full time Events Coordinator and Farmer's Market Coordinator
- Suggestion: Retail Event
  - They have an Easter Egg Scavenger Hunt→ Each business donate like \$10.00
  - This kind of event is like a "thanks" to the membership
  - Art Walk—gets people into the businesses
  - Chocolate walk
  - Soup walk
  - Etc.
- MAMF—make sure there are not too many acts on the sidewalks so they drown each other.
- Mainstreet Program-Angela would have more details on this, but Tom stated:
  - More grant opportunities
  - Façade improvements
    - They provide design people who will come in for free and help businesses redo their buildings
  - Library of information
  - Conference
  - Training-fundraiser symposium
- Marketing
  - Press releases
  - Ads in papers sometimes
  - Posters in businesses, especially coffee shops
  - Newsletter advertising
- Newsletter advice/tips
  - Investors get free add space
  - New events can be advertised
  - How many pages?
    - 10 pages
  - Every month
  - Business
  - Email newsletter
  - Recruit volunteers
  - Calendar of events
  - Specials from businesses-have a deadline for them to get it to you
- General membership meetings
  - Give businesses an opportunity to do a shameless plug
  - They only have 15-18 people at each meeting
- Socials—they do them quarterly or special occasions
  - Pot luck style
- Window stickers for all CAA members
- Letter to those who join

- Interns!
  - They have 2
    - Event planner
    - Design/marketing intern
- Cleanliness
  - Recruit groups to volunteer
  - Design committee for MSCD might have consistent volunteers, Tom wasn't for sure.  
Who clean up.
  - We could budget for our own cleanliness person
    - Maybe a student job who goes out 2-3 times a week and cleans.
    - Min. wage

June 30, 2011

Dear Campustown Business or Property Owner:

Campustown Action Association (CAA) would like to invite you to a meeting of all the business and property owners in Campustown. There is still much excitement about the possibility of redevelopment among all of the Campustown stakeholders and CAA would like to start discussions regarding the different opportunities that may be present. CAA is seeking input from all of the business and property owners in Campustown in order to create a collective vision for the area.

In order to hear from as many individuals as possible, we are hosting a meeting on **Monday, July 25, 2011 at 5:00 PM**, which will be held in the Legends Skybox. During this time, we will discuss possible avenues and partnerships for creating a Campustown vision, review past position statements for current relevancy, and we will provide an opportunity for individual business and property owners to share their thoughts about Campustown redevelopment.

We truly hope you are able to attend this meeting; however we realized that this time of year is very busy for everyone. If you are unable to attend, please fill out the enclosed survey and return to Ames Chamber of Commerce, Attn: Sarah Buss, 1601 Golden Aspen Drive, Suite 110 Ames, Iowa 50010. Your input is greatly appreciated and we would like to hear from as many business and property owners as possible. Furthermore, if you would like to speak to the CAA board members in person but are unable to attend the meeting, please email Chandra Peterson at [chandrapeterson27@gmail.com](mailto:chandrapeterson27@gmail.com) and she will provide you with the appropriate contact information for the entire advisory board.

We look forward to seeing you on July 25<sup>th</sup> and please feel free to contact us in advance if you have any question or concerns.

Sincerely,

John A. Haila, President  
Campustown Action Association

### Business/Property Owner Survey-Meeting Survey

1. Name:

2. Business:

3. Do you agree with the approach that CAA is proposing in order to generate discussion around Campustown Development? If no, why not?

4. If you are a business or property owner, would you be willing to be part of the redevelopment efforts and invest in your property to make improvements?

5. Are there any additional comments or ideas you would like to share with the CAA Advisory Board?

<b>BUSINESS NAME</b>	<b>CONTACT</b>	<b>EMAIL</b>
Paddy's Irish Pub	Kyle Ishmael	ishmael_1985@hotmail.com
C, - Roost	Melvin Evans	mevansjr34@gmail.com
Sips	Derek Alba	sips333@gmail.com
A&R Marketing & Dogtown Univ	Anne Taylor	anne@dogtownu.com
Outlaws	Dane Campidilla	dcampidilli@gmail.com
Ames News Online	Lauris Olson	laurisolson@amesnewsonline.com
ACVB	Allyson Walter	allysonw@amescvb.com
Ink World	Ruth Miller	ruth@inkworldames.com
Haynes Keaton LLC	Dorris Haynes	
The Inner Circle of Iowa	John Engelman	jengelman@theinnercircle.com
Alpha Copies (11/11/10)	John Crawford	contact@alphacopies.com
Fighting Burrito (11/11/10)	Matthew Goodman	matthew@eatfightingburrito.com
Legends (11/11/10)	Michael Roberts	mike.r@legendsamericangrill.com
Haila Architecture	John Haila	jhaila@haila-asp.com
Smiles & Gyros	Mara Spooner	mara.spooner@gmail.com
Battles BBQ	Chad Watkins	chad chdwtks24@gmail.com
American National Insurance	Roman Lynch	roman.lynch@american-national.com
Mayheim Comics & Games	Robert Josephson	shop@mayhem.com
University Barbers	Mark Schroeden	dacutter4@hotmail.com
Thielen Student Health Center	Ashley Hunter	ambunter@iastate.edu
Stacy Dreyer	Personal	stacy.dreyer@fnbames.com
Real Estate Service Group	Isaac Tessmer	isaac@resgi.com
Income Equation	Robert Hidajat	hidajat@msn.com
Pita Pit	Kaia Kriener	kaiakrien@gmail.com
Individual	Chandra Peterson	chandrap@iastate.edu
Prevention Services/Thielen Student Healthy Center	Reonda Washington	reondaw@iastate.edu
City of Ames Neighborhood Leason	Beth Kloth	bkloth@city.ames.ia.us
City of Ames	Jeff Benson	jbenson@city.ames.ia.us
Singer Station	Daniel Brown	the.singerstation@gmail.com
Champlin Properties	Tim Gleason	isutailg8@yahoo.com
American National Insurance	Rick Reger	rick.reger@american-national.com
Patricia	Mickey's building Owner	nemesisnxt@mac.com
Joy's Mongolian Grill	Joy	

Café Baueadelaire	Claudio	claudio@cafebeaudelaire.com
Lynn Lloyd-Champlin Properties	Lynn Lloyd	lkadini15@msn.com
Phillip Tedja	Phillip Tedja	
Birbright	Kathy or Chris	birthrightames@hotmail.com
Golden Wok	Ivan	jing kang85@hotmail.com
Memorial Union	Scott Southward	ssouth@iastate.edu
Café Beaudelaire	Claudio	cafebeau@gmail.com
Campustown Liquor		
Arcadia Café	Liz Naylor	liz@arcadiainames.com
	Ryan	
Pizza Pit	Tom Northrup	ppames@aol.com
Welch Ave	Tom Northrup	ppames@aol.com
Campustown Property Mgmt	Mark Zikra	mark mark@isucampustown.com
Leedz Salon	Doug Ziminski	doug.leedz@gmail.com
Kum and Go	Marc Peter	jennmarc@aol.com
First National Bank	Lisa K.	lisa.keigley@fnbames.com
First National Bank	and Stephen	stephen.kester@fnbames.com
Iowa Beverage Systems- (\$125plus donated for summerfest)	???	
Copyworks	Jon Gulick	jgulick@copyworks.com
Club 20/20	Adolfo	aninaquispe47@gmail.com
Stomping Grounds	Jon	jon@stompcafe.com
Stomping Grounds	Amy	mercurywriter@gmail.com
Davis Spirits	Scott Davis	clubelement@aol.com
Lasting Impressions	Jason Crimmis	litattooames@yahoo.com
Pyro Sandwiches	Mark Motsch	markandies@gmail.com
mayhem comics	Rob and Dave	dave4isu@gmail.com
mayhem comics	Rob and Dave	davec@mayhemcomics.com
Lee's Cellular	Lee	wirelessguy246@gmail.com
Random Goods	Tim Gleason	isutailg8@yahoo.com
Random Goods	Cheryl Gleason	rgconsign@gmail.com

## Business of the Week

**July 11<sup>th</sup>-15<sup>th</sup>:**

Arcadia

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What kind of business are you in?

We are a cafe that serves fresh roasted coffee and desserts

What is your business's goal/mission? Or why did you start this business?

We started Arcadia so that we had a great place to hang out with great coffee and great pastry.

Since we do everything in house we were able to customize our products which gives us a great amount of menu flexibility.

What is your favorite part of being located in Campustown?

We love the variety of people that come through our door everyday. We have students, professors, families, and visitors. Arcadia is a place that is easily accessible to everyone and everyone is welcome! Also, most of the business people in Campustown are friendly and will offer advice to us newcomers.

What is one thing everyone should know about Arcadia?

Ryan and I are particular about the coffee we drink and the pastry we eat. Every facet of Arcadia was thought through and tested before we opened the doors. We would never serve a product we were not 100% proud of. We also do more than coffee and pastry--we have a breakfast baguette (all day) and an Arcadia Dog (hot dog in a baguette) in the afternoon.

**July 18<sup>th</sup>-22<sup>nd</sup>:**

Legends Bar and Grill

---

GET TO KNOW:

LEGENDS AMERICAN GRILL

In 1995, Mark Rogers, the founder and owner of Legends American Grill, opened up his first restaurant in West Des Moines, IA. Rogers was also the owner of a successful video chain in Des Moines called Five Star Video. In 1996, Rogers sold his video chain to concentrate on expanding his restaurant business. After five years of perfecting the menu and continuous improvement in operations, Legends was ready to expand. In the year 2000, he opened up his second Legends in Pleasant Hill, IA. In 2003, he opened up his third Legends in Johnston, IA and also started planning a joint venture with his brother to open up another restaurant concept. Fire Creek Grill opened in 2004 to rave reviews with beautiful fireplaces and an outstanding

menu with fresh seafood, steaks, and pastas. Rogers also sold his first franchise in 2004 to open a Legends in Ames, IA. Now Legends American Grill has a firm market share and is looking for additional expansion with only the sky as the limit.

Fun Fact: Ames was the first franchised Legends Concept.

Recently Taken back over by Mark Rogers

Answer to your questions.

1. Family Restaurant, sports themed
2. Our goal is to serve the best food in a relaxing/fun atmosphere
3. Favorite part of being in Campustown. The view
4. One thing everyone should know is: That we were voted best wings by Story County in 2010 or that we have 22 tv's and 2 party rooms
5. Any Regular Specials: We have daily drink and food specials. We will have Wing Night on Thursday's and \$3.99 Burger Baskets and Facebook Friday in which we offer a special deal to our facebook friends
6. Become our friend on facebook to receive extra special discounts

**July 25<sup>th</sup> – 29<sup>th</sup>:**

Matthew Goodman-Fighting Burrito

---

What kind of business are you in?

Restaurant-Custom made burritos.

What is your business's goal/mission? Or why did you start this business?

Our mission is to provide the community with a quick and healthy alternative to fast food that is locally owned and community focused.

What is your favorite part of being located in Campustown?

The energy in campustown is unmatched as is the diversity of business ownership and food offerings.



What is one thing everyone should know about your business?

We make all our meats and salsa in store from base ingredients adding nothing but spices and hard work.

Any regular specials that patrons of Campustown should know about?

Kid's eat free on Mondays during the Summer.

Anything else you would like to add that may be specific to your business or not covered above.

We deliver all over town and we cater as well.

### **August 1<sup>st</sup> – 5<sup>th</sup>:**

Anne Taylor-Dogtown University

---

What kind of business are you? Custom Screen printing and Embroidery, as well as an Iowa State retail shop

What is your business's goal/mission? Or why did you start this business? Tee shirts make the world go 'round. Whatever the event, cause, sport, we like to help market it and make it a success. We are both ISU graduates and are proud to be Iowa Staters.

What is your favorite part of being located in Campustown? The diversity of culture, businesses and approaches to doing business.

What is one thing everyone should know about your business? We can do ANYTHING and if we can't, we can tell you who CAN.

Any regular specials that patrons of Campustown should know about? We post all specials on Facebook and Twitter. They should follow us on Twitter and "Like" us on Facebook.

Anything else you would like to add that may be specific to your business or not covered. We have been in Campustown for 15 years and have enjoyed every minute of it.

### **August 8<sup>th</sup>-12<sup>th</sup>**

Battles is in the restaraunt business.

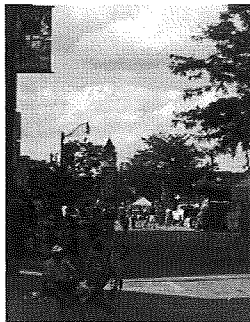
---

We re-opened battles to fulfill a legacy for George Battle of serving the best barbeque in town.

The best thing about being in a campustown is seeing a diverse group of people coming in and out of our doors everyday.

Something everyone should know about us is we make everything ourselves and we promise to serve quality food at the fastest pace possible.

No regular specials but we have some new items. We've added macaroni salad and barbeque wings. We also a smoked salmon (spring) catfish (summer) and talapia (fall)



## Wall

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Photos

Discussions

EDIT

## About

Edit

Campustown Action Association  
(CAA)

100

like this

## Likes

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Mayhem Comics  
and Games



City of Ames



Dogtown  
University



Haila  
Architecture | St...



The Fighting  
Burrito

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Subscribe via SMS

Subscribe via RSS

Unlike

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Search

Home Profile Account

# Campustown Action Association

Community Organization · Ames, Iowa · Edit Info

Edit Page

Admins (4)

See All



Use Facebook as Campustown Action Association

Notifications

Promote with an Ad

View Insights

Invite Friends

## You and Campustown Action Association



13 friends like this.

Random Goods Resale and Costume Shop,  
The Fighting Burrito, Dogtown University

## Quick Tips

Get more people to like your Page with Facebook Ads today!

## Sample Ad: Campustown Action...

The text of your ad will go here.



Like · Chandra Leigh Peterson likes this.

## Advertise Page

## Sponsored

Create an Ad

Speech Pathologist  
careerbuilder.com



\$10,000 Bonus for  
Speech Language  
Pathologist! Come join our  
team today.



## Tassel Ridge Winery



Click on the link to "like us"  
on Facebook. Follow the  
website below to sign up  
for our e-newsletter  
tasselridge.com/join

Like · 1,702 people like this.

## Good News for Bus Grads!



Business grads are going  
back to school with grants  
to get their MBA, you may  
qualify! We'll match you  
to the best school for  
you.

## Once Upon a Time



Think you know the story  
of Snow White? Think  
again.

Like · 60,454 people like this.

## Wall

Campustown Action Associa... · Everyone (Most Recent)

Share: Status Photo Link Video Question

Write something...



### Campustown Action Association

Don't forget to be using all your passport coupons handed out at Welcomefest and Welcome Back Students Event, hosted by the City of Ames, before they expire! And a big thank you to the Mayor and Council for letting us be a part of their great event!

244 Impressions · 0.41% Feedback

Like · Comment · Monday at 12:55pm

Merry Lynn Rankin likes this.

Write a comment...



### Campustown Action Association

We will be at Welcomefest in the MU today! Students be sure to stop by our booth to sign up to win GREAT prizes from Campustown businesses! Also, be sure to ask to get a copy of the Passport to Campustown so you can be put in a drawing to win \$500.00 worth of gift cards to Campustown businesses and to get a bunch of Campustown Coupons!

**Student Activities Center- Iowa State University - WelcomeFest**  
www.sac.iastate.edu  
Coming Soon

293 Impressions · 0% Feedback

Like · Comment · Reshare · August 24 at 2:36pm



### Campustown Action Association

Welcome back ISU Students! It is great to see so many students walking through Campustown! Don't forget to stop by Dogtown University to check out new ISU apparel or Leedz Salon to get your back-to-school hair or First National Bank to open a new checking account or The Fighting Burrito for a delicious dinner or Arcadia Cafe for some freshly brewed coffee and a scone or one of the other amazing local businesses in the area! Have a great first day of class!

382 Impressions · 0% Feedback

Like · Comment · August 22 at 2:28pm



### Campustown Action Association

Congrats CAA Business Member, Mayhem Comics, for hosting the Archie Comics Literacy Tour! Everyone should go check this out next Saturday!



### ARCHIE TOUR 2011 Stops at MAYHEM, AMES!!!

Saturday, August 27th from 1-4PM....the Archie Comics Literacy Tour stops by Mayhem Ames!!! Archie Comics is taking a road trip across America! The Archie Comics Literacy Tour is a celebration of Archie's storied 70 year history and a mission to promote literacy and learning through comic books. Starting at...  
By: Mayhem Comics and Games

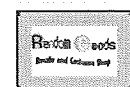
284 Impressions · 0% Feedback

Like · Comment · Reshare · August 19 at 4:52pm



### Campustown Action Association

Need something for your dorm or new apartment? Instead of buying new check out the new Consignment shop opening August 19th at 11:00AM. They have some fantastic stuff! They are located at the old Varsity Theater!



### Random Goods Resale and Costume Shop

We offer items such as modern clothes, vintage clothes, purses, accessories, shoes, costumes, furniture, housewares, books, movies, and much more! If you are cleaning out your house or looking for some extra money, please consider bringing us your usable...

See More

Page: 30 people like this.

296 Impressions · 0% Feedback

Like · Comment · Reshare · August 18 at 9:15pm



#### Campustown Action Association

CAA is giving tours of the Campustown area on Sunday August 21st. Below are the times that the tours will be leaving west doors of Knapp Storms Commons

1:00  
1:30  
2:00  
2:30  
3:00

Looking for something to do and wanting to learn about the businesses and services in the area, check it out! Its FREE!

304 Impressions · 0.66% Feedback

Like · Comment · August 17 at 6:40pm

2 people like this.

Write a comment...



#### Campustown Action Association

New menu items YOU should check out at our Business of the Week: Battle's!

Macaroni Salad and BBQ Wings--YUM

Don't forget to try their smoked salmon in the spring, their catfish in the summer and there talapia n the fall!

342 Impressions · 0% Feedback

Like · Comment · August 16 at 11:35am



#### Campustown Action Association

Battle's BBQ is this week's Business of the Week! Battle's re-opened to fulfill a legacy for George Battle of serving the best BBQ in town. Battle's makes everything themselves and they promise to serve quality food at the fastest pace possible. Check them out at 218 Welch Ave. P.S. They have AMAZING lemonade!

342 Impressions · 0.29% Feedback

Like · Comment · August 15 at 4:31pm

Mara Spooner likes this.

Write a comment...



#### Campustown Action Association

Check out Dogtown University today for their FREE T-SHIRT FRIDAY!!!! Come in today and get a free tee when you purchase two or more sale items. 50% and more off sale items!

344 Impressions · 0% Feedback

Like · Comment · August 12 at 1:30pm



#### Campustown Action Association

CAA is getting excited for students to return! Check out our booth at Welcomfest on August 24th at the Great Hall in the Memorial Union and sign up for a chance to win some awesome prizes!

417 Impressions · 0% Feedback

Like · Comment · August 11 at 11:23am



#### Campustown Action Association

Business of the Week: Did you know that The Fighting Burrito delivers all over town and that they cater as well?! Or that your kids can eat free on Mondays this summer? Check them out by dropping by their location or call and have your dinner delivered!



The Fighting Burrito | To each their own. | Ames,  
Iowa | 515.292.2222  
www.eatfightingburrito.com

WE BELIEVE IN FRESH. Honest ingredients come from nature, not a syringe or a science lab. The less messed with, the better. You shouldn't be afraid of your food.

241 Impressions · 0.41% Feedback

Like · Comment · Reshare · August 10 at 10:32am

Anastasia Bodnar likes this.

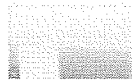
Write a comment...



#### Campustown Action Association

Business of the week: The Fighting Burrito's mission is to provide the community with a quick and healthy alternative to fast food that is locally owned and community focused.

They make all their meats and salsa in store from base ingredients adding nothing but spices and hard work.



**The Fighting Burrito | To each their own. | Ames, Iowa | 515.292.2222**  
[www.eatfightingburrito.com](http://www.eatfightingburrito.com)

WE BELIEVE IN FRESH. Honest ingredients come from nature, not a syringe or a science lab. The less messed with, the better. You shouldn't be afraid of your food.

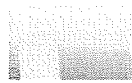
254 Impressions · 0% Feedback

Like · Comment · Reshare · August 9 at 12:13pm



**Campustown Action Association**

When you ask the owner of this week's business of the week, Matthew Goodman, what his favorite part of being located in Campustown is he will undoubtedly reply with the diversity of businesses and food offerings! The Fighting Burrito is a restaurant that specializes in custom-made burritos. Check them out at 117 Welch Ave!



**The Fighting Burrito | To each their own. | Ames, Iowa | 515.292.2222**  
[www.eatfightingburrito.com](http://www.eatfightingburrito.com)

WE BELIEVE IN FRESH. Honest ingredients come from nature, not a syringe or a science lab. The less messed with, the better. You shouldn't be afraid of your food.

329 Impressions · 0% Feedback

Like · Comment · Reshare · August 8 at 11:19am



**Campustown Action Association**

CAA is seeking 2 hard-working, energetic interns for the fall semester! If you know anyone who would be interested or are interested yourself, please email Chandra Peterson at [chandrapeterson27@gmail.com](mailto:chandrapeterson27@gmail.com)

272 Impressions · 0.37% Feedback

Like · Comment · August 5 at 12:50pm

Kaye Strohbehn likes this.

Write a comment...



**Campustown Action Association**

Did you know that the Business of the week for this week, Dogtown University, has been in Campustown for 15 years! Follow them on on Twitter and "Like" them on Facebook to get news of all their specials!



**Dogtown University**

Local Business  
Page: 587 people like this.

359 Impressions · 0.28% Feedback

Like · Comment · Reshare · August 3 at 11:30am



Jessica Riedl did they have a name change??  
August 3 at 3:17pm · Like

Write a comment...



**Campustown Action Association**

Business of the Week: Dogtown University. Did you know that Dogtown's favorite part of being located in Campustown is the diversity of culture, businesses and approaches to doing business AND that they can do ANYTHING and if they can't, they will tell you who CAN. Check them out at 217 Welch Ave!



**Dogtown University || Iowa State Cyclone Apparel**  
[www.dogtownu.com](http://www.dogtownu.com)

#

223 Impressions · 0% Feedback

Like · Comment · Reshare · August 2 at 9:10am



**Campustown Action Association**

Business of the Week: Dogtown University! Dogtown does custom Screen printing and Embroidery and is an Iowa State retail shop. Tee shirts make the world go 'round. Whatever the event, cause, sport, Dogtown likes to help market it and make it a success. Both owners are ISU graduates and are proud to be Iowa Staters!



**Dogtown University**

Local Business  
Page: 587 people like this.

230 Impressions · 0% Feedback

Like · Comment · Reshare · August 1 at 3:50pm



**Ntin Gadia**

so i hear there some non-CAA meeting going on in the next few days that was called inviting campustown businesses. Details??

Like · Comment · July 29 at 12:01pm



**Campustown Action Association**

New Consignment shop-Random Goods- to open soon. They will be located in the old Varsity Theater. Bring your gently used items to consign to their location Tuesday, Wednesday or Thursday evenings fro 5:30PM-8:30PM or Saturdays from 1:00 PM - 4:00 PM.

255 Impressions · 0% Feedback

Like · Comment · July 28 at 9:58am



**Campustown Action Association**

Did you know that our Business of the week-Legends American Grill- was voted best wings by Story County in 2010 or that they have 22 tv's and 2 party rooms? Planning a party-check them out!



**Legends American Grill**

Legends American Grill is a local chain of sports themed, casual dining restaurants serving central Iowa since 1995. You can find Legends in West Des Moines, Pleasant Hill, Johnston, Ames, Marshalltown and in the Court Avenue Entertainment District in downtown Des Moines. With daily specials, a great happy hour, and more TVs than anyone in town, Legends is your best option for lunch or dinner in Central Iowa.

Page: 411 people like this.

308 Impressions · 0.65% Feedback

Like · Comment · Reshare · July 26 at 8:53am

2 people like this.

Write a comment...

Older Posts

## Ames Convention and Visitor's Bureau

### Grant Information:

---

#### General Information:

- As the Bureau works to generate overnight visitors to the Ames Community, the grant program is available to provide funding to assist cultural, educational, arts, environmental, athletic and other local organizations to develop projects, special events and activities that have the potential to attract visitors to the Ames area or to enhance a visitor's experience while improving the quality of life for area residents.

#### Who can apply?

- Public or private organizations with the demonstrated ability to complete proposed project(s). Eligibility of sponsors and projects is designed to encourage wide participation and innovative proposals.

Website: [http://www.visitames.com/members/grant\\_program.aspx](http://www.visitames.com/members/grant_program.aspx)

Amount: Up to 50% of the total expenses.

#### Requirements:

- Criteria:
  - Diversity and uniqueness of the event, program or project
  - Ability to create a positive perception of Ames to visitors and community members
  - Demonstrated enthusiasm and commitment for the success of the project
  - Time of year during which the project takes place
  - Appeal of the project to a broad-based audience
  - Public access to the project
  - Potential for economic impact
- Requirements:
  - Project is open to the public
  - Potential Grant recipients are required to complete a Grant Application.
  - Grant monies should not exceed more than 50% of eligible project costs.
  - Projects should contain the Bureau logo complete with telephone number and Web site address along with "Supported by the Ames Community Grant Program" when possible.
  - Grant recipients are required to become a member of the Bureau.
  - Grant awards are intended to be set up on a reimbursement basis. However, applicants may request up to 50% of the total award in advance of the project.
  - A Final Report Form must be completed within two months after the completion of the project.
  - A copy of original receipts is required.

- Examples of projects eligible for funding consideration include:
  - Attraction/Event advertising, marketing or promotion
  - Printing and design expenses
  - Web site design and development
  - Travel Shows – include booth space and registration fees
  - Enhancements designed to grow current events or activities
  - Travel expenses related to development or marketing opportunities
  - Hospitality services provided to events
  - Rental of equipment needed for event operations
- Projects not eligible for funding include:
  - Operating expenditures
  - Permanent infrastructure
  - Capital building projects
  - Professional services including, legal, medical, engineering, accounting or auditing
  - General fundraising or donations
  - Salaries, wages or administrative fees
  - Debt retirement or associated fees
  - Anything contrary to federal, state or local law or ordinance
  - Private events
- **DEFINITIONS**
  - **Event:** Activity with potential to attract visitors to the Ames area
  - **Project:** A specific item within the event budget for which the Ames Community Grant is requested
    - (see Fundable items under Criteria)

Due Date: October 15, 2010



## Central Iowa Tourism Grants

### Grant Information:

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#### General Information:

### Advertising Grant Program

#### Eligible Projects:

- \* Eligible projects include advertising placed in newspaper, magazine, radio, television, and web advertisements.
- \* The co-op advertising programs sponsored by the Iowa Tourism Office are not eligible for funding through this grant program.
- \* Projects must be completed and paid for between July 1, 2011 and June 1, 2012. Note: Advertising to be placed in the summer of 2012 may be designed and pre-paid by June 1, 2012 in order to qualify for the grant program. Advertising which occurred and was paid for between July 1, 2011 and the grant application process also qualifies as long as the logo, tagline, or region web site was included in the advertisement.

#### Eligible Expenses, Maximum Grant Amount & Local Match Requirements:

- \* The only expenses eligible for the grant are advertising design and placement costs.
- \* Quoted estimates must be included with the application materials.
- \* Grants are set up on a reimbursement basis and are payable upon completion of the project.
- \* Grants are limited to no more than 50% of eligible project costs or \$1,000 (whichever is lowest).
- \* The grant must be matched with local funds or other funding sources, but cannot be matched with other state grant funds.
- \* A cash match is required for the local match. In-kind contributions or "soft-match" are not allowed. Staff costs cannot be used as part of the local match.
- \* Signed letter(s) of intent from each funding source specifying the dollar amount committed to the project must be submitted with this application.

### Heritage Tourism Grant Program

#### Eligible Projects & Expenses, Maximum Grant Amount & Local Match Requirements:

- \* Eligible projects include acquisition, restoration, on-site signage (billboards are not eligible projects), labeling, or activities that make heritage tourism sites come alive such as demonstrations, step-on guide services, etc. Your project must relate to or impact tourism.
- \* Eligible expenses include direct costs associated with the above projects.
- \* Quoted estimates must be included with the application materials.
- \* Projects must be completed and paid for between July 1, 2011 and June 1, 2012.
- \* Grants are set up on a reimbursement basis and are payable upon completion of the project.
- \* Grants are limited to no more than 50% of eligible project costs or \$1,000 (whichever is lowest).
- \* The grant must be matched with local funds or other funding sources, but cannot be matched with other state grant funds.
- \* A cash match is required for the local match. In-kind contributions or "soft-match" are not allowed. Staff costs cannot be used as part of the local match.
- \* Signed letter(s) of intent from each funding source specifying the dollar amount committed to the project must be submitted with this application.

\* Signed letter(s) of intent from each funding source specifying the dollar amount committed to the project must be submitted with this application.

## **Promotion - Print Grant Program**

### **Eligible Projects:**

- \* Eligible projects include design and production costs for printed promotional brochures.
- \* Distribution costs (postage to mail your brochure, the fee to ship to the Iowa Welcome Centers, etc.) are not eligible for grant funding.
- \* Projects must be completed and paid for between July 1, 2011 and June 1, 2012.

### **Eligible Expenses, Maximum Grant Amount & Local Match Requirements:**

- \* The only expenses eligible for the grant are design and printing costs for your brochure.
- \* Quoted estimates must be included with the application materials.
- \* Grants are set up on a reimbursement basis and are payable upon completion of the project.
- \* Grants are limited to no more than 50% of eligible project costs or \$1,000 (whichever is lowest).
- \* The grant must be matched with local funds or other funding sources, but cannot be matched with other state grant funds.
- \* A cash match is required for the local match. In-kind contributions or "soft-match" are not allowed. Staff costs cannot be used as part of the local match.
- \* Signed letter(s) of intent from each funding source specifying the dollar amount committed to the project must be submitted with this application.

**Website:** <http://www.iowatourism.com/members/grant-applications/index.php>

**Amount:** 50% of total costs or \$1000. (Whichever is lower).

**Requirements:** \*Must be a member! (\$150.00)

- \* Registered non-profit organizations from a CTR county in good standing.
- \* County governmental organizations from a CTR county in good standing.
- \* CTR Business/Organization members in good standing (for-profit organizations must be a CTR Business member in good standing to be eligible for the grant programs).

### **Due Date:**

\* Applications and all supporting materials must be received in the CTR office by 12 noon on October 7, 2011. Note this is a received in the office date, **not a postmark date.**

\* Funding for the CITR grant programs is dependent upon an annual allocation from the Iowa Legislature and provided through a contract between the Iowa Tourism Office, IDED and CITR.

# Central Iowa Tourism Region Promotion - Other Grant Program *Web Sites, Interactive Marketing Displays & Tradeshow* 2011-2012 Application

Application Deadline:  
Received in CITR office by Noon on October 7, 2011

## Applicant Information

Organization/Business Name: Campustown Action Association  
Contact Person: Chandra Peterson  
Mailing Address: 1216 Walton Drive #102  
City, State, Zip: Ames, IA 50014  
Daytime Phone Number (include area code): 515-450-3141  
Fax (if available): NA E-mail: chandrapeterson27@gmail.com  
County Name(s): Story County  
Total Project Cost: \_\_\_\_\_  
Amount requesting from this grant program: \_\_\_\_\_  
What will your project promote: The Campustown District

Applicant Information (check **ALL** that apply):

☒ Private member of CITR ☐ Non-profit organization  
☐ County appointed representative ☐ County government

## For office use only:

Application Number: \_\_\_\_\_  
Date Received: \_\_\_\_\_  
Eligible: \_\_\_\_\_

## **Project Identification**

1. What is your project:

☒ Create a new web site

☐ Redesign of an existing web site

☐ Interactive marketing display -- explain \_\_\_\_\_

☐ Tradeshow display

☐ Tradeshow registration fee

2. The mission of the Central Iowa Tourism Region is to enhance tourism in central Iowa through information, education and promotion in cooperation with government and business. How does your project fit within the mission of CITR?

Campustown Action Association is the business association for Iowa State's "university impacted area." Our goal is to make our district a destination spot to not only community members but members all over the State of Iowa. CAA has an active membership base that is dedicated to improving and promoting the business, cultural, spiritual, entertainment, housing and physical environment in Campustown. Our proposed project is a new website to promote the district as a whole. This fits in with the mission of CITR because we will use the website to describe and elaborate on reasons why individuals and families should visit the district. There will be links to the websites of the unique businesses in the area. We will have a calendar of the events that are taking place in the area as well as any specials and promotions that we have going on. A website is an excellent way to market the area for what our organization is working to make it: a vibrant Campustown that is a destination district providing a broad array of options to all that cannot be found anywhere else.

3. What will your project promote? Be specific as to the area, attractions, businesses, events, etc. that will be featured. Note: CITR grant programs are designed to fund projects with a tourism emphasis.

The website will be used to promote (1) all of the unique businesses located in the area as well as any specials and promotions they are offering; (2) events that will be taking place all year round and cater to families and individuals from all over the state; (3) any CAA cooperative marketing campaigns that are taking place. Some examples of events that will be advertised: Summerfest in Campustown; Welcome Back Event; One Community Event; Maximum Ames Music Festival; Campustown Tours; other events that businesses hold throughout the year.

4. If you are applying for funds to redesign an existing site, provide your current web site address and explain below how the redesign will involve substantial changes beyond ongoing administrative updates. Examples – a total new look for the site, addition of new areas to the site or addition of new features, etc.

☒ N/A -- (proceed to the next page)

☐ Current site URL (web site address): \_\_\_\_\_

☐ Provide a print out of the home page of your current web site with this application.

**Project Budget**

1. List eligible costs below and reference to the attached estimates (quoted estimates for **all** eligible costs must be included with application materials):

Vendor	Amount	Attachment #
--------	--------	--------------

2. List the source(s) of local match funds below. A signed letter of intent from **EACH** funding source **specifying the dollar amount committed to the project** must be submitted with this application. *Even if you are matching the grant from your own budget, a letter from your organization/business must still be attached.*

Source	Amount	Attachment #
--------	--------	--------------

3. Have you applied to, or plan to apply to, any other grant programs to fund this project? If yes, specify which programs?

  X   No                             Yes (please list grant program[s] and amount[s] below)

## **Project Administration**

1. Projects must be completed and paid for between July 1, 2011 and June 1, 2012. All grant provisions must be met no later than June 1, 2012. When will the project be completed and costs incurred?

If we receive the CITR Promotion-Other Grant we will start on the website in December with plans to have the entire design portion completed and costs incurred by June 1, 2012.

2. Answer the following based on the project you are applying for grant funding for:
- Web sites: explain how you will drive traffic to your site (example -- links, advertising, etc.)?
  - Interactive marketing displays should detail where and how the display will be used. Does the display have the capability to track where visitors using the display are coming from? If yes, include the estimated number of potential visitors from outside of the Central Iowa Tourism Region that will be reached.
  - Tradeshow displays, provide a list of the shows where the display will be used. Also include information about the markets the show(s) reach, the date of the show(s), approximate cost for a booth space at the show(s) and the number of potential visitors from outside of the central region that will be reached at the show(s).
  - Tradeshow registrations: include information about the date and location of the show, the type of buyer that attends the show, the markets the show reaches and how this fits with your target market and the anticipated number of buyers projected to attend the show.

CAA will be making every effort to advertise and promote the new website. We will have the website listed on every marketing campaign that we create. It will also be listed on all of our general brochures and flyers. We will also list the website on all the marketing efforts for individual events and promotional campaigns. Moreover, we will use the website in different promotional efforts that will drive individuals to the website in order to be eligible for prizes.

We will post links to the website on our Facebook page, the Ames Chamber of Commerce website, as well as any participating businesses that are willing to have our link on their page. Furthermore, we will request that the following organizations consider adding a link for our webpage as well: The Iowa State Government of the Student Body; The City of Ames; Ames Convention and Visitors Bureau; and the ISU's LiveGreen! Initiative website.

3. What are your plans for maintaining this project? For web sites, explain how the site will be updated and how you will encourage users to revisit your web site. For interactive marketing displays, explain how the display will be updated and maintained. For tradeshow displays, detail how CITR will be recognized for financially supporting your project (examples - article in your newsletter, local media release, list in your annual report, etc). Indicate if it is possible to include the CITR logo or web site on the materials to be distributed at the tradeshow(s). For tradeshow registrations: what type of information will be distributed at and following attendance at the show and if CITR can be recognized in these:

We will have staff that will provide general maintenance for the website. Furthermore, we will continue to encourage users to visit the website with frequent calendar updates on events in the area put on by CAA and other events that are happening in the area but not put on by our organization. Furthermore, we will have weekly business of the week posts and a rotating "specials" section that will be continuously updated in order to encourage users to come back to find new deals and coupons.

**Region Involvement**

1. Is your organization/business a private member of CITR?

☒ Yes ☐ No

2. Do you serve as a county appointed representative?

☐ Yes ☒ No

3. Did you attend CITR meetings during the past year?

☐ Yes ☒ No

\*Although we have not attended any meeting during the last year, we are a newer organization and we are new members to CITR and look forward to the benefit of attending meetings in the upcoming year.

**If yes**, which meetings did you attend (check all that apply):

- ☐ Summer 2011, *CITR Meeting*, date & location to be determined  
☐ May 2011, *CITR Annual Meeting*, Pella Opera House, Pella  
☐ March 2011, *Iowa Tourism Town Meeting*, Hilton Garden Inn, Johnston  
☐ February 2011, *Creating Pop of the Page Itineraries*, Prairie Meadows, Altoona  
☐ November 2010, *Techno Trends*, Reiman Gardens, Ames  
☐ July 2010, *Tourism Topics*, Hotel Pattee, Perry  
☐ May 2010, *Annual Meeting*, Honey Creek Resort

4. Did you serve on a CITR committee, or were you involved in other CITR activities (examples – serve as a TFI district leader, advertise in the CITR travel guide, etc.) during the past year?

☐ Yes ☒ No

**If yes**, list the committee(s) you served on and/or your involvement in CITR activities:

\*Although we have not been involved on a CITR committee during the last year, we are a newer organization and we are new members to CITR and look forward to contributing to the organization next year.

## **Acknowledgement and Certification**

I agree to comply with the logo/tagline/web site requirements as outlined in this grant.  
*Note this requirement is suspended for tradeshow projects, instead applicants must provide details about how CITR will be recognized for financially supporting the project.*

I agree to complete and pay for the project between July 1, 2011 and June 1, 2012. I understand all grant provisions, including submission of reimbursement forms and the required documentation, must be met no later than June 1, 2012.

I understand the grant is set up on a reimbursement basis and is payable only upon completion of the project within the timeframe outlined in this application.

I understand 7 sets (1 original and 6 copies) of my application materials must be submitted and that each set must include:

- \_\_\_\_\_ Completed application form.
- \_\_\_\_\_ Quoted estimate(s).
- \_\_\_\_\_ Signed letter(s) of intent from funding source(s) specifying the dollar amount committed to the project.
- \_\_\_\_\_ Mock-up, flow chart, sketch, photo or artists rendering of your proposed project (n/a – tradeshow registration projects).

I acknowledge that I have read and understand the application materials and instructions. I certify that all statements made in this application are true and correct. I agree and will comply with the requirements listed above.

\_\_\_\_\_  
*signature*

\_\_\_\_\_  
*date*

Completed applications can be submitted by mail, delivery service or in person to:

**Mailing Address:**

Central Iowa Tourism Region  
PO Box 454  
Webster City, IA 50595-0454

**Delivery Service Address** (such as UPS or Federal Express):

Central Iowa Tourism Region  
1527 Superior Street  
Webster City, Iowa 50595

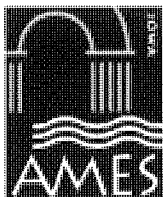
**In Person:**

Contact the region if you need directions or a map to the CITR office.

**Questions please contact:**

Ann Vogelbacher, CITR Executive Director:  
515-832-4808, 800-285-5842 or email: [ann@iowatourism.com](mailto:ann@iowatourism.com)





Convention & Visitors Bureau

## APPLICATION FORM

Please send completed application to:  
allysonw@amescvb.com  
Ames Convention & Visitors Bureau  
1601 Golden Aspen Dr. Suite 110  
Ames, IA 50010

# AMES COMMUNITY GRANT PROGRAM 2012

Name of Project: Summerfest in Campustown Date Submitted: August 30, 2011

Project Date(s): June 9, 2012

Name/Organization: Campustown Action Association (CAA)

Contact Name: Anne Taylor

Title/Position: Events and Promotions Chair

Address: 217 Welch Ave

City: Ames State: IA Zip Code: 50014

Phone: 515 296 4651 Fax: NA E-Mail: anne@dogtownu.com

Web site: www.campustownonline.com

### PROJECT SUMMARY

Project: ☐ Cultural Activity ☐ Recreation ☐ Education ☒ Entertainment ☐ Other: \_\_\_\_\_

Estimated number of visitors this project will bring to Ames: 500

Estimated number of lodging nights generated from this project: 1-2

Has this group/project met in Ames before? ☐ No ☒ Yes: When? June 11, 2011

Will this be an annual project? ☐ No ☒ Yes

Applications due by noon, October 17, 2011

Page 1 of 6  
Updated 07/11

## **PROJECT SUMMARY (con't)**

In the space provided below, answer the following questions. Supplemental information should be submitted as an attachment so as not to alter the actual application format. Please submit typewritten forms for legibility. Be prepared to provide additional information during the screening process.

1. Has this event/project received Ames Community Grant funds in the past? ☒ No ☐ Yes

If this project has received past funding from this program, how will this year's funds enhance the project in comparison to past years? (Please limit information to this page)

## **PROJECT SUMMARY (con't)**

2. Please provide an overall description of the proposed event/project:  
(Please limit information to this page)

Summerfest in Campustown is an event with a goal of bringing individuals into Campustown-especially those who do not usually frequent the district. It has a small-town festival feel and is meant to showcase services and businesses in the area. The event is comprised of individual business booths and activities, a bags tournament, a beer garden, food stands, a stage with music all day and free child care in the evening. With Welch Avenue blocked off, businesses are able to have tents and tables in the streets showcasing themselves with fun games, tastings, and other festive activities. In 2011, many businesses took the opportunity to be creative with their booths! Haila ASP had a spaghetti and marshmallow design contest and Battles taught kids how to make their delicious lemonade! Other activities that businesses hosted included BINGO, musical chairs, card games, basketball, wine tastings, ice cream sampling, twister, dance competition, feather hair extensions, face painting, coloring, water balloon tosses, and many more!

CAA coordinates a bags tournament and the bags and boards are left out all day for individuals to play when the tournament is not going on. They are a big hit! Across from the beer garden entrance, the sounds of local musicians fill the street. With the help of Ames Progressive for the 2011 event, CAA hosted bands like The Sun Company and Matt Woods and the Thunderbolts. Both bands played music that brought people into the street to dance, creating an atmosphere that every summer night should have. In total, we had 6 acts and they were all local. In the future, CAA hopes to have a larger band that draws a large crowd into the street for the headliner. CAA also teamed with the Collegiate Methodist Church to provide child care in the evening for individuals who wanted to enjoy an adult beverage and listen to the headlining band after they spent the day at the festival with their children. The child care services were free, the kids received a snack pack, and the Church coordinated activities for the children while they were there.

The City of Ames and Iowa State University participated in the day as well. The fire trucks were out for kids to look at them, the police handed out stickers to children, and the Public Library brought the Bookmobile. ISU Athletics brought star members of the football and women's basketball team. The athletes had a booth and gave autographs to community members. Furthermore, the Department of Residents provided tents for the day that were great for shade and festive decorations!

Overall, the goal of Summerfest is to provide the Ames community with an opportunity to visit the Campustown district and see what the area has to offer and to create a positive perception of Ames and the Campustown district to both visitors and community members. It is meant to be an event that all ages can enjoy. There are many activities for children at the business booths and the businesses that cater to older individuals put on activities that target adults and all the musical acts are family friendly. Although 2011 was the first Summerfest CAA has hosted, we are excited for it to become an annual event and have many ideas for how we can expand the event to be bigger and better.

## **PROJECT SUMMARY (con't)**

### **3. How will Community Grant funds be spent?**

If CAA receives funds from the Community Grant, the funds will be used to enhance the current event and better market the event to the community. CAA utilized many of the free advertising venues in 2011; however, with the limited budget we had we were unable to spend money on paid advertising. Furthermore, with this past year being our first year we had businesses that were willing to donate services and goods that may not be available in the future. Funds will also be used for printing and design expenses, rental equipment, and entertainment acts for the day.

### **4. How will these funds enhance your event/project?**

As mentioned above, we hope that this grant will allow us to better market our event, in turn, bringing more individuals out that day. We would also like to have more activities for children hosted by CAA. One specific idea that the events committee had for the 2011 Summerfest but did not have the resources to put together was a "kid's area" that would have things like bounces houses or a petting zoo. Furthermore, we would like to have a larger band for the headliner and the Community Grant funds could help with that.

### **5. What would be the potential economic impact of your event/project on the Ames community?**

The economic impact from this event is two-fold. First, there is the potential for a substantial economic impact in Ames, specifically Campustown, the day of the event. Food vendors will be out on the streets and all the businesses will be open for community members to purchase goods and services. The second impact that the event has the potential of is the future economic impact. If CAA is successful with our goal of bringing community members into the district that do not usually frequent the area, there is the potential that individuals will come back to the area after the event to patronize the businesses that they met and interacted with during Summerfest. Although the first point is important for the area, the second point of long-term economic development is the focus for this event. We would like community members and visitors of Ames to enjoy Summerfest and find a business they

### **6. In the event that you do not receive funding, how will your project be impacted?**

Summerfest 2012 will take place whether we receive funding from the Community Grant or not; however, it will be hard to reach the number of community members and visitors we would like to with the limited budget we have. Moreover, we will not have the opportunity to expand our kid activities and our musical acts. Summerfest in Campustown has the potential to be a well-known community event that draws people from all walks of life to the district every summer. We hope to get bigger and better every year to draw in community members and visitors and for this goal we will need a larger budget than we currently have.

## BUDGET

Please list all sources of funding and amounts including funding from your own organization as well as additional grants and sponsorships:

1. Campustown Action Association	\$11,208
2. Miller	\$250.00
3. KCCQ-105.1	\$2602.00
4. Party Time Rentals	\$175.00
5. Wendy's	\$200.00

Is any of this funding pending approval? ☐ No ☒ Yes

If so please explain.

A few of these vendors donated in 2011, but have yet to commit for the 2012 event.

In the spaces below, please provide your complete event/project budget:

Vendor	Item	Cost
1. Alpha Copies	VIP Cards and banners	\$290.00
2. Copyworks	Maps and 11x7 posters	\$250.00
3. Chamber	400 Colored Flyers	\$62.77
4. Porta Pro	Porter Potties	\$250.00
5. Party Time Rentals	Balloons, tables, chairs, balloon arches	\$760.00
6. Bands-Undetermined	Headliner and daytime bands	\$3,000.00
7. Party Time Rentals	14 Tents	\$2,100.00
8. Gee Willies	Bounce Houses	\$450.00
9. Wendy's	Volunteer Snacks & Kids snacks	\$200.00
10. License	Insurance and Liquor License	\$594.00
11. Dogtown	T-Shirts	\$425.00
12. Ames News Online	Online Advertising	\$100.00
13. A & R Marketing	Design Work	\$750.00
14. KCCQ 105.1	Radio Advertising	\$5204.00
		Total: \$14,435.77

\*Copies of original receipts will be required with final report as proof of expenditures.

Which lines within the budget are you seeking funding for?

1-8; 12-14

How much total funding are you seeking for these items? \$ \$6,608.38

\*Ames Community Grant funds cannot exceed 50% of eligible project costs.

Applications due by noon, October 17, 2011

## **OBLIGATIONS**

- Ames Community Grant funds cannot exceed 50% of eligible project costs.
- Projects and all marketing material are encouraged to include the Bureau logo, telephone number, website and "Supported by the Ames Community Grant Program" as appropriate.
- Grant recipients are required to become a member of the Bureau so that the program can be marketed through the Bureau website and additional materials.
- In order to receive disbursement of funds, a Final Report Form must be completed within two months of completion of the project.
- Grant awards are typically paid on a reimbursement basis. However, applicants may request up to 50% of the total award in advance of the project.

---

## **ACKNOWLEDGMENT**

I acknowledge that I have read and understand the application materials and requirements as noted in the grant application process. I certify that all statements made in this application are true and correct. I agree and will comply with the requirements indicated in the grant.

Chandra Peterson

Digitally signed by Chandra Peterson  
DN: cn=Chandra Peterson, o=CAA, ou=Executive  
Director, email=chandra.peterson27@gmail.com,  
c=US  
Date: 2011.08.30 15:20:34 -05'00'

Signature

Date

Print Name

Organization

**Thank You for applying for the Ames Community Grant Program**

Page 6 of 6  
Updated 07/11

# Neighborhood Association Newsletter Grant

## FY 2011-2012

### Application Form

1. **Neighborhood Association :** Campustown Action Association

2. **Contact Person:** Chandra Peterson

Address: 1216 Walton Drive #102 Ames IA 50014  
(Street) (City) (State) (Zip)  
515-450-3141 NA chandrapeterson27@gmail.com  
(Phone Number) (Fax Number) (E-Mail Address)

3. **Payment to be made to**  
**(if different than Contact Person):** Ames Chamber of Commerce Attn: Sarah Buss

Address: 1601 Golden Aspen Dr., Suite 110 Ames Ia 50010  
(Street) (City) (State) (Zip)  
(515) 232-2310 (515) 232-6716 Sarah@ameschamber.com  
(Phone Number) (Fax Number) (E-Mail Address)

4. **Grant Request For:**

X **Printing:** \$ 1.8 X 200 X 8 = \$ 2,880 (1,00 Requested)  
(Cost per Issue) (Total Issues/Mailing) (Number of Mailings) (Total Grant Request)

or

☐ **Postage:** \$            X            X            = \$             
(Cost per Issue) (Total Issues/Mailing) (Number of Mailings) (Total Grant Request)

X I have read the "Eligibility, Terms, and Conditions" of the Neighborhood Association Newsletter Grant and the Neighborhood Association identified above agrees to abide by them.

**(Neighborhood Association President or other Representative Registered with Ames City Clerk)**

**Print Name:** Chandra Peterson

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

☐ **Approved for City of Ames by:**

**Print Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

## Membership Form

Business/Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

I prefer to be contacted via: \_\_\_\_\_

**Membership Levels:** *(Please indicate the membership level you would like to participate at)*

\_\_\_\_\_ \$75.00, Individual/Family/Non-Profit

\_\_\_\_\_ \$125.00, Business Membership/ISU Dept.

\_\_\_\_\_ \$325.00, Corporate Membership

\_\_\_\_\_ Visa or Master Card

**Visa Master Card**

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Security Number: \_\_\_\_\_

Signature: \_\_\_\_\_

\_\_\_\_\_ Check

\*Please return this form to the Ames Chamber of Commerce, Attn: Sarah Buss, 1601 Golden Aspen Drive, Suite 110, Ames Iowa 50010.

**Campustown Action Association**

2330 Lincoln Way, Suite 207  
Ames, IA 50014

Phone: 515-450-3141  
Website: campustownonline.com  
E-mail: chandrapeterson27@gmail.com

## About CAA

Campustown Action Association (CAA) is made up of Ames and ISU community members who seek to improve and promote the business, cultural, spiritual, entertainment, housing and physical environment in Campustown. Membership is comprised of persons associated with all Campustown entities including (but not limited to) owners and representatives of businesses, services and churches, and residents within Campustown as well as interested community members and organizations outside of Campustown.

CAA is the organization that serves as a catalyst for private and public partnerships in Campustown. CAA provides leadership for strengthening the role and reputation of Campustown by fostering cooperation among City of Ames, ISU and Campustown entities.



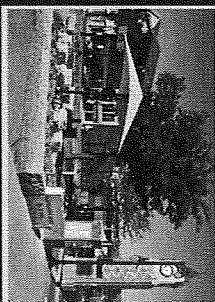
"There is no Power for Change Greater than a community discovering what it cares about." - Margaret J. Wheatley

## Campustown Action Association

Business Membership

Logo

Ames, IA





# Membership Benefits

## \$75.00-Individual/Family/Non Profit

- Monthly Newsletters
- Invitation to general membership and committee meetings.
- Leadership in Campustown's social and civic event planning.

## \$125.00-Business Member/ISU Dept.

- Monthly Newsletters
- Invitation to general membership and committee meetings.
- Leadership in Campustown's social and civic event planning.
- A complimentary Ames Chamber Membership with benefits for 2011
- A direct link to your business on the Campustown page of the Chamber website



Summerfest 2011

- Website development if you do not currently have a business website.
- Opportunities to participate in CAA events.
- Participation in cooperative Marketing Efforts
- \$325.00-Corporate Membership
- Monthly Newsletters
- Invitation to general membership and committee meetings.
- Leadership in Campustown's social and civic event planning.
- A complimentary Ames Chamber Membership with benefits for 2011

## Business Involvement

- A direct link to your business on the Campustown page of the Chamber website
- Website development if you do not currently have a business website.
- Opportunities to participate in CAA events.
- Participation in cooperative Marketing Efforts
- Your logo on all Campustown marketing pieces, emails and newsletters

## Questions? Contact

[Director@campustownonline.com](mailto:Director@campustownonline.com)

## 2011-2012 Initiatives

- Summerfest-Annual Summer Festival
- Ames Maximum Music Festival
- Other Events
- Clean-Up Initiatives
- Business Improvement Grants and Projects
- Website
- Monthly Newsletters

## Committees

### Membership:

1. Identify and recruit members in all categories who are willing to work toward achieving the vision and mission of CAA.

2. Keep records of dues-paying members and a complete roster of the Campustown entities.

3. Actively connects with current and future members to ensure responsiveness of CAA to needs and ideas.

### Business Improvement:

1. Works to diversify the Campustown economy by identifying



Summerfest 2011

potential market niches, finding new uses for vacant or underused spaces and improving business practices.

2. Utilizing appropriate design concepts, works to enhance the visual quality of Campustown (buildings, signs, window displays, landscaping, and environment).

3. Works with the general membership and all other entities possible to keep the Campustown area clean, safe and presentable.

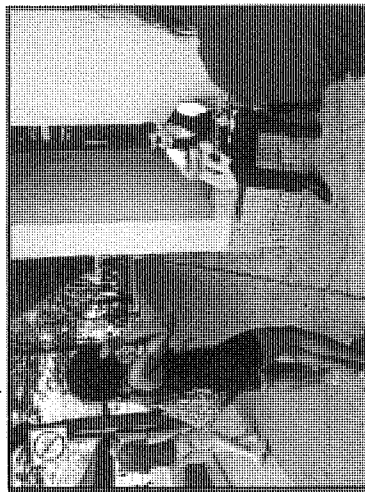
### Promotions:

1. Promotes Campustown as a whole in a positive manner so that the community can focus on it as a source of community pride, social activity and economic development potential.

2. Oversees the website as a place to post events by and information about Campustown members and a way to keep organization members and the public informed on what CAA is and what CAA is doing in Campustown.

3. Helps to plan events and coordinates with the Campustown Student Association for special events in the area.

4. Works with City of Ames, ISU and Campustown entities for joint promotional endeavors.



## Campustown Action Association

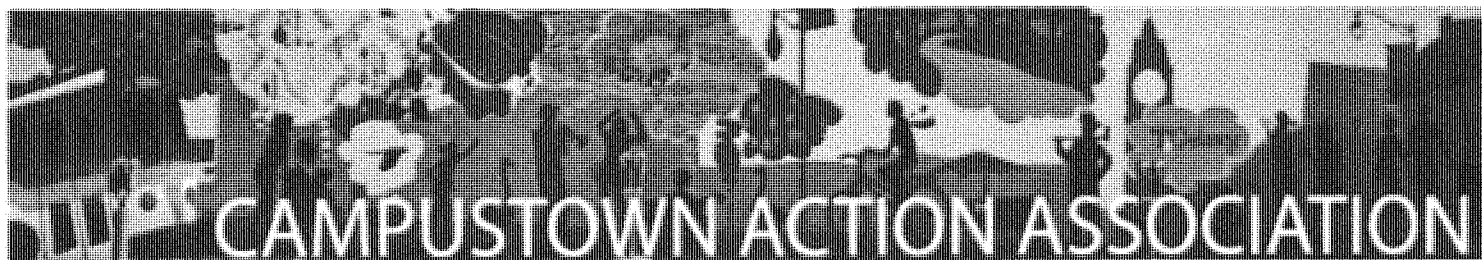
2330 Lincoln Way, Suite 207  
Ames, IA 50014

VEISHEA  
Service Day

Phone: 515-450-3141

Website: [campustownonline.com](http://campustownonline.com)

E-mail: [chandrapeterson27@gmail.com](mailto:chandrapeterson27@gmail.com)



## Campustown Action Association Internship Opportunities

Campustown Action Association (CAA) is seeking two energetic and creative interns for the fall semester. CAA is the business association for the Campustown district with a membership base that is dedicated to improving and promoting the business, cultural, spiritual, entertainment, housing and physical environment in Campustown. Hours will be flexible and both part-time and full-time positions are available. Both interns will report to the CAA Executive Board and be required to attend the bi-weekly meetings to report on their projects and solicit guidance and input from the board. Interns should be self-motivated and able to work on their own with little supervision.

### **Campustown Action Association Design Internship:**

---

Responsibilities and project will include, but are not limited to the following:

- The design and creation of a CAA Newsletter
- The design of a CAA Membership Brochure
- The creation of a CAA Visitors Pamphlet
- Continued improvement and implementation of creative design elements for the CAA website
- Develop creative design elements for membership businesses who do not have their own website
- Create ads for businesses who do not have their own designer and would like to participate in CAA promotions
- Take pictures at all CAA events
- Assisting the Business Improvement committee with branding tasks
- The creation of a CAA logo
- Design of CAA cooperative advertisements
- Design of CAA cooperative marketing efforts
- Design of any flyers or handouts for CAA events and promotions
- Develop a map of Campustown that can be utilized on different promotional materials
- Attend Branding committee monthly meetings
- Document internship and create transition binder for future interns
- Work closely with the Chamber of Commerce Liaison on membership, financial and other Chamber matters

Although this internship is unpaid, there will be multiple projects through the semester and this will be a great opportunity to build a strong portfolio as well as network with members of the business community, City of Ames staff members and City Council persons, and University staff and faculty.

### **Campustown Action Association Events and Administrative Internship:**

---

Responsibilities and project will include, but are not limited to the following:

- Plan and coordinate all CAA events as they come along during the year. Current events include
  - Summerfest
  - Maximum Ames Music Festival
  - Welcomefest
  - Campustown Tours
- Develop and plan events that work to bring students into Campustown.
- Plan and coordinate membership outings and socials
- Manage large scale Campustown marketing campaigns
- Keep the website updated with events and promotions
- Maintain social media and work to recruit an active following on Facebook and Twitter
- Work with the Director of the Events/Promotions committee to promote Campustown as a whole in a positive manner so that the community can focus on it as a source of community pride, social activity, and economic development potential.
- Attend the bi-weekly Events Committee meetings
- Draft correspondence with stakeholders such as City Council persons, membership, and University Administration
- Apply for grants as directed by the Executive Board
- Investigate ideas generated by the Executive Board
- Document internship and create transition binder for future interns
- Work closely with the Chamber of Commerce Liaison on membership, financial and other Chamber matters

Although this internship is unpaid, there will be multiple projects through the semester and this will be a great opportunity to build a strong portfolio as well as network with members of the business community, City of Ames staff members and City Council persons, and University staff and faculty.

## CAA Internship Application

Please answer the following questions and enclose your resume. The application is due on August 31, 2011. The applications will be reviewed on a rolling basis.

Name:

Address:

E-Mail:

Phone:

Year in School:

Major/Minors:

Cumulative GPA:

Please Circle the internship you are interested in (*If you are interested in both please circle both and star your first preference*):

CAA Design Internship

CAA Events and Admin Internship

Specify Dates of Availability (an approximate start and end date):

Please specify the weekdays and hours you will be able to work weekly:

Monday:

Tuesday:

Wednesday:

Thursday:

Friday:

Will this internship qualify for credit?

If yes, please provide the name and phone number for the internship coordinator we will be working with:

Name:

Phone:

How did you hear about this opportunity?

Please provide two references:

1. Name:  
Phone:  
Address:  
Relationship:

2. Name:  
Phone:  
Address:  
Relationship:

You may mail your application to the Ames Chamber of Commerce, Attn: Sarah Buss 1601 Golden Aspen Drive Suite 110, Ames, IA 50010 or you can email your application materials to Chandra Peterson at [chandrapeterson27@gmail.com](mailto:chandrapeterson27@gmail.com).

\*If you have any questions or comments please contact Chandra Peterson at [chandrapeterson27@gmail.com](mailto:chandrapeterson27@gmail.com).

# Campustown Action Association

## Summerfest a Success!

We could not have asked for a more beautiful day. June 11, 2011 was sunny and the streets of Campustown were filled with people. With Welch Avenue blocked off, businesses were able to have tents and tables in the streets showcasing themselves with fun games, tastings, and other festive activities. Many businesses took the opportunity to be creative with their booths! Haila ASP had a spaghetti and marshmallow design contest and Battles taught kids how to make their delicious lemonade!

CAA put on a bags tournament that was a hit among many of the guests and across from the beer garden entrance, the sounds of local musicians filled the street. With the help of Ames Progressive, CAA hosted bands like The Sun Company and Matt Woods and the Thunderbolts. Both bands played music that brought people into the street to dance, creating an atmosphere that every summer night should have.

Plans are already in the making for Summerfest in Campustown 2012. The CAA Events Committee hopes to make the event bigger and better next year. We hope you will all join us next year and if you would like to be part of the planning please contact Anne Taylor at [anne@dogtownu.com](mailto:anne@dogtownu.com).



## Business Spotlight: Arcadia Café-Check them out at 2712 Lincoln Way!

One of the newest members to the Campustown district is serving up delicious pastries and specialty coffees! If you ask the owners Liz and Ryan why they started the café they will tell you that they wanted a great place to hang out with great coffee and great pastry. They do everything in house and are able to customize their products, giving them a great amount of menu flexibility. One great reason to be located in Campustown, according to Liz, is the variety of people that come through their door everyday-students, professors, families, and visitors. Arcadia is easily accessible to everyone and everyone is welcome! When asked what one thing everyone should know about Arcadia Liz replied "Ryan and I are particular about the coffee we drink and the pastry we eat. Every facet of Arcadia was thought through and tested before we opened the doors. We would never serve a product we were not 100% proud of. We also do more than coffee and pastry. We have a breakfast baguette (all day) and an Arcadia Dog (hot dog in a baguette) in the afternoon.

### Campustown Action Association

Telephone 515-450-3141  
Email: [chandrapeterson27@gmail.com](mailto:chandrapeterson27@gmail.com)  
[WWW.campustownonline.COM](http://WWW.campustownonline.COM)

*"There is no Power for Change Greater than a community discovering what it cares about." - Margaret J. Wheatley*

*Wheatley*



## Letter to the Editor

From Anne Taylor-Promotions  
Committee Chair

*On June 11, the Campustown Action Association held its first Summerfest in Campustown. Not only was Saturday a picture-perfect Iowa summer day, but the event was a huge success.*

*Thank you to all of the Campustown businesses that participated and made Welch Avenue such a family friendly and welcoming environment. The long hours and extra staff you provided did not go unnoticed. A special thank you to all of our volunteers that hauled, lifted, directed, ran, smiled and informed all day long. You were awesome.*

*Thank you to all of the people and entities that donated time, talent and expertise to make the day enjoyable for all: The Ames Jaycees; Collegiate United Methodist Church for the free child care; Iowa State University Department of Residence for the red and gold tents; Ames Progressive for the live local musical talents; Molly Parrott and the ISU athletes who signed autographs; United Ames for the Street 'n' Greet Trailer; Justin Guiter and Juvenile Court Services; Tom Randall; Cora Sondgeroth for the stage; Ames Public Library for the Bookmobile; Ames Fire and Rescue; the Ames Police Department; and the Ames city manager's office.*



*We couldn't have asked for a more organized event, it was first class, we got a tent, chairs and tables with a large business sign and a list of our offerings, just because I am a member of CAA! We gave away more than 200 business coupon offerings to students, families with children, and some people from out of town.*

*-Doug Ziminski of  
Leedz Salon*

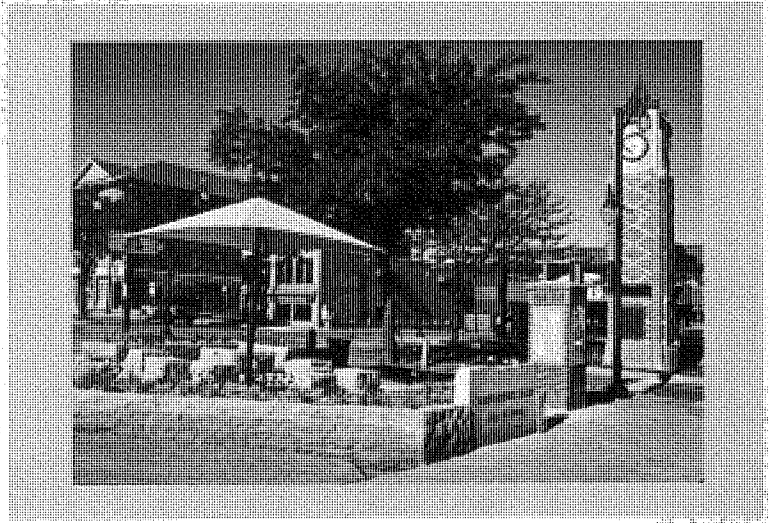
*And finally, thank you to all who visited Campustown on Saturday. Whether you created an awesome structure from spaghetti and marshmallows, won the football toss, played Twister in the street, enjoyed a beer in the beer garden, played a round of BINGO, decorated a crispy treat, made some lemonade, won the bean bag tournament, sampled ice cream or just soaked in the sunshine, we wouldn't have been as successful without you.*

*We hope to see you all (and many more) this fall and next summer in Campustown.*

*Anne Taylor*

**Current Initiatives:**

- Participation in Ames Maximum Music Festival.
- Development of cleanliness plan.
- Logo and Branding Campaign.
- Grant applications
- Website improvements!
- Participation in Welcomefest
- Passport to Campustown-promotional book that will be handed out to new students at multiple events.



Ads???

## Letter from the Director

### An Eventful Summer!

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Hello all,

It would be impossible to write about the successful summer that CAA had in the few inches I have in this newsletter so a few highlights are in order. In the months of May and June CAA added 20 new members bring us to 42 total! Summerfest brought in traffic into Campustown which included Jeff Johnson, City Council members, families, students, and visitors. We now have an active website up and running as well as an active Facebook page!

❖ **Member Recognition:** A big thank you to Mike Roberts-this issues star member! Mike Roberts is very active on CAA and willing to help with anything. Mike was a key player in making Summerfest happen and ran the bags tournament! Mike recently agreed to accept the position of Chair of the Business Improvement Committee. And last but not least, Mike has spent countless hours putting together the CAA website. Thanks Mike for all your great work!



August 2011

VOL. # ONE ISSUE # 1

CAA

# Get Involved!

## Interested in becoming a member of CAA?

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Ads?

**Campustown Action Association**

5555 Street Address City  
US, 55555

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Shipping Address Here  
5555 Street Address  
City, US 55555



# CAMPUSTOWN ACTION ASSOCIATION

Dear Campustown Business or Property Owner:

Welcome to Campustown Action Association! We are excited you are joining us in our efforts to make Campustown a better place to work, live, and play in. CAA seeks to create and foster a vibrant Campustown that is a destination district providing a broad array of options to all community members that cannot be found anywhere else. CAA recognizes the role Campustown plays as the primary commercial district serving Iowa State University and aspires to a leadership role in defining local quality of life and community betterment.

Below is some important information for your reference:

- General Meetings for CAA are on the third Thursday of every month at 4:00PM in the Legends Coach's Room.
- Keep your eyes out for an invitation from "Wiggio," which is a group website that CAA uses to communicate. It is how we send emails and upload documents. When you get this email, do not delete it. Follow the directions and set up your account on our Wiggio page.
- CAA does group promotions all through the year so keep your eyes open for emails about details of these opportunities.
- CAA has three committees where a lot of the work gets done. We hope you will consider joining one! The descriptions and normal meeting times are listed below:
  - Cleanliness/Membership Committee: Working on holding clean-up events and putting together a cleanliness plan for the area. Meets the third Tuesday of every month at 4:00PM at Legends.
  - Branding/Business Improvement Committee: Working on creating a brand for the area and work to get new businesses into the area. Meets on Mondays at 5:00PM in the Haila Conference room (first floor of First National Bank).
  - Promotions/Events Committee: Planning and coordination CAA promotion efforts and event. Meets bi-weekly on Tuesdays at 4:00PM, usually at Café B.

If you have any questions or ideas to share, please feel free to contact any of the Executive members. We are excited to have you on board!

Sincerely,

The Executive Board  
Campustown Action Association

### Instructions on New Membership

When Sarah Buss emails Exec that there is a new member there are a few things staff needs to get done in order to make sure the new member has access to our emails and documents and that our records are current. Please make sure all of the below check list items are complete every time we add a new member.

1. Add their email address to the general membership spreadsheet. This spreadsheet can be found on the CAA Flashdrive.
2. Email them the welcome letter which can be found on the CAA Flashdrive.
3. Invite them to join Wiggio.
  - a. In the left top corner it should say "Campustown Action Association," click on this and a picture of should come up. Under the picture it will say "Group Profile."
  - b. Click on "Group Profile" then the first word at the top of the pop up window will say "invite," click on this.
  - c. Enter in their email address and a personal message:
    - i. Dear BUSINESS NAME, Welcome to CAA! Below are instructions on how to join the CAA Wiggio group. CAA uses Wiggio for all our communications, including group emails, so it is very important that you create an account and accept your invitation below. Please follow the instructions below and feel free to email Chandra Peterson if you have any questions at [chandrapeterson27@gmail.com](mailto:chandrapeterson27@gmail.com).
  - d. Send the email!

Great work!

June 1, 2011

Dear Property Owners, Business Owners, and Campustown Residents,

The Campustown Action Association (CAA) is excited to inform you of a new annual event: Summerfest in Campustown, on June 11th, 2011. CAA is putting on this event in order to enhance the artistic and cultural atmosphere of the area, as well as encourage the community to explore all that Campustown has to offer. As you can imagine, an event of this sort will block off streets and parking areas. Thus, alternative routes to your business or residence may be necessary. We appreciate your flexibility during these temporary closures and know this event will be well worth the efforts we all extend. Below is a list of streets and parking areas that will be impacted during Summerfest 2011.

We look forward to seeing everyone at Summerfest! Please let us know if you have any questions or would like more information on how to participate. There is still time to host an activity during the day. It's going to be a great event and a terrific summer!

**Summerfest 2011: June 11th, 2011, 1:00PM-8:30PM**

**Street Closings: (Street Closings will be from 8:00AM-9:00PM)**

Lincoln Way to Chamberlain will be blocked.

Chamberlain to Hunt will be blocked.

Chamberlain will be open.

**Parking: (Parking will be limited from 8:00AM-9:00PM)**

Parking on Welch, from Lincoln Way to Chamberlain, will be unavailable.

The entrances to parking lots on Welch (by Fighting Burrito, the Post Office and El Patron) will be closed.

The parking lot beside Welch Ave Station and Pizza Pit will be unavailable.

Sincerely,

Chandra Peterson

Executive Director, Campustown Action Association

(515)450-3141

[Chandrapeterson27@gmail.com](mailto:Chandrapeterson27@gmail.com)

<http://www.campustownonline.com>

CAA is an affiliate organization of the Ames Chamber of Commerce.

## Summerfest in Campustown Business Involvement

Business	Contact Name	Activity	Write-Up
Battles BBQ EMAILED DONE	Chad Watkins X	Lemonade Making	Business: Battles BBQ Business Activity: Lemonade Making Prize/Premium: Lemonade Age Range for the Activity: 5 & Up Location: ###
Project 20/20 EMAILED DONE	Adolf Ninaquispe X	Dance Competition	Business: Project 20/20 Business Activity: Dance Competition Prize/Premium: Variety of prizes: Dinner for 2 with free coverage to an event; gift cards, bar tabs for those of age, candy for children Age Range for the Activity: ALL Ages Location: ### (On Welch)
Legends EMAILED DONE	Michael Roberts X	Football	Business: Legends Bar and Grill Business Activity: Football Prize/Premium: \$10.00 Gift Card Age Range for the Activity: ALL Ages Location: ###
Haila ASP EMAILED DONE	John H. and Chad West X	"Design booth"	Business: Haila ASP Business Activity: Design Booth Age Range for the Activity: 3 and Up Location: ### (Welch)
Fighting Burrito EMAILED DONE	Matthew Goodman X	Rice Krispee Treat Cut Outs	Business: Fighting Burrito Business Activity: Summer shapes Crispy Treat decorating! Prize/Premium: Decorated Crispy Treat Age Range for the Activity: ALL ages Location: ###
Dogtown University EMAILED DONE	Anne Taylor X	Bingo	Business: Dogtown Business Activity: BINGO Prize/Premium: ISU Apparel and Novelties Age Range for the Activity: ALL Ages Location: ###
Pita Pit EMAILED	Kaia K. X	Water Balloon Toss	Business: Pita Pit Business Activity: Water Balloon Toss Age Range for the Activity: ALL Ages Location: ###
Memorial Union EMAILED DONE	Letitia Kenemer X	Button Making	Business: The Workspace at Memorial Union Business Activity: Button Making Prize/Premium: A Stylish new button created by you! Age Range for the Activity: ALL Ages Location: ### (by Dogtown)
Smiles and Gyros	Mara X		Business: Smiles and Gyros Business Activity: Food \$\$\$

			Location: ###
Copy Works	John Gulick Nick Maselli- →ames@copyworks.com X	FREE Popcorn	Business: Copyworks Business Activity: FREE Popcorn and Coupons Age Range for the Activity: ALL Ages Location: ### In the store
Pizza Pit	Tom N.	Sold Pizza inside business	Business: Pizza Pit Business Activity: Selling Pizza by the Slice Location: ###
Campustown Property Management	Mark Z. X	Giant Card Games	Business: Campustown Property Management Business Activity: Giant Card Games Age Range for the Activity: ALL Ages Location: ###
Chasers/element	Scott Davis X	Beer and Wine Tasting	Business: Chasers/Element Business Activity: Beer and Wine Tasting Age Range for the Activity: 21 + Location: ### (Chasers Element) On Patio
Stomping Grounds DONE	Amy X	Wine and Beer Tasting	Business: Stomping Grounds Business Activity: Wine and Beer Tasting Age Range for the Activity: 21+ Location: ### SG
Singer Station	Dan X	Glass Blowing	Business: Singer Station Business Activity: Glass Blowing Demonstration Age Range for the Activity: 16 + Location: Store
Golden Wok DONE	Ivan	FREE Ice Cream Karaoke	Business: Golden Wok Business Activity: FREE Ice Cream Samples and Karaoke Prize/Premium: Ice Cream...Yum! Age Range for the Activity: ALL Ages Location: ### (Going to be at location)
Café Beaudelaire MATHEW Emailed DONE	Amanda Janzen <u>515.450.7529</u> ; mandalynnes@hotmail.com	Face Painting	Business: Café Beaudelaire Business Activity: Face Painting Age Range for the Activity: ALL Ages Location: ###
Lasting Impressions	Jason	Dunk Tank	Business: Lasting Impressions Business Activity: Dunk Tank Age Range for the Activity: ALL Ages Location: ### In front of CosCos
Leedz Salon	Doug Z.	Hair Extensions, face painting	Business: Leedz Salon Business Activity: Hair extensions, face painting Age Range for the Activity: ALL Ages Location: ### On Welch
ACVB	Allyson	Basketball	Business: Ames Convention and Visitors Bureau

MEETING DONE	Walter X		Business Activity: Basketball Prize/Premium: Rice Krispee Treat Age Range for the Activity: Young Children Location: ###
Arcadia Café	Liz Naylor ( <a href="mailto:liz@arcadiai.names.com">liz@arcadiai.names.com</a> ) X	Cupcake Treat Walk	Business: Arcadia Café Business Activity: Cupcake Treat Walk Prize/Premium: Treats! Age Range for the Activity: ALL Ages Location: ### (Welch somewhere)
Birthright EMAILED	Kathy Bunting, Chris ( <a href="mailto:birthrightames@hotmail.com">birthrightames@hotmail.com</a> ) X	Bean Bag Toss	Business: Birthright Business Activity: Bean Bag Toss Age Range for the Activity: ALL Ages Location: ###
Pyro Grilled Sandwiches EMAILED	Mark X	Food Stand	Business: Pyro Grilled Sandwiches Business Activity: Grilled Chicken or Grilled Beef Fajita Wraps - \$4.00 each Location: ###
Kum and Go	Marc Peter cell <a href="tel:5152909067">515 290-9067</a> store <a href="tel:5152925395">515 292-5395</a> <a href="mailto:jennmarc@aol.com">jennmarc@aol.com</a> X	Des Moines menace-Soccer	Business: Kum and Go Business Activity: Soccer Related Age Range for the Activity: ALL Ages Location: ### In front of Kum and Go around the Clock tower
First national Bank	X		Business: First National Bank Business Activity: Coloring and handing out balloons Age Range for the Activity: 2 Years-10 Years Location: ### In front of Jimmy Johns

**Nos:**

The Inner Circle: Marketing budget is all gone, plus some.

Ink World-Ruth will not be around that day.

**Other Activities:**

City Fire Trucks

Water Truck

Bookmobile

Athletics-Athlete signings

# Summerfest Timeline

## January

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- Reserve the Block Party Trailer from the City ASAP.
- Brainstorm any new ideas and get an idea of everything that will be a part of the event.
- Assign “heads” for each project or each area of the event.
- Create budget

## February

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- Get City approval for the street closings, electrical, the beer garden, etc.
- Work with Ames Jaycee’s to see if we can use their fencing again.
- Work with Methodist Church to see if they will do free child care again

## March

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- Get ID training set up for those working the Beer Garden.
- Start Facebooking about Summerfest.
- Meet with Name L. about music.
- Pick Headliner
- Get City Activities
  - Fire
  - Police
  - Water truck
  - Library book mobile
- Email businesses to register for a booth. Have to be a member.
- Start advertising
  - Press release
  - Flyers made and put around

## April

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- Start recruiting Volunteers.
  - Post event on Story County Volunteer Services Website
  - 10,000 hours show
  - Alpha Phi Omega
  - SCAN
- Send out the letter to all the property owners about street closings. Jeff Benson with the city can help with this mailing.
  - There is a copy of the letter in the logistics section.



- In early April get all of the below items approved by the City.
  - Closing the parking spots on the streets that we were blocking off.
  - Blocking off the streets
  - Getting the electrical fee waived
  - Getting the beer garden approved
- Ask the Department of Residence if we can use their tents again. About 12.
- Figure out what to do for a stage and sound equipment
- Purchase beer garden license and insurance
- Start advertising
  - Including bags tournament and child care
- Get snacks for volunteers donated
- T-shirts for volunteers
- Talk to athletics to get athletes to sign autograph
- Walk around and recruit businesses.

## May

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- Call Dave Cole, Street Maintenance Supervisor at 239-5548 at the city and ask for the street sweeper, sidewalk sweeper and garbage cans to be emptied on the Friday before the event
- Contact Party time rentals and order
  - Chairs
  - Tables
  - Balloons
- Ask Campustown Property Management if we can use their golf cart for set up.
- Make the map and schedule that will be handed out the day of
  - Starting putting businesses on the map
- Order the porter potties
- Get an Emcee
- Ask Tom Randall if we can use his truck again
- Think about additional signage that may be needed
- Start volunteer schedule
- Ask Businesses to donate lunch for volunteers

## June

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- Make signs for each businesses
- Try and close registration for business 1 week before event
- Send out business email Confirmation
- Make set-up task list
- Hay Bales
- Ask Scott Davis about umbrella poles for the fencing

- Locate bags and boards
- Hand out flyers at the half shell events and art walk.

#### **Afterwards**

- Do a businesses survey

## Summerfest 2011 Documentation

### Logistical Overview:

- City Relations
  - All of the below items need to be approved by the City. One of the committee members worked very closely with the Assistant City manager to get all of the following items taken care of.
    - Closing the parking spots on the streets that we were blocking off.
    - Blocking off the streets
    - Getting the electrical fee waived
    - Getting the beer garden approved
  - Street closings
    - The barriers will be dropped off the night before.
- Cleanliness
  - We contacted the city in advance and asked them to use the street sweeper and the sidewalk sweeper. We also asked them to make sure all the trash cans were emptied in advance of the day.
- Set-Up
  - We had party-time rentals drop off all of the tables and chairs at 8:00AM when we started setting up.
  - The tents were dropped off by Department of Residence the night before and picked up the next Monday.
  - Campustown Property Management helped with their golf cart. We used it to carry the tents because they were very heavy.
  - We had a map up where all the tents needed to go and all the tables and chairs.
  - We started by dropping off the tents and setting them up. We then dropped off table and then chairs.
  - We then put the signs for ever business on the tables so each business would know where they were supposed to be.
  - We had Party-time rentals drop off all the balloons at 11:30 so they didn't deflate in the sun. We delivered all the balloons to each business when they arrived.
  - Businesses started setting up around 11:00AM and were suppose to be all ready to go by 12:30 PM. With the event starting at 1:00PM. There were people who came early.
  - Another set up job was picking up trash in the morning.
- Porter Potties

- We got porter potties for the beer garden and by Kum and Go—but the ones by Kum and Go did not get used.
- The companies we used were
  - Beer Garden- jims johns
  - Kum and Go- Porta Pro

## Music:

- For the music at Summerfest, we worked very closely with Nate Logsdon [nlogsdon@msn.com](mailto:nlogsdon@msn.com). He runs the Ames Progressive. We had a few of our members work with Nate and they set up the bands.
- We had bands all day with 10-15 minutes between each band. A suggestion for next year was no breaks between bands or shorter breaks. The schedule was as follows:
  - 1-1:45 PM Holly Figueroa
  - 2:00 – 2:30 PM Kate Kennedy
  - 2:45-3:15 PM Old Road Riot
  - 3:30- 4:15 PM Ladysoal
  - 4:30- 5:30 PM The Sun Company
  - 6:30 – 8:30 Matt Woods and the Thunderbolts (They cost \$600.00). A suggestion for next year was to not have a break between the beginning bands and the Headliner like we did this year.
- The music was only loud enough to reach about the Fire station. We happened to have a DJ booth on the other side that kept music going, but next year if there isn't a DJ the committee might consider having another stage or some other sort of music for the booths on the other side.
- Matthew Goodman provided the stage. It was a flat bed trailer hooked to a truck.
- The only volunteers we needed were volunteers to set up. Nate L. helped transition from band to band.
- We used Nate L's equipment from Ames Progressive.
- We had an Emcee for the last part of the day and we also had all the businesses participating send us their specials for the day and in between bands we let people know what specials were going on. We asked businesses to submit their specials in advance and had an "Emcee sheet" typed up.

## Beer Garden:

- The Ames Jaycee's helped a lot with the Beer Garden. Our main contacts were: Kaye Strohbehn and Adam Scott

- We had members of the committee attend ID training with the Ames Jaycee's to learn how to ID.
- We used all the fencing that the Jaycee's usually use for half shell events.
- We borrowed Tom Randall's truck to move all the Jaycee's equipment.
- We also used hay bales that Matt and Jada Neubauer provided and umbrella poles from Scott Davis and Club Element. The Jaycee's loaned us a few tables but the tables and chairs we used for people to sit in the beer garden were all from the Block Trailer.
- We used Iowa Beverages (Miller) for our distributor.
- We sold around 550 beers.
- Matthew Goodman purchased the license and insurance under his own name as a personal permit for Summerfest 2011.
- The city must also approve the beer garden for the event.
- We had one person, Matthew Goodman, who was the main person in charge of the Beer Garden.
- We also had a few volunteers throughout the day work the beer garden.

### Decorations/Signage:

- We have signage for the beer garden-including a 21+ sign, no smoking signs, pricing, etc. and we have two main signs for the information booth. All the signs we have left over are in a container and the Chamber is storing it for us.
- Might want a better sign for next year for the beer garden that explicitly says "Beer Garden Here" or something to that extent.
- We also had 2 signs for each business made. See Example in binder.
- We have general signs for the information booth.
- Party time rental donated all kinds of balloons. We had a set of balloons for each business filled with helium. We also had balloon towers for businesses that didn't have a table and chairs or who were doing their activity in their business. We also have two large balloon towers for the information booth as well as a balloon arch. These really helped make the area festive and people really liked them. Please refer to pictures to see the balloons for the event.
- Department of Resident allowed us to use 12 red and gold tents for the event free of charge. They really made the event. We made sure to have equal amounts of tents on each side so it wasn't like one side had all the tents and the other side didn't have any.

### Bags Tournament:

- We made and painted 8 boards (4 sets). They were paid for and sponsored by 4 businesses.
  - It was a good number of boards for the amount of people and space we had.

- Storage information:
  - Tom Northrup from Pizza Pit currently has the boards for Haila ASP and Lasting Impressions in his storage.
  - Anne from Dogtown has her boards
  - Mike Roberts from Legends has his boards
  - Mike Roberts also has all the bags for the boards—he purchased them.
- Bracket Outline is enclosed in the Bags Section. You may want to have it enlarged. You can also do a google search for pictures of 32 team brackets to get a different picture.
- We put out registration forms 3 weeks before the actual event; however, we did not get but 1 or 2 groups sign up in advance. Most of the people who signed up did it right before the tournament. We kept announcing it and directing people to the information booth to sign up.
- It cost \$10.00 to play and we collected money with the registration forms at the information booth.
  - Might be nice to have a money box for the tournament.
- If people wanted to pre-register we gave them a few locations to drop off forms at and those locations were suppose to contact Chandra or Mike to give the forms to.
- We had the rules all printed on the back of the bags registration form. The head person should have an idea of the rules.
- You can find a copy of the Bags tournament registration form enclosed in the binder.
- It would be better next year to have the sign up by the bags tournament (all located in the beer garden).
- We used the PA for the band and talked in between bands; however, the Party Block Trailer has a PA and it would be good to use that for next year.
- The PA would also be good to explain the rules to all the groups. We explained the rules before every round.
- We had 1 referee for every two boards. Next year there should be one referee per board.
- We ended up starting the tournament around 2:30PM and finished up in a couple hours, we had 15 teams.
- Mike filled out the bracket as people came, but it probably would have helped to have 1-2 more people help the head bags person. So including the referees there would be about 8 people running the bags tournament.
- We ran the rounds one right after another.
- We let people use the bags all day to warm up and just play after the tournament was done.

## Information Booth:

- We printed about 300 maps and only had about 45 left over. See the map and schedule of events in the binder.
- Located at the information booth was the following:
  - Maps
  - Snacks for the volunteers

- T-shirts for the volunteers
- VIP cards for the volunteers
- The athletes to sign things
  - Although, we think they should have their own booth next year.
  - Contact to get athletes to autograph is molly Parrott:  
[mparrott@iastate.edu](mailto:mparrott@iastate.edu)
- Sign up for child care
- Sign up for bags tournament

## Volunteers:

- We had one person-Amy-coordinate all the volunteers. She used the following avenues
  - SCAN-requested volunteers and the President Gloria helped all day
  - 10,000 hours show—someone can email the President and VP and ask them to put our event on their list of volunteering options. The contact information can be found here:  
<http://www.sodb.stuorg.iastate.edu/view.php?id=980>
  - Alpha phi omega
  - Story County Volunteer Center
    - CAA has an account with the volunteer center so we can post any time we need volunteers.
    - We should post about a month in advance. We posted a little late this year.
  - CAA members
- Each volunteer should be assigned a task in advance. Enclosed in this binder is a draft of what 2011 volunteers looked like-we were a little short on people for clean up. Below are the categories that volunteers will be needed for and about how many volunteers for each category.
  - Beer Garden
    - Shift 1
    - Shift 1
  - Bags Tournament
  - Set Up
  - Tear Down
  - Information Booth
    - Shift 1
    - Shift 2
  - Stage
- We provided a few goodies for volunteers and they could get these goodies with their volunteer VIP card. There is an example of the VIP card in the binder. The goodies included:
  - Lunch from either Fighting Burrito or Pita Pit
  - Coffee from Stomping Grounds
  - 2 Snacks and a water from the information booth (donated by Wendy's)
  - T-Shirt!

## Child care:

- The Collegiate United Methodist Church coordinated the entire child care event.
  - The contact was: Reaching and Receiving Group and her name is Jeanie McElvain
- Guests could sign up in advance or the day of at the information booth.
- It was FREE!
- Wendy's donated snacks for the children.
- There is an example of the child care registration form in the binder.

## City Partnership:

- The City participated in the event with their own activities and allowed us to use the party block trailer
  - Party Block Trailer
    - We checked the trailer out in April. The contact to check the trailer out is: Jeff Benson?
  - Activities
    - Water Truck-handed out FREE water.
      - Contact: [jdunn@city.ames.ia.us](mailto:jdunn@city.ames.ia.us)
    - Fire Station-Kids could look at the trucks
      - Contact: [cpetersen@city.ames.ia.us](mailto:cpetersen@city.ames.ia.us)
    - Library-Brought out the book mobile
      - Contact: [lcarey@amespubliclibrary.org](mailto:lcarey@amespubliclibrary.org)

## Business Involvement/Activities:

- City Activities:
  - Book Mobile
  - Fire Trucks
  - Water Truck
  - Police Cars
- Business involvement
  - We rented tables and chairs for the businesses that participated. We rented more tables/chairs depending on the activity the business was doing. For example, if the business was just handing out buttons they didn't need many chairs; however bingo or card games would need more chairs.
  - We borrowed tents from Department of Residence (12). They were a hit and businesses got them on first come first serve basis. There was also an extra tent in the block party trailer.



- We emailed businesses and asked for their activity in April but ended up having to email each business individually after that as well. We accepted entries the whole week preceding the event, but in the future we hope to have a date where businesses have to let us know what they are doing.
- We required membership to participate in the day.
- In the binder there is a list of all the businesses that participated in the day and what they did for future reference. I have also printed the emails I sent out to the businesses to get them to sign up as well as what we told them the week before for instructions.

## Marketing Efforts:

- Sent press releases to the newspapers
  - The Sun
  - Ames Tribune
  - The ISU Daily
- Ames News online advertised for us with a link to our Facebook page the week before the event.
- We went to Mel in the Morning 4 Fridays before the event.
- Flyers all over Ames
  - Duff, West Ames, Mainstreet, Campustown
  - We started this about 2 months in advance
- Handed out flyers at the 2 half shell events before Summerfest
- Handed out flyers around at Art Walk
- Facebook—created an event and posted frequently about it. We asked members to re-post it as well.
- Emailing.
- The chamber and Copyworks did a lot of our printing for PR and flyers.

## Summerfest Reflection Guide for Future Committees

### **Bags Tournament:**

- On the bags tournament form make sure that there is a note at the bottom that states that the first person listed on the form is who the check will be made out to if they win.
- You need one referee per board. It is too much work to have one person do two boards.
- PA system for the bags tournament to call names—or have specific times. Like round 1 starts at 2 and round 2 will start at 2:30
  - The party block trailer has an extra PA system we could use.
- The sign up for the tournament should be in the Beer Garden
  - We should have signage for it. “Bags Tournament Here”

### **Logistics:**

- Close Chamberlain so there isn't such a big break from the South and North sides of Welch.
- If there is a vehicle parked in the area and doesn't leave all day, we can call the cops to have the call the owner to get it moved.
- Better advertising for the information booth.

### **Bands:**

- For band ideas check out: <http://www.everyfamilyrocks.org/>
- Make sure there is not any extra space between each band. There was too much dead space.
- Headliner didn't bring very many people. If we are going to pay a band to headline they should be a band that can show they will bring a crowd.
- Do NOT have a 1 hour break between the day bands and the headliner

### **Future Fun/Random Ideas:**

- For fun ideas check out: <http://www.everyfamilyrocks.org/>
- We could have a survey that asked people their favorite booth.
- To get more people to use the childcare?
  - We could hand out the child care sheets with the map maybe?
- Cook-off (like BBQ) would draw a big crowd.
- Maybe the Workspace would do an ARTMart type activity where people could buy art.
- We could have popular groups perform during the day
  - ISU Dance Marathon
  - The city Flash Mob group
  - Gymnastics or dance groups (that way families bring out their kids)
  - Hip Hop club, etc.
- Have a fun party the Sunday afterward for everyone who helped with it. It can be a private party to relax and have a good time.

### **Beer Garden:**

- Need to have a solution for smoking. Maybe a designated smoking area out of the beer garden.
- Could we get the stage closer to the beer garden?
  - Would have to ok it with the fire department

- We don't want to alienate people who don't want to be in the garden though.
  - Maybe we wrist band people and have the band fenced off. That way everyone can see the band.
- We should have a banner that has the hours of the beer garden on it.

**Volunteers:**

- Have a designated group signed up for tear down
- Don't need as many people helping during the day.

**Activities:**

- Athletics need their own tent for signing things and a bigger sign ect.
- Maybe the businesses could go longer?
- Get more involvement.

**City:**

- June is car seat safety month. The City did a car seat check up event and maybe we could work with them and they could have the car seat check up at Summerfest.

**JUNE 11**  
**2011**  
1 - 8:30 p.m.

Activities,  
games, prizes,  
food and music  
for ALL AGES

Campustown Action  
Association presents

# SUMMERFEST


## IN CAMPUSTOWN

FREE Child care & activities  
provided by Collegiate United  
Methodist Church • 6-9 p.m.  
(Registration form can be found on the CAA Facebook page)

HEADLINED BY  
**MATT WOODS**  
AND THE  
**THUNDERBOLTS**

**Bean Bags  
Tournament**

\$10/team  
**CASH PRIZES!**

 Find Campustown  
Action Association on  
Facebook for updates!

Corporate Partners



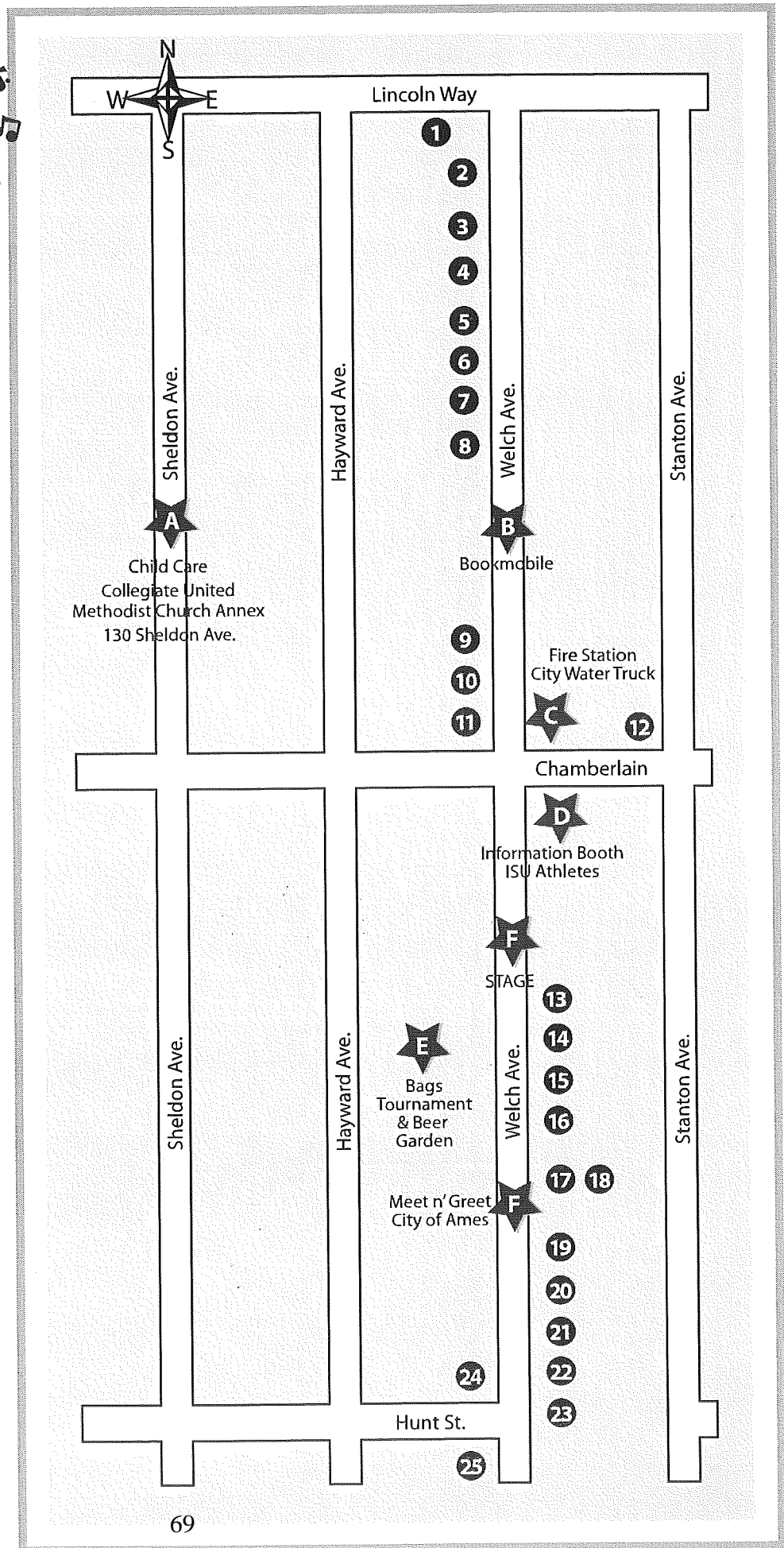
Campustown Action Association is an affiliate of the Ames Chamber of Commerce.

# EVENT MAP



- 1 Singer Station  
*Glass Blowing Demo Ages 16&up*
- 2 Café Beaudelaire  
*Face Painting All ages*
- 3 Project 20/20  
*Dance Competition All ages*
- 4 Copyworks  
*Popcorn All ages*
- 5 Leedz Salon  
*Face Painting/Feather Hair Extensions All ages*
- 6 Lasting Impressions/PitaPit  
*Dunk Tank/Water Balloon Toss All ages*
- 7 Fighting Burrito  
*Crispy Treat Decorating All ages*
- 8 Gyro Stand
- 9 Legends  
*Football All ages*
- 10 Haila, ASP  
*Design Booth Ages 3&up*
- 11 First National Bank  
*Coloring & Balloons All ages*
- 12 Chasers  
*Beer & Wine Tasting Ages 21&up*
- 13 Super Dog
- 14 Kum & Go  
*DSM Menace Soccer Ages 5&up*
- 15 Pyro Grilled Sandwiches
- 16 KASI/KCCQ
- 17 Dogtown  
*Bingo All ages*
- 18 Battles BBQ  
*Lemonade Making ages 5&up*
- 19 Arcadia Cafe  
*Cupcake Treat Walk all ages*
- 20 Birthright  
*Bean Bag Toss All ages*
- 21 Workspace @ Memorial Union  
*Button Making All ages*
- 22 Ames Convention & Visitors Bureau  
*Basketball & Treats Young children*
- 23 Campustown Property Mgmt.  
*Giant Card Game Ages 5&up*
- 24 Golden Wok  
*Karaoke & Ice Cream Samples All ages*
- 25 Stomping Grounds  
*Wine & Beer Tasting 2-4pm Ages 21&up*

- A** Child Care @ CUMC Annex  
130 Sheldon Ave.
- B** Bookmobile  
Ames Public Library
- C** Fire Station/City Water Truck
- D** Information Booth  
ISU athlete autographs
- E** Bags Tournament & Beer Garden
- F** Stage
- G** Meet n' Greet City of Ames



# Child Care Registration

Child care provided by  
Collegiate United Methodist Church

# SUMMERFEST

## IN CAMPUSTOWN

Please fill out one form for each child and return by June 3, 2011.



Follow Campustown Action Association on Facebook  
for Summerfest in Campustown updates!

Name of Child: \_\_\_\_\_

Name of Parent(s): \_\_\_\_\_

Age of Child: \_\_\_\_\_

Main Contact Name/Phone #: \_\_\_\_\_

Other Contact Name/Phone #: \_\_\_\_\_

Emergency Contact Name/Phone #: \_\_\_\_\_

Special Considerations for Child: \_\_\_\_\_

**Drop Off Location:** Collegiate United Methodist Church ANNEX, 130 South Sheldon Ave.

**Drop off time:** 6:00 pm / **Pick Up Time:** 9:00 pm

Fruit snacks, bananas, apples and juice will be available.

**SPACE IS LIMITED. PREREGISTRATION IS ENCOURAGED.**

Registration forms may be mailed to:

Collegiate United Methodist Church, Attn: Summerfest in Campustown  
2622 Lincolnway, Ames, IA 50014

Please contact Jeanie McElvain for more information: [jamcelvain@hotmail.com](mailto:jamcelvain@hotmail.com)





## Bag Tournament Registration

# SUMMERFEST

## IN CAMPUSTOWN

Must be 21 to ENTER the Bags Tournament!



*Follow Campustown Action Association on Facebook  
for Summerfest in Campustown updates!*

Player #1 name: \_\_\_\_\_

Player #1 cell: \_\_\_\_\_

Player #2 name: \_\_\_\_\_

Player #2 cell: \_\_\_\_\_

### **MUST BE 21 to ENTER the Bags Tournament**

\$10 PER TEAM CHECK MUST BE ENCLOSED FOR VALID ENTRY

**Registration forms can be turned in prior to June 11 WITH payment at:  
Battle's BBQ, Dogtown University, Fighting Burrito, Legends or Pita Pit.**

Day of (June 11) registration will be from Noon to 1:00 PM.

**Please read the attached rules of the game prior to June 11, 2011.**

Cash prizes will be determined by the number of teams entered in the tournament.

**Field is limited to 32 teams**

Tournament starts at 1:30 PM, ends by 5:00 PM

**Please check in prior to 1:00 PM on June 11 in Parking Lot T, south of Pizza Pit.**

Teams not present at 1:00 PM will forfeit their entry fee.



Friday September 23, 2011  
Maximum Ames Music Festival  
<http://www.maximumames.com/>

All CAA Members,

The Maximum Ames Music Festival is a four day event featuring a progression of music from West Ames to Downtown Ames. The music begins Thursday September 22nd and wraps up on Sunday September 25<sup>th</sup> during the Octagon Arts Festival.

The Campustown Action Association is partnering with MAMF to bring the beat to Campustown on Friday September 23, 2011. The CAA event in Campustown will have similar format to the Downtown Ames Art Walk held in June. Participating businesses can either host a musical act or contribute to MAMF through a cash or an in kind donation. Every size budget will be considered so that as many businesses as possible can participate.

We recommend any CAA businesses wishing to host a musical act and are not a "normal" musical venue, do so in the late afternoon and evening prior to 9 PM as to not conflict with musical venues showcasing headliners later in the evening.

CAA will promote this event much the same way we promoted Summerfest in Campustown. We will distribute a "Maximum Ames Music Festival in Campustown" specific poster, Facebook, Twitter and web site postings and live radio spots leading up to the event.

Depending upon the level at which your business chooses to participate, there will be multiple opportunities to showcase your business on posters, banners, web adds, radio announcements, newspaper adds, Facebook and Twitter postings.

Businesses wishing to participate by hosting a musical group, band or donate in other meaningful ways should contact Nate Logsden at 515-520-1600 or [nate@maximumames.com](mailto:nate@maximumames.com).

**The deadline to contact Nate is Friday August 12, 2011.**

For additional questions about "MAMF in Campustown" please contact Chandra Peterson or Anne Taylor.

[chandrapeterson27@gmail.com](mailto:chandrapeterson27@gmail.com)  
[anne@dogtownu.com](mailto:anne@dogtownu.com)





## WHAT IS MAXIMUM AMES MUSIC FESTIVAL?

Maximum Ames Music Festival is a four-day celebration of music and culture that will take place at dozens of venues all over Ames. The festival will feature acts from Iowa and the Midwest as well as excellent nationally prominent touring acts. The goal of MAMF is to fill Ames with music for full weekend and give a boost to the local

economy by hosting shows in many different venues and in multiple cultural districts throughout the community. We are eager to foster collaborations between artists, businesses and organizations to create a unique and exciting event that celebrates Ames and maximizes our cultural potential.



## Fall Events Volunteer Schedule and Volunteer Email

### **Welcome Back Event: Friday, August 26<sup>th</sup> 5:00 PM – 7:00 PM (set up at 4:30 PM)**

4:30-5:00: Chandra; Lisa J. Keigley; Jason; Chad West; Liz; RandomGoods

5:00-6:00: Chandra; Lisa J. Keigley; Jason; Chad West; Liz; Random Goods

6:00-7:15: Chandra; Jason; Chad West; Liz; Random Goods

### **Welcomefest: Wednesday, August 24<sup>th</sup> 5:30 PM – 9:00 PM (set up at 5:00 PM)**

4:30 – 5:30: Anne; Chandra; Lisa J. Keigley (comes at 5:00); Jason; Mike at 5:00PM

5:30-6:30: Chandra (have to leave at 6); Anne; Lisa J. Keigley; Jason; Mike

6:30-7:30: Jason; Mike

7:30-9:00: Matthew (starting at 8); Jason (possibly Mike)

### **Move-in Day at the Towers: Sunday, August 21<sup>st</sup>**

1:00: Anne

1:30: Chandra

2:00: John H.

2:30: Chandra

3:00: John H.

Hello all,

The Events Committee has been working hard to promote Campustown to all the incoming students this fall! Below are three events that we need help with in order to make them a success. Each event will be a little different; however, the general point is the same. We need individuals to help hand out our "Campustown passports" at all these different events. Our goal is to always have 2-3 individuals representing CAA at each event.

The events committee has spent a lot of time putting together the passport and coordinating our contributions to these events but we cannot pull them off on our own. If you can volunteer to help at any of these events for the entire time or part of the time, please email Chandra Peterson at [chandrapeterson27@gmail.com](mailto:chandrapeterson27@gmail.com) the event(s) and time(s) you will be there.

### **Welcome Back Event: Friday, August 26<sup>th</sup> 5:00 PM – 7:00 PM (set up at 4:30 PM)**

*The event will take place at the Campustown Fire Station. Please report to the CAA booth located close to Campustown Court at the time you told Chandra you would come.*

**Welcomefest: Wednesday, August 24<sup>th</sup> 5:30 PM – 9:00 PM (set up at 5:00 PM)**

*The event will take place at the Great Hall in the Memorial Union. Please locate the CAA booth on the map located close to the front door and report to the CAA booth at the time you told Chandra you would come.*

**Move-in Day at the Towers AND Campustown Tours: Sunday, August 21<sup>st</sup> 12:00PM – 4:00PM**

*The event will take place either outside or in the common area of Wilson Hall. While some individuals are handing out Passports the others will be giving tours to new freshman (a map and script will be provided). Please report to the front doors of Wilson Hall at the time you told Chandra you would come.*

Thank you in advance for your help with these! If you have any questions, please feel free to email Chandra at the email address listed above.

Sincerely,

The Events Committee!



Dear Campustown Business Owner:

If you were in Campustown on Saturday, June 11<sup>th</sup>, you are aware that the Campustown Action Association hosted the first annual Summerfest in Campustown. Summerfest was a huge success. The day included over 25 businesses hosting family friendly activities, a bags tournament, free child care, a beer garden, live local music as well as a headliner band in the evening. We hope that you experienced an increase in business on Saturday and that you benefit in the future from the added exposure of Campustown to the community.

The Campustown Action Association plans to host two more events in September and the planning for Summerfest 2012 has already begun. As a member of CAA you receive a variety of benefits including the opportunity to participate in all these events to promote your business to the community. We hope that you will consider joining *our* community- a group of business owners working to make Campustown a better place to live, work and play.

We have enclosed more information about the business association as well as a membership form. If you would like additional information or would like to meet with a CAA Board Member, please contact me at [chandrapeterson27@gmail.com](mailto:chandrapeterson27@gmail.com) or by phone at (515) 450-3141.

Sincerely,

Chandra Peterson

Executive Director, Campustown Action Association

(515)450-3141

[Chandrapeterson27@gmail.com](mailto:chandrapeterson27@gmail.com)

<http://www.campustownonline.com>

CAA is an affiliate organization of the Ames Chamber of Commerce.



# SUMMERFEST IN CAMPUSTOWN



"In addition to enjoying a beautiful summer day, we were able to showcase our business to many members of the Ames community that don't necessarily visit Campustown on a regular basis. It was wonderful to see so many new faces."

--Anne Taylor, Dogtown University

"We had a great time talking to the public during our Spaghetti Marshmallow Design Competition. As a result of the event, our website had its largest single day of visitors and is on pace to shatter our previous one week record as well."

--Art Baumgartner Haila, ASP

"We couldn't have asked for a more organized event. It was first class. We got a tent, chairs and tables with a large business sign and a list of our offerings, just because I am a member of CAA! We gave away more than 200 business coupon offerings."

--Doug Ziminski, Leedz Salon

## Campustown Blip for Website:

### What's all the Excitement About?

Campustown, once known as Dogtown due to the **stray** dogs that would roam around the streets, is the area adjacent to Iowa State University. This unique treasure captures a mixture of the Iowa State and Ames communities' memories. Campustown houses many unique businesses ranging from authentic Thai or Mexican food to a place to purchase exotic reptiles. The opportunities in Campustown are endless—get pizza to go and eat it at the newly constructed Campustown Court, attend an event that is exclusive to the area, shop for your new ISU apparel, get a haircut or tan, curl up with a book at one of the local coffee shops, sing your heart out at Karaoke nights, get a drink with friends after work, or find a place to live! You can find what you are looking for in Campustown, whether you wish to go shopping and have a nice quiet lunch during the day or explore the bar scene in the midst of the bustling Campustown nightlife. Come on out and try it for yourself!

### Become a Member

If you are a business owner or property owner in the Campustown area please consider becoming a member of the Campustown Action Association. The Association hosts monthly meetings on the third Thursday of every month at 4:00PM at Legends Bar and Grill. There are many benefits to becoming a member, including cooperative marketing efforts, participation in events planned by CAA, and the opportunity to be part of continuing revitalization efforts.

## Website Words

### **Bars/Clubs**

Campustown Nightlife-Live it like you LOVE it.

When the sun goes down, Campustown comes to life. Whether you want to go dancing, grab a drink, listen to music or chow down on a late night snack, Campustown is the place to be.

### **Churches**

Spend some time discovering yourself.

Find refuge.

The Churches in Campustown are all welcoming worship centers with a variety of different worship times to meet anyone's needs.

### **Restaurants**

Campustown has a diverse mixture of restaurants that can all be described in one word-Variety.

- A variety of cultural dishes
- A variety of open hours
- A variety of smells and tastes
- A variety of choices between fast food and sit down locations.

Whether you are looking for a juicy burger or a spicy Indian dish-you can find it all here.

### **Event Calendar**

CAA strives to bring diverse events to the Campustown District that entertain all ages and embrace the community we are.

### **Shopping**

Shop til' you drop down the streets of Campsutown!

Get lost in unique shops that cannot be found anywhere else. You know you'll be original when you shop here.

## Campustown Survey

---

- **Insiders** → individuals have chosen to live, work, play in Campustown.
- **Outsiders / neighbors** → All other residents of Ames and ISU Alumni

Additional internal resources may also be used to boost survey responses. Ames may do any combination of the following: A.) provide Brand Endeavor with supplemental email lists directly, B.) Send email invites out to their own list sources via a URL link provided by Brand Endeavor, or C.) use other promotional methods such as newsletters, etc. As discussed, these internal resources for boosting survey response may include:

- Utilities customers → promote through newsletter and/or email list
- IOWA STATE Student / alumni / faculty lists (provided to Brand Endeavor from Ames)
- Season ticket holders
- Partnership with library (post cards with key questions selected)
- Partnership with local churches
- Friday Folders for parents – Ames working in partnership with the schools

**Survey Protection:** The survey software will be set to “prevent ballot box stuffing” which means a cookie will be used to prevent people from taking this survey more than once.

---

Thank you in advance for your participation. The results from this research will be used to Campustown set a long-term vision for itself. This vision is critical in setting goals, making decisions for the future, and measuring successes. This study is open to anyone who is familiar with Campustown, and will take 10 minutes to complete. Your input is extremely important to us and we appreciate your thoughtful and honest responses.

### Help us get to know you?

1. What is your gender?
  - a. Male
  - b. Female



2. Which of the following best describes your age group?
  - a. Under 18
  - b. 18-20
  - c. 21-24
  - d. 25-34
  - e. 35-44
  - f. 45-54
  - g. 55-64
  - h. 65 or older
3. Which city do you live in? (Select one)
  - a. Ames
  - b. Other city in Story County
  - c. Outside of Story County
4. When choosing a commercial area of Ames in which to spend time and money, which attributes would be on your list of the Top-3 most important to you?  
**[Randomly rotate]**
  - a. Safe
  - b. Easy to access from Hwy 30 or I35
  - c. Attractive – clean, well maintained public spaces
  - d. Attractive – clean well maintained interior spaces
  - e. Ethnically diverse
  - f. Culturally vibrant
  - g. Necessary amenities – like banks, grocery stores, etc.
  - h. Local mom-and-pop shops and restaurants
  - i. Availability of national chains (such as Kohl's Wal-Mart, Dillard's, Gap, Olive Garden, etc.)
  - j. Recreational services – parks, trails and open spaces
  - k. Nearness to events and sports
  - l. Family / kid-friendly activities
  - m. Other (please specify)

**[Segmenting Our Stakeholders]**

5. Which of the following describe you? (Select ALL that apply)
  - a. You live in Campustown
  - b. You live outside of Campustown
  - c. You are a college or graduate student at IOWA STATE
  - d. You are employed by IOWA STATE
  - e. You live and work outside of Campustown
  - f. Other (please specify)

6. Tell us in your own words why you DO or DON'T spend time and money in Campustown?
  - a. You DO spend time and money in Campustown because: \_\_\_\_\_
  - b. You DO NOT spend time and money in Campustown because: \_\_\_\_\_
  
7. **[The purpose of this question is to help segment out which respondents are part of the silent majority and which are already active in Campustown affairs.]** To what extent have you participated in city Campustown affairs in the past? Have you... (Select all that apply) **[Randomly rotate]**
  - a. N/A – None of these / does not apply to you
  - b. Attended a CAA meeting
  - c. Attended Summerfest 2011 or other Campustown events
  - d. Written the media about a Campustown issue
  - e. Read / followed editorial debates in the media
  - f. Other (please specify) \_\_\_\_\_
  
8. Select your Top-3 reasons for living / working in Campustown. If you do NOT live / work in Campustown, select the Top-3 reasons why you think someone would. (Select up to 3) **[Randomly rotate]**
  - a. Safe
  - b. Easy to access from Hwy 30 or I35
  - c. Attractive – clean, well maintained public spaces
  - d. Attractive – clean well maintained interior spaces
  - e. Ethnically diverse
  - f. Culturally vibrant
  - g. Necessary amenities – like banks, grocery stores, etc.
  - h. Local mom-and-pop shops and restaurants
  - i. Availability of national chains (such as Kohl's Wal-Mart, Dillard's, Gap, Olive Garden, etc.)
  - j. Recreational services – parks, trails and open spaces
  - k. Nearness to events and sports
  - l. Family / kid-friendly activities
  - m. Other (please specify) \_\_\_\_\_
  
9. What, if any, relationship do you have to IOWA STATE? Are you a... (Select all that apply)
  - a. Undergraduate student
  - b. Graduate student
  - c. Faculty member
  - d. Staff member
  - e. Alumnus
  - f. Prospect – considering attending IOWA STATE in the future
  - g. NA
  
10. When you think of the Campustown what word or phrases first come to mind? (Type your responses below) **[Insert three lines below with prompts.]**
  - a. The first thing that comes to mind about Campustown: \_\_\_\_\_
  - b. What else? \_\_\_\_\_
  - c. Anything else? \_\_\_\_\_
  
11. If you were describing Campustown to a friend who had NEVER heard of it, how would you describe it? (Please be as specific as possible, there is plenty of room) **[Capture open-ended response]**

12. Fill in the blank in this sentence – “Compared to other areas next to colleges in the Midwest, the best thing about the ISU Campustown is \_\_\_\_\_.” (Select from below list or write in your own response.)
- Convenience
  - Safety
  - Attractive – clean, well maintained
  - Ethnically diverse
  - Culturally vibrant
  - Local mom-and-pop shops and restaurants
  - Community events and sports
  - Family / kid-friendly activities
  - Filled with activities for young adults
  - Historic architecture
  - Other (specify)
13. What is your opinion about what the relationship between the Campustown and IOWA STATE should be. Should the relationship be... (Select one)
- Separate but equal – Campustown and IOWA STATE are equally important, but not connected.
  - Collaborative – Campustown and IOWA STATE work together. They are connected and dependent on one another.
  - IOWA STATE leads – The needs of IOWA STATE should be the priority over Campustown.
  - Campustown leads – The needs of Campustown should be the priority over IOWA STATE.
  - Other (please specify)
14. Write your answer here: “Campustown is the \_\_\_\_\_ of Ames.”
15. Finally, which ONE statement would you personally be proudest to see represent the Campustown? (Select one) **[Randomly rotate]**
- Campustown is the entertainment hub of Ames.** With an active nightlife as well as cultural, community and artistic opportunities during the day, Campustown is has a wide-variety number of entertainment options.
  - Campustown is the dining center of Ames.** The wide-variety of local and regional of food options including: American, Korean, Mexican, food carts, coffee, and American-café makes Campustown a frequent host for all hungry guests.
  - Campustown is the social center of Ames for diverse audiences.** With a distinguished university at across the street Campustown is a favored gathering place for everyone from students and faculty to professionals and City leaders.
  - Campustown is the entrepreneurial hub of Ames.** Offering a nurturing environment for entrepreneurial spirits to access a diverse customer basis, technology, interns, and mentors.

**[Personality]**

16. Which adjectives would you use to describe Campustown? (Select all that apply)
- [Randomly rotate]**
- Comfortable
  - Welcoming / inclusive to all
  - Vibrant / energetic

- d. Real / down to Earth
- e. Unique
- f. Having traditional values
- g. Friendly
- h. Eccentric
- i. Nurturing
- j. Stimulating
- k. Intellectual
- l. Innovative
- m. Conservative
- n. Liberal
- o. Tight-knit
- p. Middle-class
- q. Stuck-up
- r. Careful / cautious
- s. Boring
- t. Exciting
- u. Entrepreneurial
- v. Tired / run down / dated
- w. Up and coming
- x. Fun
- y. Professional
- z. Progressive
- aa. Proud
- bb. Vibrant
- cc. Stagnant / complacent
- dd. Upscale / elite
- ee. Safe
- ff. Unknown / undefined
- gg. Insignificant
- hh. Divided
- ii. Unified
- jj. World-class
- kk. Other (specify)

17. Now from those adjectives you selected, pick the Top-3 that YOU WOULD LIKE TO describe Campustown the best in the future. (Select up to 3)
- a. **[Populate answer options with those selected in previous question.]**

### **[Conclusion & Remaining Demos]**

18. Think about your own personal vision for Campustown. Where would you like to see Campustown in 5 or 10 years? **[Capture open-ended response]**
19. What is the highest education level you have completed?
- a. Some high school
  - b. Completed high school
  - c. Some college

- d. Associates degree
  - e. Bachelors degree
  - f. Some graduate school
  - g. Graduate degree
20. Do you have children living in any of the following age groups living in your household?  
(Select all that apply)
- a. N/A – No children currently living in your household
  - b. Under age 5
  - c. Age 5 to 9
  - d. Age 10 to 14
  - e. Age 15 to 18
21. **[The purpose of this question is to help us profile our respondents psychographically. We will have standard demographics, but want to dig a little deeper into the “type” of people they really are. What is important to them? What are their values?]** How would your friends describe you? Are you the type of person that... (Select all that apply) **[Randomly rotate]**
- a. Takes great pride in the community you live in
  - b. Feels most comfortable with traditional values
  - c. Is willing to sacrifice quality for convenience
  - d. Is deeply spiritual or religious
  - e. Is extremely family oriented
  - f. Makes a point to support smaller providers (like local bookstores and grocery stores) rather than larger, corporate organizations
  - g. Is an independent thinker who challenges what most people think
  - h. Is an opinion leader in your circle of friends
  - i. Does a lot of things based on habit or because my family does / did things that way
  - j. Prefers to avoid the type of problems that call for too much thinking
  - k. Enjoys staying at home in the evenings, rather than going out
  - l. Is the first to try something new
  - m. Is the type of person who is just focused on making ends meet
  - n. Believes strongly in yourself and your abilities
  - o. Wants to live near people like you for shared experiences
  - p. Wants to live near people who are not like you for exposure to new experiences
  - q. Loves the thrill of risk and frequently takes chances
  - r. Spends most of your free time doing fun stuff with your friends
  - s. Is influenced by what is hot/trendy and what is not
  - t. Is curious, wanting to explore and learn about new things
  - u. Often buy things that are simply beautiful, whether or not they are practical
  - v. Thinks quality is more important than price
  - w. Tends to buy whatever is on sale
  - x. Is a spender rather than a saver
  - y. Is a saver rather than a spender
  - z. Other (specify)
22. What businesses would you like to see in Campustown in the future? [make this open ended]

# MINUTES OF THE SPECIAL MEETING OF THE AMES CITY COUNCIL

AMES, IOWA

AUGUST 16, 2011

The Ames City Council met in special session at 7:00 p.m. on the 16<sup>th</sup> day of August, 2011, 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 Finseth was also present.

## **MOTION APPROVING TRANSFER OF CLASS C BEER & B NATIVE WINE PERMIT:**

Moved by Mahayni, seconded by Goodman, to approve the transfer of a Class C Beer and B Native Wine Permit for Ames British Foods.

Vote on Motion: 6-0. Motion declared carried unanimously.

## **RESOLUTION APPROVING REVISED FINAL PLAT FOR NORTHRIDGE HEIGHTS SUBDIVISION, 14<sup>TH</sup> ADDITION:**

Moved by Davis, seconded by Wacha, to adopt RESOLUTION NO. 11-395 approving the revised Final Plat for Northridge Heights Subdivision, 14<sup>th</sup> Addition.

Roll Call Vote: 6-0. Resolution declared adopted unanimously, signed by the Mayor, and hereby made a portion of these Minutes.

## **SECOND READING OF ORDINANCE RELATING TO PRECINCT AND WARD BOUNDARIES AS A RESULT OF THE 2010 CENSUS:**

Moved by Mahayni, seconded Wacha, to pass on second reading an ordinance relating to precinct and ward boundaries as a result of the 2010 Census.

Roll Call Vote: 6-0. Motion declared carried unanimously.

## **SUSTAINABILITY TASK FORCE PRESENTATION OF PLAN FOR ELECTRIC CONSUMPTION REDUCTION:**

City Manager Steve Schainker discussed City Council's goal of going green to promote environmental sustainability. He said the City contracted with Iowa State University for Merry Rankin to work with the Sustainability Task Force, and after many months of meeting, they have compiled a plan on reducing electrical consumption in Ames.

Merry Rankin thanked the Council and acknowledged members of the Sustainability Task Force present. Ms. Rankin reviewed the charge given to the Task Force of addressing electrical consumption of the Ames community and identifying goals and resources toward collective reduction. She explained the involvement of the 17 members on the Task Force representing the primary electrical consumption sectors of the Ames community, as well as the community members that were involved in a subcommittee or served as a sector consultant or expert resource.

A representative from each sector presented a description of their sector, initiatives, goals, and their top two priorities toward reducing electrical consumption. The sectors represented were:

- Building Contractors/ Developers
- Business
- Civic Organizations
- Faith-Based Organizations
- Non-City Government
- Residential
- School Districts

Ms. Rankin thanked everyone involved in the process. She said there is much diversity in the needs, challenges, goals, and action steps in all sectors, but some common findings among all sectors can be noted:

1. The interest in and dedication toward ensuring a sustainable future is important to the Ames community.
2. There is an abundance of resources currently available and in place to assist and guide all sectors' members in achieving significant and immediate reductions in electrical consumption.
3. Reduction goals are embraced by all sectors.
4. In spite of the interest in sustainability and the available resources, there are still considerable challenges throughout the Ames community in engaging sector members in electrical consumption reduction initiatives, activities, and programs and sustaining involvement on an ongoing basis.

Ms. Rankin also said there are three overarching themes between sectors on which to base some comprehensive action steps that encompass all sectors:

1. The need for an increased and enhanced focus on education and awareness resources and campaigns.
2. The need for an increased and enhanced focus on engaging, motivating, and sustaining participation.
3. The need for an increased and enhanced focus on sustainability-minded planning and policies.

Ms. Rankin said that to support the three action steps that encompass all sectors, the Sustainability Task Force is proposing the following:

1. The establishment of an Electrical Efficiency Education Committee - The focus of this committee would be to take a collective look at the educational resources noted in the *City of Ames Sustainability Plan for Electrical Consumption Reduction* and other relevant resources and offer recommendations related to increasing the accessibility, availability, and utilization of these resources. It would also consider the need for additional resources and implement steps for their development and completion.
2. The establishment of an Electrical Efficiency Engagement and Recognition Committee - The focus of this committee would be to create a recognition program specifically related to achievements and engagement in electrical consumption reduction by individuals and organizations in the Ames community.
3. The establishment of a Review Team of Current Policies Related to Electrical Efficiency - The focus of this review team would be to consider and evaluate current policies and provide recommendations to the City Council as related to planning and policy consideration that should be undertaken and/or implemented to offer further assistance and incentive as related to electrical consumption reduction.

Ms. Rankin said these groups would not be long-standing, and each committee would work with City staff toward its goals. She said the Task Force is hopeful that the City Council will support

City staff in assisting the Task Force with putting the committees together and assisting the committees in moving forward with future plans.

Council Member Orazem asked the school subcommittee about energy usage for the new middle school compared to the old middle school. He said the new school is 50% larger than the old one, and energy costs are more than double what they were at the old site. He asked about additional space in other schools. Gerry Peters, Director of Facilities Planning and Management for Ames Community School District (ACSD) said that window air conditioners account for much of the air conditioning in schools currently. He said that ACSD is hoping to offset some of those costs with technology such as wind energy or solar generation. Mr. Schainker said the existing code involving alternate energy may need to be revisited since the options approved by Council are residential in scale.

Council Member Davis expressed interest in the Residential Sector's goal to put a "home energy yardstick" feature on the City website. This feature would allow utility customers to view their energy use in relative terms and to compare their energy use to the energy used in similar homes with a similar household size. Member Davis asked how much this feature would cost. Corey Metzger, Mechanical Engineer at RDG Planning and Design, said that the group researched the feature, and it would cost approximately \$25,000 initially and about \$7,000 yearly.

Council Member Larson asked for clarification regarding the request for Council to support the use of City staff time for the recommended committees. Ms. Rankin said many of the resources are already out there, but the resources and the means of disseminating the resources may need to be adjusted for particular users. Mr. Schainker said implementation will be addressed later, but most of the support will be provided by the utility department. He said the Public Relations Office will also be involved. Mr. Schainker said all the initiatives are important, so it becomes a matter of how much time it will take to work on the recommendations. Ms. Rankin said the groups are very proactive, so some concerns can be addressed with more of a focus group approach so that questions can be answered and the committees can continue on.

Council Member Orazem addressed the educational initiatives and activities survey that was developed for organizations in the Ames community. He said that a small percentage of respondents surveyed have utilized the Smart Energy free energy audit. He asked why more organizations are not taking advantage of it. Ms. Rankin said that many are not aware that it is offered, and some businesses may be leery because they're worried compliance issues may be discovered. Mr. Schainker said it would be beneficial to ask about the audit on the annual Residential Satisfaction Survey. Ms. Rankin said that awareness is really the issue, since when the process is known and users navigate it, the results are very beneficial.

Council Member Wacha thanked everyone for their work, and said that behavioral change is where a lot of opportunity lies. He said that large apartment complexes would be a good place to focus. Ms. Rankin agreed that they are a very important part of the residential sector, and discussed how they can begin efforts and partner with landlords. Jim Gaunt, spokesperson for the faith-based organizations sector, said that his group is working through the fact that those who reap the benefits of electrical consumption reduction are not necessarily the ones that pay for the capital improvements.

Council Member Orazem said he is really interested in energy reduction competitions as a means for sharing information, and seems a natural way to look for ways to conserve. He wondered



who would lead the competition. Jen Malone, spokesperson for the business sector, said the Chamber would be an option, as well as the business sustainability organization for leading the effort on competitions among businesses.

Council Member Larson said that the Greek community at Iowa State University is at the crux of competition, and there are approximately 2,000 residents that live in Greek housing. He said great opportunity could be found there for energy reduction in the form of competitions. Ms. Rankin said she has already been approached by the Greek community, and Greek Go Green is a program that will be kicked off this fall. She said their first area of focus is electrical consumption reduction.

Council Member Mahayni said the Sustainability Task Force has presented its report in ten months, which is an impressive accomplishment. He also said that this is “touching the surface,” and that moving forward with sustainability efforts is important.

Council Member Orazem discussed the residential yardstick idea. He wondered if the concept would trigger more audits when residents are able to see their household consumption in comparison with similar households. Mr. Metzger said that the number of occupants per household would also be part of the comparison. He also said their group is hoping to target schools and some civic organizations to see if certain incentives can be offered (i.e. extra credit to students who begin energy conservation methods at home). Mr. Gaunt said that the faith-based organizations sector sent a letter to all faith-based organizations containing a table with electrical usage by account number for all faith-based organizations. He said he heard that the organization with the largest consumption was a bit disturbed, so he believes that how consumers rate in comparison to others does matter.

Council Member Goodman said that he had audits performed on his home and his businesses. He said he found that taking the next step was the hard part, and that a little bit of hand-holding may be helpful. He said he is interested in how many audits actually translate into action.

Ms. Rankin said the business sector and the faith-based sector will have their own groups to share ideas, motivate, and talk about successes and next steps. She also said the three committees would be providing resources and contacts for moving forward.

Council Member Mahayni said the message is that the City has to invest resources in order to create new awareness within the community. He said he has heard this, and the City will need to invest more in this initiative.

**SUSTAINABILITY TASK FORCE PRESENTATION OF SUSTAINABILITY EDUCATION AND AWARENESS INITIATIVES AND ACTIVITIES:** Mr. Schainker said the second part of the Task Force charge was to find out what other entities around the City are doing to promote electrical consumption reduction, which is contained in the second report given.

Ms. Rankin said that a 23-question educational initiatives and activities survey was developed that focused specifically on educational efforts by organizations in the Ames community related to electrical consumption reduction and other areas of sustainability. Ms. Rankin reviewed the results, and said that over 60% of the organizations are not providing electrical consumption

reduction education and awareness information or events to employees, staff, volunteers, customers, clients, or partnering organizations. These respondents didn't consider offering these opportunities a priority of their organization.

Ms. Rankin also said that 43% of the organizations surveyed had used Smart Energy resources and 54% of respondents reported they provide education and awareness for other areas of sustainability to their employees, staff, and volunteers. She said many respondents had concerns about expenses involved, but the opportunities for awareness are present. Ms. Rankin said the organizations surveyed are most interested in best practices and tips. She told the Council that while 39 respondents completed the survey, 200 additional people viewed it and did not fill it out.

Mr. Schainker said the report is a result of much effort and many hours and dedication. He said that no direction is needed now, and that after staff and Council have studied the recommendations, it will be brought back to Council for direction. Mr. Schainker said that looking beyond this assignment, this group will help brainstorm ideas as Council desires to move forward and accomplish its goal of going green to promote environmental sustainability.

**COMMENTS:** Moved by Davis, seconded by Goodman, to refer to staff a letter from QuikTrip regarding an alcoholic beverage tasting event.

Vote on Motion: 5-1. Voting aye: Davis, Goodman, Larson, Mahayni, Orazem. Voting nay: Wacha. Motion declared carried.

Moved by Davis, seconded by Larson, to refer to staff a letter from Heartland Senior Services regarding its contract with the City of Ames. Mr. Schainker said this item will be discussed at the next Transit Board meeting.

Vote on Motion: 6-0. Motion declared carried unanimously.

**ADJOURNMENT:** The meeting adjourned at 9:21 p.m.

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Diane R. Voss, City Clerk

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Ann H. Campbell, Mayor

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Erin Thompson, Recording Secretary

## MINUTES OF THE REGULAR MEETING OF THE AMES CITY COUNCIL

AMES, IOWA

AUGUST 23, 2011

The regular meeting of the Ames City Council was called to order by Mayor Campbell at 7:00 p.m. on August 23, 2011, in the City Council Chambers in City Hall, 515 Clark Avenue. Present from the Ames City Council were Davis, Goodman, Larson, Mahayni, and Orazem. *Ex officio* Member Finseth was also present. Council Member Wacha was absent.

Mayor Campbell announced that the Council would be working off an Amended Agenda. A Closed Session to discuss strategy with counsel regarding settlement of the City's appeal of its NPDES Permit had been added. She also brought to the Council's attention that the amount of the contract with Gillig Corporation for the purchase of five buses (Agenda Item No. 34) was \$1,960,000 (not \$1,900,000).

**PROCLAMATIONS:** The Mayor read a Proclamation for National Day of Remembrance for the 10<sup>th</sup> Anniversary of the events of September 11, 2001. Accepting the Proclamation were Ames Fire Lieutenant Dave Folkmann, Firefighters Wes Hubbard, Dave Whitaker, Todd Moomaw, and Rowdy Kraby, and Ames Police Commander Geoff Huff and Lieutenant Tom Shelton.

A Proclamation celebrating 11 Days of Global Unity (September 11 - 21, 2011) was read by Mayor Campbell. Heather Withers, Mary Nakadate, and Cheryl Binzen accepted the Proclamation. Ms. Withers, 1226 Ridgewood Avenue, Ames, gave the history behind the origin of this celebration, which began after September 11, 2001. She highlighted several events that will occur to support the peace-making activities and celebrate strengths inherent in community diversity.

**PRESENTATION OF ANNUAL AMES ECONOMIC DEVELOPMENT COMMISSION REPORT:** Dan Culhane, President and Chief Executive Officer, presented the Ames Economic Development Commission's Annual Report for 2010. He reminded the City Council that this annual presentation is part of AEDC's contractual obligation with the City.

Mr. Culhane described 2010 as possibly the best year Ames had ever had relative to economic development activity and success. He recapped the new and expanded businesses that had resulted in new and expanded investment and jobs in Ames. According to Mr. Culhane, Ames economic development had been "robust" since 2010. On behalf of the AEDC Board of Directors, Mr. Culhane thanked the City Council for its past support. He stated that the AEDC is currently developing its Five-Year Plan for 2012-2017.

**PRESENTATION BY LIBRARY BOARD OF TRUSTEES PERTAINING TO BUILDING RENOVATION/EXPANSION:** Dudley Luckett, member of the Library Board of Trustees expressed his personal passion for libraries. He emphasized the importance of public libraries to communities. Mr. Luckett introduced other Trustees present: Kevin Stow, Laura Rawlins, Sherry Bradley, Sherry Meier, Sam Schill, Al Campbell, and Shazia Manus.

Library Director Art Weeks introduced Roger Kluesner, Jane Acker, Sam Lyon, Tripli Upreti, and Diuya Navi, who were present on behalf of the Ames Public Library Friends Foundation.

Mr. Weeks gave a presentation on the proposed Library expansion/renovation. He explained that the City had held 22 public forums to receive comments on the possible expansion and renovation of the Library; over 800 people attended the forums. In addition, telephone surveys were conducted with over 400 registered voters to get their input. Mr. Weeks summarized the information gleaned from the public sessions. The recurring comments were: to keep the library downtown at its current location, maintain the historic structures (the 1904 original building, the 1940 addition, and the 1984-85 addition), keep the project cost at a reasonable level, and do so in a manner so as not to drive up operating costs. He reviewed the objectives that would be met in by the proposed addition to and renovation of the current library. The end result would be a facility totaling 77,000 square feet.

Director Weeks requested that the City Council direct staff to work with bond counsel to prepare the language for an \$18 million bond referendum to be on the November 8, 2011, ballot. He stated that \$2 million in philanthropic donations would be added to that, bringing the total cost of the project to \$20 million.

Kevin Stowe identified himself as the Vice-President of the Library Board of Trustees, Director of the Friends Foundation Board, and a member of the Renewal Project Campaign Committee. He told the Mayor and City Council that the Library has a constituency of loyal annual donors, and between \$50,000 to \$80,000/year is raised through two annual campaigns. However, there is not an established base of major gift donors. Because of competing capital drives and an uncertain economic future, potential contributors have become more cautious before pledging their resources. According to Mr. Stowe, philanthropic donations have never been sought for a multi-million-dollar campaign. Federal grant money has dried up, and most smaller grants will not consider applications until a successful bond referendum has occurred. Mr. Stowe stated that the Board of Trustees has pledged \$1,000,000 in funds from the Myers, Howell, Marsden, and Thompson bequests that are currently held by the City. In addition to that, \$300,000 has been already committed. Library employees have developed an internal campaign.

Mr. Luckett addressed each of the comments that he had heard from persons objecting to the proposed project. He also listed the reasons why the Library renovation and expansion is needed. It was pointed out that it had been 26 years since construction of the last addition, which was planned to serve a 15- to 20-year period of growth. According to Mr. Luckett, the Library, in its current state, needs extensive repairs. The architect has estimated that those repairs would equate to approximately \$10 million. Those monies will have to be expended to even maintain the current library. In the opinion of Mr. Luckett, Ames owes it to future generations to renovate and expand its Library.

Roger Kluesner, 2702 Cottonwood, Ames, identified himself as the President of the Ames Public Library Friends Foundation Board. He said that that Board operates independently as a 501C3 Foundation. It is a result of a merger of what was previously known as the Friends of the Ames Public Library and the Ames Public Library Foundation. The Friends Foundation operates with a 15-member Board of Directors. It exists for one purpose, which is to support the Library with energy and time and/or raising funds directly through activities. Mr. Kluesner described the activities of the Foundation Board to garner support for Library projects. He also described how the Friends Foundation has worked on the Library “renewal project.”

Jane Acker, 2107 Graeber Street, Ames, said that she is also a member of the Friends Foundation Board, however, was speaking tonight on her own behalf. Ms. Acker expressed her appreciation of the Library staff, who “basically turn themselves inside out in a thousand different ways” to make it possible for library users to ignore the terrible inadequacies of the existing building. Ms. Acker said that “to call the current library building sub-optimal would truly be charitable.” She referenced a Council goal of making Ames a united and welcoming community. In her opinion, the library is the place where those kinds of activities occur; it is the one place in Ames where every age group, every socio-economic group, every ethnic group come to gather information, learn, and participate in other functions (use computers, get help with taxes, watch movies, attend story time in six different languages, etc.). Investing in the library means the community is taking steps to strengthen and unify Ames. Ms. Acker urged the Council to support a bond issue in the amount of \$18 million for improvements to the library.

Sam Schill, 619 Onyx Street, Ames, stated that he, as a Friends Foundation Board Member, wants to see a library facility that will exist for future generations. He sees the library as a strategic point in children’s education. It is a “hub” for educational opportunities that cannot be offered at home or at school. Mr. Schill wants to inspire young adults to live, work, and raise families in Ames, and the library is a point of reference to keep people excited and serve as a resource center and a technological center in this community. That facility needs to meet residents’ needs not only currently, but also in the future.

Diuya Navi, 922 Poe Avenue, Ames, and Tripli Upreti, 4605 Hemingway Drive, Ames, Co-Presidents of TAG, a club for teens at the Ames Public Library, were present. According to Ms. Navi, they organize events, such as “Rock the Library,” and raise funds for “Project Smyles.” She said that there are over 40 members of TAG. Ms. Navi referred to the Library as her “second home.” She described the teen space as basically just a hallway with four computers. There is no room for all the members of TAG to hold study groups or work on any projects. On behalf of the teens of Ames who use the Library, she urged the Council to approve the wording for the bond issue for the Library “renewal project.”

Terry Stark, business owner in Ames, said he lives in Nevada; however, served on the Library Board in Nevada for ten years. Mr. Stark spoke about two capital campaigns that he had been involved with in Nevada, which has a population of approximately 7,200, where they raised nearly \$7 million and \$2 million of private money. He sees Ames as a community with a lot of people with discretionary income, and he hopes that the people of Ames will step up and support the project through voting for the bond referendum and in financial contributions. Mr. Stark also stressed the importance of the Library and said the project needs to be done.

Laura Rawlins, 1119 Johnson Street, Ames, advised that she was a member of the Friends Foundation Board, but was speaking for herself. She said that she and her family moved to Ames two years ago, and one of the comments they were told was that they “wouldn’t believe the public library.” Her family still considers the library a gem; however, it needs work. There are many inadequacies and the project is very much needed to make the facility what it should be for the Ames community. The Public Library is a selling point for the City. Ms. Rawlins pointed out that borrowing books from the Library does not cost its patrons anything. She further explained what a great benefit the Library with its “World of Ideas” is to the Ames community. Ms. Rawlins encouraged the Council to support the bond referendum as it is very important to the community.

City Manager Schainker clarified that the next step to be taken by the Council members would be to pass a motion, if that is their desire, directing staff to work with the bond attorney to prepare the referendum language.

Council Member Davis asked Kevin Stowe to clarify what funding has been committed to the project. Mr. Stowe reported that the Board of Trustees had committed \$1 million from bequests to the Library. An additional \$300,000-plus had been committed. Council Member Larson questioned whether there would only be \$700,000 remaining to be raised. Mr. Stowe stated that the preference is to raise above the \$2 million, so that the full \$18 million bond issue would not have to be spent.

Moved by Larson, seconded by Goodman, to direct staff to prepare a bond referendum ballot question for Library expansion in an amount not to exceed \$18,000,000 for the City-wide election to be held on November 8, 2011.

Council Member Mahayni noted that this issue had been discussed for almost two years, the Board members have done their homework, but the job is not done yet. He said that the Council and the Board members need to work together to ensure that the referendum is successful.

Vote on Motion: 5-0. Motion declared carried unanimously.

**CONSENT AGENDA:** Council Member Goodman asked to pull Item No. 10 for separate discussion.

Moved by Davis, seconded by Mahayni, to approve the following items on the Consent Agenda:

1. Motion approving payment of claims
2. Motion approving Minutes of Regular Meeting of August 9, 2011
3. Motion approving Report of Contract Change Orders for August 1-15, 2011
4. Motion approving renewal of the following beer permits, wine permits, and liquor licenses:
  - a. Class C Liquor & Outdoor Service Privilege – SMG Food & Beverage, CY Stephens Auditorium
  - b. Class C Liquor & Outdoor Service Privilege – SMG Food & Beverage, Scheman Building
  - c. Special Class C Liquor – SMG Food & Beverage, Fisher Theater
  - d. Class C Beer & B Native Wine – Char's, 3100 South Duff Avenue
  - e. Class E Liquor, C Beer, & B Wine – HyVee Drugstore, 500 Main Street
  - f. Class C Liquor & Outdoor Service – Indian Delights, 127 Dotson Drive
  - g. Class C Liquor – Mandarin Restaurant of Ames, 415 Lincoln Way
  - h. Class E Liquor, C Beer, & B Wine – Cyclone Liquors, 626 Lincoln Way
  - i. Class C Liquor – Corner Pocket/Zone, 125 Main Street
5. Motion directing City Attorney to draft ordinance revisions pertaining to snow emergency routes
6. RESOLUTION NO. 11-396 waiving enforcement of Ordinance 19.9 from 1:00 - 3:00 p.m. on September 18, 2011, to allow golf cart rides for mobility impaired individuals at Ada Hayden Heritage Park
7. RESOLUTION NO. 11-397 accepting report of proposals and approving seven Professional Services Contracts to Clapsaddle Garber Associates, Inc., in an amount of \$69,050 and two contracts to Snyder and Associates in the amount of \$23,000, for the Federal Emergency Management Agency Hazard Mitigation Grant Program
8. RESOLUTION NO. 11-398 approving renewal of contract for Power Plant Ash Hauling

Services with Biosolids Management Group of Boone, Iowa, in an amount not to exceed \$1,000,000

9. RESOLUTION NO. 11-399 approving Iowa Department of Transportation Agreement for maintenance and repair of primary roads
  10. RESOLUTION NO. 11-400 approving contract and bond for WPC Plant Switchgear Rehabilitation Project
  11. RESOLUTION NO. 11-401 approving contract and bond for WPC Facility Methane Engine Generator Rehabilitation Project
  12. RESOLUTION NO. 11-402 approving Change Order No. 1 for 2011/12 CDBG Public Facilities Neighborhood Infrastructure Improvements Program (North Hazel Avenue and North 3<sup>rd</sup> Street)
  13. RESOLUTION NO. 11-403 completion of 2007/08 Sanitary Sewer Rehabilitation, Contract 2
  14. RESOLUTION NO. 11-404 accepting completion of 2009/10 Water System Improvements (Water Main Replacement)
  15. RESOLUTION NO. 11-405 approving Plat of Survey for 220 South Duff Avenue
- Roll Call Vote: 5-0. Resolutions declared adopted unanimously, signed by the Mayor, and hereby made a portion of these minutes.

**GOLF CART RIDES FOR MOBILITY IMPAIRED INDIVIDUALS AT ADA HAYDEN HERITAGE PARK:** Council Member Goodman asked to be reminded of the reason why golf carts are not allowed in Ada Hayden Park. City Manager Schainker advised that anything that is motorized is not allowed on the trails. Referencing the environmental sustainability that the City is promoting at Ada Hayden, Mr. Goodman requested that the Parks & Recreation Director Nancy Carroll consider using something less upsetting to those who use the area regularly, e.g., electric golf carts instead of gas-powered ones, to provide this service.

Moved by Goodman, seconded by Davis to adopt Resolution No. 11-396 waiving enforcement of Ordinance 19.9 from 1:00 - 3:00 p.m. on September 18, 2011, to allow golf cart rides for mobility impaired individuals at Ada Hayden Heritage Park.

Roll Call Vote: 5-0. Resolution declared adopted unanimously, signed by the Mayor, and hereby made a portion of these minutes.

**PUBLIC FORUM:** Brian Kineer, 202 Sandberg Court, Ames, expressed his fondness for the Ames community. He stated that he pays over \$20,000/year in taxes and employs over 70 people at his business. Mr. Kineer asked that the Council address three issues: (1) Parking Meters. In the opinion of Mr. Kineer, parking meters do not encourage anyone to shop Downtown or Campustown. He has been told by the Police Chief that parking meter revenue equates to \$800,000/year. Mr. Kineer alleged that shopping would increase if the parking meters were taken out, and that would make up that \$800,000. (2) Floodplain. Mr. Kineer contended that the numbers being used to determine where the floodway is are wrong. He wants to ensure that the IDOT, when making crucial decisions, is using the correct numbers. Mr. Kineer stated his disagreement with what is being done on South Duff, referencing the dirt that is being brought in where Carney's formerly was located on South Duff. Although he is a big proponent of growth, he believes that no new businesses should occur on Duff Avenue. Mr. Kineer recommended that large culverts be installed underneath Duff and underneath Highway 30. (3) "Green Screens" (bushes and trees planted to buffer concrete). Mr. Kineer suggested that amendments to the *Code* be made regarding the requirement for green screens. With the current requirements, there is no place to dump snow. It ends up being dumped with the salt on bushes, which ultimately kills the bushes. Landscaping still should be required, but with a plan for where

snow will be pushed in the wintertime. He also feels that the screens create a place for people who commit crimes to hide.

No one else requested to speak, and the Mayor closed Public Forum.

**MOSQUITO ABATEMENT AT HUNZIKER YOUTH SPORTS COMPLEX:** City Manager Schainker reminded the Council that it had received a request from the Hunziker Youth Sport Complex (HYSC) Board of Directors for assistance in fogging for mosquitos at the Complex. However, no action was taken. On June 17, 2011 the HYSC Board again requested assistance with mosquito abatement at the Complex. To date, this request has not been referred to staff. Mr. Schainker noted that the City Sanitarian formerly supervised the mosquito abatement program, but with the recent elimination of the Sanitarian position, the responsibility for the administration of the mosquito control program has shifted to the Parks Superintendent.

According to Mr. Schainker, staff estimates that it costs approximately \$50 per application. He said that larviciding already occurs around the neighborhoods in the Southdale area. Noting that the City's past practice had been to concentrate on public property only, the Council was advised that HYSC has indicated that it would be willing to pay for the mosquito fogging. Mr. Schainker reminded the Council that the HYSC leases the property from the City; however, part of that agreement is that the HYSC will pay all operating costs. It is estimated that it would cost an estimated \$1,000/year to fog the Hunziker Youth Sports Complex. Fogging is done annually from June to October.

William Jenks, 3101 Greenwood Road, Ames, representing the HYSC, advised that over 1,000 children and adults use the Complex. The soccer club alone has 550 participants in the fall. The fall activities start after school (late afternoon) and conclude at sunset; that is the worst time of day for mosquitos. Mr. Jenks stated that they are willing to pay for the application; however, they do not have the equipment or trained personnel to do the fogging.

Moved by Goodman, seconded by Orazem, to direct the Parks and Recreation staff to fog the Hunziker Youth Sports Complex weekly with the City absorbing all of the costs to accomplish this new service level.

Council Member Mahayni expressed appreciation of the volunteers who run the HYSC. Council Member Orazem pointed out that the Complex is well known for the large number of youth activities it coordinators and the large numbers of people those activities bring into the City. He does not see the cost of mosquito fogging as a large investment to maintain the benefit of being known as a community that does good things for its youth. Council Member Larson noted the collaboration between the City Parks and Recreation Department and the HYSC. The City could not provide enough programs for all the participants involved in activities sponsored by the HYSC. He does not see any reason why the City would not provide the same level of mosquito control for the HYSC as it does for its other parks.

Council Member Goodman stated his preference that the HYSC Board try to work the mosquito spraying costs into the \$25,000 annual allocation provided by the City.

Vote on Motion: 5-0. Motion declared carried unanimously.



**ADAMS STREET PAVING:** Public Works Director John Joiner recalled that the City Council had referred to staff a petition from neighborhood residents submitted by Staci Harper of 1419 Edgewater Court, Ames, pertaining to paving the graveled portion of Adams Street. This petition is specific to a small section that is located east of Calhoun Avenue over to Dawes Drive; the last section of street in that area that is still graveled.

The letter that was submitted with the petition states that during the winter the area develops large potholes and ruts, gets very muddy, and makes it difficult to drive. There also has been a large increase in traffic in the area due to its proximity to Ada Hayden Park. Both of these issues greatly impact the adjacent property owners. Ms. Harper requested that the paving of this intersection be included in the next annual Capital Improvement Plan (CIP).

Director Joiner reviewed the possible options: (1) Program the project into the CIP and fund it entirely through General Obligation Bonds, (2) Fund the improvement through assessments. Mr. Joiner noted that the *Iowa Code* requires that cities may only assess up to 25% of the property value. This project is estimated at \$160,000 (including engineering). Any amount that would be in excess of 25% would be a deficiency; that amount would have to be picked up by the City, and that deficiency amount is \$60,000. (3) Funding the improvement through a Special Assessment. With this method, all adjoining property owners agree through an Assessment Agreement to waive the deficiencies and pay the total costs.

According to Mr. Joiner, the Municipal Engineer spoke with one of the affected property owners, and the impact of either type of assessment would be an issue for the property owners. Mr. Joiner also referenced a long-standing Council policy that at least 50% of the homeowners with frontage on the area in question voluntarily agree to the assessment. It appears that that would also be an issue for this area.

Council Member Davis asked how the 1998 paving of Adams Street, from Calhoun Avenue to the west line of Windsor Oaks Subdivision, was funded. Mr. Joiner advised that it was a special assessment; it was tied to the development of the retirement community. One-half was paid for by the developers of the retirement community and the other half was assessed to the northern property owners.

Staci Harper, 1419 Edgewater Court, Ames, described the growth that has been experienced in the past few years around Adams Street. She stated that two subdivisions had been added that brought in 74 family homes. All of those families are Ames residents. In addition, two City parks were added. Ms. Harper explained that the portion of street in question is a graveled section at an intersection on a hill. The area degrades very quickly with all the traffic. Ms. Harper alleged that the City does not always keep up with it, and it gets dangerous. Ms. Harper acknowledged that, historically, subdivision streets get paved through the cost of lots; however, this subdivision has been in existence for quite some time, and asking the adjacent property owners to come up with \$160,000 would mean that that portion of street would never get paved. She said the paving of the rest of Adams Street would benefit all the residents of Ames who travel that way to Ada Hayden, to Gilbert Schools, and areas in the north part of Ames; therefore, the City should include it in the CIP and assume the costs.

Dennis Wendell, 917 Adams Street, Ames, stated that he was fully supportive of the paving of Adams Street. The section of road is regularly used by residents of all over town. The loose gravel does pose a safety risk. The road has to be maintained by the City now. Adams Street is one of the few unpaved streets remaining in Ames. Mr. Wendell said he was speaking with permission for Steve Martin, 4003 Dawes, Ames, and George and Dorothy Kizer, 3919 Dawes Drive, Ames, and asked the Council to support Alternative No. 1, which is for the City to assume all costs associated with the requested paving.

Dorothy Kizer, 3919 Dawes Drive, Ames, also asked the City Council to support Alternative No. 1. Ms. Kizer told the Council that she and her husband have lived in their home for 45 years. According to Ms. Kizer, there has not been a lot of discussion about the road until lately when two new parks were constructed and new subdivisions were added in that area. Because the City has allowed the new developments and constructed new parks that are used by all residents, Ms. Kizer believes that the City has an obligation to provide a safe road and safe access to the parks. The City should take the responsibility of paying for improvement to the road.

Council Member Orazem asked if Option 2, i.e., funding accomplished through a standard assessment procedure, would require 100% agreement on the part of the homeowners. Director Joiner advised that the City could institute an assessment following the *Iowa Code* procedures, which would require the adjacent property owners to pay an amount up to 25% of their property's value with the City to pick up any deficiencies. It would be collected through property taxes over a period of 12 years with prorated interest (approximately 4%).

Council Member Goodman pointed out that Adams Street is not the only unpaved area in Ames, and the Council would need to be consistent with similar requests. He said he did not want to force the cost of paving on the property owners, who may be unwilling or unable to pay the assessment; likewise, he does not want to force the costs on taxpayers. Most taxpayers have already paid for the paved street in front of their homes because it was included in cost of the home they chose to purchase.

Moved by Goodman to reject the request to include the paving of Adams Street (Calhoun Avenue to Dawes Drive) in the Capital Improvements Plan.

Council Member Orazem noted that if the affected property owners did not consent to the assessment, the project ultimately would not happen; that would, in essence, mean that the request would be rejected.

Motion withdrawn.

In the opinion of Council Member Larson, the property value of each owner's home would increase significantly. He estimated that the homes' values would probably increase at least to by the amount of the assessment. He agreed with Council Member Goodman that a precedent would be set if the paving of this street would be included in the Capital Improvements Plan, with funding by the City. This could pertain not only to paving, but other requests for infrastructure. Mr. Larson thought that somewhat of a compromise would be best; the property owners would pay via an assessment procedure, with the City picking up any deficiencies.

Moved by Larson, seconded by Orazem, to direct staff to include the paving of Adams Street (Calhoun Avenue to Dawes Drive) in the Capital Improvements Plan in a specified year, with funding accomplished through a standard assessment procedure.

The Mayor clarified that under that option, the four adjacent property owners would not be assessed more than 25% of their property's value. The City would cover the deficiencies.

Council Member Goodman asked if conversations would be held with property owners first to ascertain their willingness to participate in an assessment project. Director Joiner said that staff typically does that before moving forward with the public hearing. City Attorney Marek explained that a public hearing would be held, and the affected property owners will then have an opportunity to express their willingness to participate.

City Manager Schainker clarified that the Council was actually asking staff to meet with the four property owners directly affected and then report back to the City Council prior to commencing an assessment project.

At the inquiry of Council Member Mahayni, Director Joiner advised that Adams Street is a collector street.

Council Member Larson said that he would have preferred that the City Assessor be asked to report on what the increased value of each affected property would be after the street had been paved. That number could then be compared to the amount of each assessment, which would prove that the project would benefit the affected property owners in an amount greater than what they would be assessed.

Vote on Motion: 4-1. Voting aye: Davis, Goodman, Larson, Orazem. Voting nay: Mahayni. Motion declared carried.

**AMES HIGH HOMECOMING:** Danielle Sitzman, 5416 Thackery Drive, Ames; Samantha Bortle, 1923 BelAir Drive, Ames; and Sarah Marnin, 1030 Vermont Court, Ames, were present.

Moved by Mahayni, seconded by Davis, to adopt/approve the following:

1. RESOLUTION NO. 11-406 approving closure of Parking Lot MM and south half of Parking Lot M at 5:30 p.m. on September 19, 2011
2. RESOLUTION NO. 11-407 approving waiver of parking meter fees and enforcement for Parking Lot N from 5:00 to 6:00 p.m. on September 19, 2011
3. RESOLUTION NO. 11-408 approving closures of portions of Main Street, Douglas Avenue, Fifth Street, Burnett Avenue, Kellogg Avenue, Clark Avenue, and Pearle Avenue from 5:30 p.m. to approximately 7:30 p.m. for parade scheduled at 6:30 p.m. on September 19, 2011
4. RESOLUTION NO. 11-409 approving suspension of parking meter fees in Main Street Cultural District from 5:30 p.m. to 6:00 p.m. on September 19, 2011
5. Motion approving fireworks permit for display after football game (approximately 9:15 p.m.) on September 23, 2011

6. RESOLUTION NO. 11-410 approving waiver of fee for Fireworks Permit

Roll Call Vote: 5-0. Resolutions/Motions declared adopted/approved unanimously, signed by the Mayor, and hereby made a portion of these minutes.

**MUSIC WALK ON SEPTEMBER 15, 2011:** Moved by Mahayni, seconded by Goodman, to adopt RESOLUTION NO. 11-411 approving waiver of fees for electricity usage in the entire MSCD from 3:00 to 8:00 p.m.

Roll Call Vote: 5-0. Resolution declared adopted unanimously, signed by the Mayor, and hereby made a portion of these minutes.

Motion by Mahayni, seconded Goodman, to adopt RESOLUTION NO. 11-412 approving waiver of parking meter fees and enforcement for MSCD from 3:00 p.m. to 8:00 p.m.

Roll Call Vote: 5-0. Resolution declared adopted unanimously, signed by the Mayor, and hereby made a portion of these minutes.

Moved by Mahayni, seconded by Goodman, to approve Blanket Temporary Obstruction Permit for MSCD from 3:00 p.m. to 8:00 p.m.

Vote on Motion: 5-0. Motion declared carried unanimously.

Moved by Mahayni, seconded by Goodman, to approve Blanket Vending License for MSCD from 3:00 p.m. to 8:00 p.m.

Vote on Motion: 5-0. Motion declared carried unanimously.

Moved by Mahayni, seconded by Goodman, to adopt RESOLUTION NO. 11-413 approving waiver of fee for Blanket Vending License.

Roll Call Vote: 5-0. Resolution declared adopted unanimously, signed by the Mayor, and hereby made a portion of these minutes.

Moved by Mahayni, seconded by Goodman, to adopt RESOLUTION NO. 11-414 approving use of six parking spaces at the intersection of Main Street and Kellogg Avenue for food vendors.

Roll Call Vote: 5-0. Resolution declared adopted unanimously, signed by the Mayor, and hereby made a portion of these minutes.

**“WELCOME TO AMES” EVENT ON AUGUST 26, 2011:** Moved by Mahayni, seconded by Goodman, to adopt RESOLUTION NO. 11-415 approving closure of street and metered parking spaces on Chamberlain Street between Welch and Stanton Avenues from Noon to 8:00 p.m.

Roll Call Vote: 5-0. Resolution declared adopted unanimously, signed by the Mayor, and hereby made a portion of these minutes.

Moved by Mahayni, seconded by Goodman, to adopt RESOLUTION NO. 11-416 approving closure of lot and parking spaces in Chamberlain Lot Y

Roll Call Vote: 5-0. Resolution declared adopted unanimously, signed by the Mayor, and hereby made a portion of these minutes.

Moved by Mahayni, seconded by Goodman, to adopt RESOLUTION NO. 11-417 approving waiver of fees for electricity usage.

Roll Call Vote: 5-0. Resolution declared adopted unanimously, signed by the Mayor, and hereby made a portion of these minutes.

**5-DAY LICENSES FOR OLDE MAIN BREWING COMPANY:** Moved by Mahayni, seconded by Davis, to approve two 5-Day licenses for Olde Main Brewing Company at ISU Alumni Center, 420 Beach Avenue:

- a. Class C Liquor - August 31 - September 4
- b. Special Class C Liquor - September 10 - 14

Vote on Motion: 5-0. Motion declared carried unanimously.

**NEW CLASS B BEER PERMIT FOR LITTLE TAIPEI:** Moved by Goodman, seconded by Davis, to approve a new Class B Beer Permit for Little Taipei, 2514 Chamberlain Street.

Vote on Motion: 5-0. Motion declared carried unanimously.

**EXTENSION OF OUTDOOR SERVICE AREA FOR BUFFALO WILD WINGS:** Moved by Goodman, seconded by Davis, to approve an extension of Outdoor Service Area for Buffalo Wild Wings, 400 South Duff, for ISU home football games between September 3 and November 18, 2011.

Vote on Motion: 5-0. Motion declared carried unanimously.

**EXTENSION OF OUTDOOR SERVICE AREA FOR WEST TOWNE PUB:** Moved by Mahayni, seconded by Davis, to approve an extension of Outdoor Service Area for West Towne Pub, 4518 Mortensen Suite 101, for ISU vs. Iowa football game on September 10, 2011.

Vote on Motion: 5-0. Motion declared carried unanimously.

**NEW CLASS C LIQUOR LICENSE FOR WHISKEY RIVER:** Moved by Goodman, seconded by Davis, to approve a new Class C Liquor License for Whiskey River, 134 Main Street, pending issuance of a Certificate of Occupancy.

Vote on Motion: 5-0. Motion declared carried unanimously.

**NEW SPECIAL CLASS C LIQUOR LICENSE & OUTDOOR SERVICE FOR NOODLES & COMPANY:** Moved by Davis, seconded by Mahayni, to approve a new Special Class C Liquor License & Outdoor Service for Noodles & Company, 414 South Duff Avenue, pending issuance of a Certificate of Occupancy.

Vote on Motion: 5-0. Motion declared carried unanimously.

**2011/12 ANNUAL ACTION PLAN PROJECTS FOR COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAMS:** Vanessa Baker-Latimer, Housing Coordinator, advised that, due to the August 2010 flood event, the City became eligible to apply for grant money under the federal Hazard Mitigation Grant Program (HMGP). Under HMGP, the City applied for grant funds to support a property acquisition or “Flood Buyout” project. The HMGP program requires a 15% local match, and the City was notified that CDBG funds would qualify for this match. The Council then set aside approximately \$500,000 of the 2010-11 CDBG allocation to be used as possible matching dollars for implementation of the flood buyout program. However, the designated properties did not meet FEMA’s funding threshold for HMGP funding, and the City withdrew its application. This consequently requires that the \$500,000 of CDBG funding be reallocated to other programs.

Ms. Baker-Latimer reviewed the proposed amended budget for the 2011-12 Annual Action Plan program activities. She explained that the activities being recommended are the same as in the original Action Plan, but have revised funding amounts. These activities directly focus on the City Council goal of strengthening neighborhoods. The 2011-12 Annual Action Plan Program activities were reviewed, specifically the (1) Neighborhood Sustainability Program [includes the Home Improvement Rehabilitation Program, the Homebuyer Assistance Program, and the Slum and Blight Program], and (2) Public Improvement Program [includes the Neighborhood Infrastructure Improvement Program].

Housing Coordinator Baker-Latimer provided the staff's rationale for not proposing new projects to replace the Flood Buy-out Program as follows: (1) The proposed projects are consistent with the City's goals and priorities to focus on neighborhood sustainability by improving both the housing stock and the infrastructure in low- and moderate-income vital core neighborhoods. (2) The proposed projects reduce the downtime that would result from starting new programs that can affect the City's ability to meet HUD's timely expenditure requirements. (3) The number of projects for FY 2011-12 reflects the workload capacity of the current full-time staff due to the reduction in the number of FTE staff assigned to the Housing Division.

It was pointed out by Ms. Baker-Latimer that all of the proposed activities would be of 100% benefit to low- and moderate-income persons and/or neighborhoods except for the Slum and Blight Activity (Dangerous Building Removal Program).

According to Ms. Baker-Latimer, if the City Council is in agreement with the proposed amended 2011-12 Action Plan Projects, the next steps would be to solicit input from citizens on these projects and then to bring any public comments back to City Council at its September 13 meeting for finalization of projects to be included in the amended 2011-12 Action Plan.

At the inquiry of Council Member Goodman, Ms. Baker-Latimer stated that she was not optimistic that the City would continue to receive federal funding in the future.

Moved by Davis, seconded by Mahayni, directing staff to obtain public input on the proposed amended 2011/12 Annual Action Plan projects for the Community Development Block Grant programs.

Vote on Motion: 5-0. Motion declared carried unanimously.

**FACADE GRANT APPLICATIONS:** City Planner Jeff Benson explained that, in May 2011, the City Council directed that all of the applications for Downtown Façade Improvement grants for each fiscal year be reviewed and awarded at one time. To aid in comparing applications, the Council also established a scoring process. According to Mr. Benson, the number of grants awarded is based on the number of grant requests, the costs of the improvements, and the budget available for the Downtown Façade Improvement Fund. Mr. Benson stated that funding is \$111,662 for the 2011/12 fiscal year.

Mr. Benson advised that seven grant applications were received by August 1, 2011. Two owners of businesses and properties on Main Street, along with two City staff, evaluated these grant applications based on scoring criteria. All of the projects are located in the two blocks between Kellogg and Duff Avenues. Highlights of each project were given by Mr. Benson. Three of the

projects are planned for implementation this fall, and two for next spring. Current grant guidelines require completion of projects within six months of the Notice to Proceed. Based on experience with past projects, staff would set November 1, 2012, as the completion date for the projects.

According to Mr. Benson, two grant applications each have been received from Emerhoff's and Moormans. The Moormans own and occupy two, interconnected 25-foot building bays (or "fronts"), and Emerhoff's owns and occupies one 25-foot bay plus half of another 25-foot adjacent, but not interconnected, bay. Emerhoff's owns the other half bay and leases it to another retail business. The grant applications include improvements to all the facades. Mr. Benson reminded that, in its discussion on April 12, the City Council directed that more points be given to projects that include more than one 25-foot bay in one building, but that multiple grants would not be awarded. The scores given assume that both 25-foot bays will be completed if only one grant is awarded in each case. However, the owners have said that the total amount of both grants is very significant to their projects and neither has decided whether the project would proceed with the support of only one grant. If either or both of the projects do not proceed, then the next grant cycle in spring 2012 would award the remaining funds. If an owner proceeds with improvements to only one 25-foot bay, a second grant could be awarded during the second grant round in a fiscal year if funds are still available, but would still be ranked lower than applications for projects never before funded.

Mr. Benson advised that the \$65,551 total is \$46,111 less than the total funding available of \$111,662. The \$46,111 could be awarded in a second grant cycle later in the 2011/12 fiscal year.

Ron Eagan, 1137 Johnson, Ames, member of the Ames American Legion Post 37, said that the Legion is embarking on an extensive renovation project to the interior and exterior of its building located at 225-227 Main. The project is estimated to cost approximately \$440,000. Sarah Schendel, 212 Walnut Street, Ames, explained the benefits that the American Legion provides to the community. Ms. Schendel gave the history of the Legion building.

Michael Deacon, 317 Ninth Street, Ames, asked for the Council's approval of the Legion's facade grant application.

Dennis Jones, 4211 Stone Brooke Drive, Ames, described the Facade Grant being requested for the Pantatorium building located at 410 Douglas. The grant would pay for the canopy and the store front windows. Unrelated to the grant request, Mr. Jones asked that the City reinstall the street light in front of the building. Council Member Larson asked what the building will be used for. Mr. Jones advised that the tenant will be KHOI Community Radio.

Mark Peterson, 303 Westbrook Lane, Ames, stated that he was representing 215, 217, and 219 Main Street, Ames. These buildings house Emerhoff's Footwear and Ngaire Photography. Mr. Peterson said that he was pleased the projects are located in the core of the downtown area; the improvements will have a large impact.

Moved by Goodman, seconded by Mahayni, to adopt Resolution No. 11-418 approving the projects listed in the table entitled "Downtown Facade Improvement Grants for FY 2011-2012" for a total of \$65,551 from the Downtown Facade Grant Program, specifically,

410 Douglas Avenue	Pantorium	\$ 4,500
115 Main Street	Retail business	15,450
217-219 Main Street	Emerhoff's Footwear	16,000
226 Main Street	Moorman Clothiers	16,000
225-227 Main Street	American Legion	13,601

Noting the two grants being asked for by two businesses, Council Member Orazem asked if the Council could consider allocating half of the request for the second part of the project since the budget would allow for that. Council Member Goodman noted that the guidelines already decided on by Council were set to allow for other owners who had not received grants previously to have a chance to receive funding.

Roll Call Vote: 5-0. Resolution declared adopted unanimously, signed by the Mayor, and hereby made a portion of these minutes.

The meeting recessed at 9:22 p.m. and reconvened at 9:29 p.m.

**AIRPORT PROTECTION PLANNING:** City Planner Sam Perry explained that currently, the only reference to protecting the continued viability of the Ames Municipal Airport is in *Ames Municipal Code* Section 29.408 (6). That Section addresses heights of buildings constructed within 750 feet of the property boundary of the Airport, mandating that they be in compliance with height restrictions from the Federal Aviation Administration. According to Mr. Perry, that *Code* section leaves a gap in necessary airport protection because navigable airspace can be impacted by many kinds of obstructions and by incompatible uses located in critical flight path areas that go well beyond the 750 feet. Navigable airspace is defined by the FAA pursuant to Title 14 of the *Code of Federal Regulations* (FAR) Part 77. FAR Part 77 surfaces are those air spaces above and around airports that required protection from potential obstructions that might interfere with airport traffic. If development happens that conflicts with Part 77 surfaces, then the FAA's response is to alter the pilot's flight path into the runway in order for it to be safe. These alterations could lead a pilot to choose a different airport because of personal preference or a certain aircraft's physical limitations. Mr. Perry pointed out that, although the Ames Municipal Airport is not a commercial passenger airport, it is still very important to the viability of local businesses, recreational uses, and airport-based flight instruction.

Mr. Perry described the current development review process followed when an application is submitted for property within an area on the Part 77 map: The City requests that a federal notice be filed. That notice notifies the FAA of the height and location of the building at least 30 days prior to commencement of construction. According to Mr. Perry, the notice is required by federal law, but it does not give the City any police power to limit construction if a conflict is identified by the FAA. The FAA serves as the City's agency of expertise, but it does not have local control on development; the FAA's main role is to administer airport traffic and safety. Therefore, if the City allows development that conflicts with safe operation of the airport approaches, runway access could be more difficult for pilots.

According to Mr. Perry, while the City does not have standards to directly regulate development within critical flight paths, through the subdivision process, it may have some ability to limit the intensity of development for any plats created within those flight paths and/or to acquire



easements to limit structure height in those areas. The City's subdivision process allows the Council to consider the impacts of the subdivision on existing public improvements. However, this provision is primarily intended to help the Council determine if additional public improvements may be necessary to alleviate any burdens on existing infrastructure created by the subdivision. Mr. Perry advised that rezoning, LUPP amendments, and similar discretionary actions may also provide opportunity to address the impacts of development on airport flight paths.

Mr. Perry recalled that the City Council recently approved a rezoning on South Duff Avenue, south of Highway 30, for which an airport easement was acquired as a condition of the rezoning. Rezoning land is a discretionary action by the City Council, so the acquisition of an airport easement is legal and supported by Goal 7 in the Land Use Policy Plan. However, such discretion cannot be applied to site plan or building permit approval, which is subject to specifically defined standards in the zoning and building codes.

It was stated by Mr. Perry that the Iowa DOT supports airports through its Office of Aviation, and state funding is set aside for a grant program to assist cities in writing codes and policies to protect airports from the incremental encroachment of urban development. *Code of Iowa* Chapter 329 gives cities the police power to protect airports.

Traffic Engineer Damion Pregitzer reported that a Master Plan for the airport was completed by Snyder and Associates in 2008. The Master Plan identifies areas around the airport which need protection. Some of those areas are already protected by the City through fee-simple ownership or easements. The Master Plan also identified obstructions such as existing trees and buildings that are on private property.

Council Member Larson left the meeting at 9:42 p.m.

Mr. Perry advised that another potential conflict is airport noise near residential living. While housing near airports is typically built after the airports were established, new residents often complain about airport light, noise, and operations, which places increased pressure on airport operators to limit or change their operational activities. There are examples of airports that have had to shut down and/or relocate because of residential encroachment. In response, some cities have opted to require that new residential subdivisions record documents with each lot so that owners are aware of airport operations and cannot contest them or request additional mitigation. According to Mr. Perry, that type of language was also included in the most recent airport easement on South Duff Avenue.

The Council was told by Mr. Perry that one of the topics that it will need to address is existing development. He said that some jurisdictions have dealt with this by allowing existing uses as long as they do not expand. One positive aspect of the existing situation in Ames is that development around the airport is currently not very dense. Additionally, the City does own land beyond the runway areas. Mr. Perry pointed out that putting an airport protection ordinance in place now would ensure consistent regulation in the future.

City Manager Schainker requested direction from the City Council as to what level of regulation was desired. He suggested that Council direct staff to contact comparable cities that have land use restrictions in their airport zoning ordinances to ascertain what techniques they use.

Moved by Davis, seconded by Goodman, to direct Council to contact other cities of comparable size (e.g., Des Moines, Cedar Rapids, Dubuque) that have land use restrictions in their airport zoning ordinances and determine what airport protection techniques are being used.

Vote on Motion: 4-0. Motion declared carried unanimously.

**PURCHASE OF BUSES:** Moved by Davis, seconded by Mahayni, to adopt RESOLUTION NO. 11-419 approving a contract with Gillig Corporation of Hayward, California, in an amount not-to-exceed \$1,960,000 for the purchase of five 40' buses, contingent upon Transit Board of Trustees approval.

Roll Call Vote: 4-0. Resolution declared adopted unanimously, signed by the Mayor, and hereby made a portion of these minutes.

**PROPOSED CITY LOGO:** Due to there being only four Council members currently in attendance, Mayor Campbell suggested that this item be again tabled until the next regularly scheduled meeting.

Moved by Mahayni, seconded by Davis, to table this item until the Council's next Regular Meeting.

Vote on Motion: 4-0. Motion declared carried unanimously.

**ADDITIONAL NORTHERN ANNEXATION FOR RESIDENTIAL DEVELOPMENT:**  
Assistant City Manager Bob Kindred summarized the staff report.

Joanne Olson, 3817 Columbine Avenue, Ames, said that the issue of northern growth continues to focus on who is paying to pave Grant Avenue. According to Ms. Olson, Hyde Avenue does not have the geometric design features of a collector road, yet it will be used as such. In her opinion, Hyde Avenue was built as a local road. She believes that the time is now to determine the best access to the new development [Rose Prairie]. Ms. Olson pointed out that access to Rose Prairie is not addressed in the staff report pertaining to additional northern annexation. She told the Council that the residents of the area believe that the City is ignoring the issue of the park that is located at Hyde and Bloomington. Ms. Olson noted that she had been before the Council previously asking to get answers to several questions. She asked the Council when the residents of the area would get answers to the issues that had been raised.

Council Member Larson returned to the meeting at 10:03 p.m.

City Manager Schainker reported that the staff had hoped to have a coordinated approach among all three developers (Rose Prairie, Hunziker, Quarry Estates), specifically regarding the paving of Grant Avenue and infrastructure improvements (water main extensions; sewer main extensions; and off-site improvements, i.e., intersection improvements; electric distribution system extension, phosphate-free fertilizer; residential fire sprinklering; and densities).

Kurt Friedrich, Friedrich Development, 619 East Lincoln Way, Ames, as owner of Quarry Estates, stated that they have signed an agreement with the City; however, it was done in haste in an attempt to work out the issues that would allow for development of their land. He said the one glaring issue that is problematic for Friedrich is the fire sprinklering requirement. Requiring fire sprinklering will cause an expense of approximately \$10,000 per household to cover the cost.

Mr. Friedrich asked that the City take a leadership role and install the infrastructure upfront. Each developer would then pay its proportionate share. According to Mr. Friedrich, he does not see Rose Prairie, Quarry Estates, or the land owned by Hunziker's developing without the City installing the infrastructure. Mr. Friedrich told the Council that the City is almost out of lots for people to build. He does not want to see any more "leakage" from the Ames community to communities to the south. Mr. Friedrich asked the Council to address the fire sprinklering issue and then step up and take the leadership role to install the infrastructure.

Council Member Mahayni expressed frustration in that all three developers have different opinions over what they are willing to do to move the development forward. Mr. Friedrich committed that, if the project moves forward and all three developers are in agreement to go forward with the project, Friedrichs will agree to pay its proportionate share of the costs.

Chuck Winkleblack, Hunziker & Associates, 105 S. 16<sup>th</sup> Street, Ames, stated that the costs came in 46% higher than what had been indicated initially. He stated that he needs the entire design of the development to be determined first. Mr. Winkleblack said that he is unwilling to negotiate one item at a time because developers cannot get a handle on what their total costs will be. According to Mr. Winkleblack, he has been unwilling to pay for costs that are not associated with the development, e.g., removing infrastructure and replacing it with new infrastructure. Regarding the fire sprinklering requirement, Hunziker & Associates is not willing to put sprinklers in every residence as it would add \$10,000 per home. Mr. Winkleblack added that Hunziker & Associates has been building homes in Ames for over 60 years, and they have not once been asked to install sprinklers in a residential development.

Council Member Goodman said he was not a proponent of fire sprinklering; however, he is a proponent of avoiding future costs to the citizens of Ames of building an additional fire station. Council Member Larson reiterated his opinion that the real problem is with emergency services, not fire calls. Council Member Schainker pointed out that it is the Council's prerogative to change its emergency response time goal.

Assistant City Manager Kindred said that the density issue and the Conservation Subdivision Ordinance provisions can be addressed when Quarry Estates requests approval. The two main issues are residential sprinklering and infrastructure improvements. Mr. Kindred clarified that the Ames Fire Chief has never gone on record as saying that residential sprinklers replace a fire station.

Council Member Mahayni said that the Council needs to know what the major issues are, who is going to pay for what, and when is the project going to start. Mr. Kindred said that the developers have agreed to pay for a proportion of the paving of Grant Avenue as long as the City pays its 23%. The three developers have not agreed on sharing infrastructure costs.

Council Member Goodman noted that the City cannot carry the cost of infrastructure for all developments until it is time for them to “hook up.” He feels that is unreasonable and an undue burden on taxpayers.

Mr. Kindred noted that the issue is very complex with three different parties with separate developments. Listening to the concerns about Hyde Avenue and the issues regarding infrastructure pointed to the fact that previous City Councils had been very clear that Ames was not going to grow north of Bloomington Road. The Council then made a decision to grow to the north, and developers invested in land in that area to develop.

Mayor Campbell summarized that the two issues that needed to be addressed at this time were emergency response time and installation of infrastructure. City Manager Schainker pointed out that the Council had already directed staff to come back with a report on emergency response times.

Council Member Larson said it was clear to him that what was needed was to determine what the cost will be for the infrastructure and who will pay for what. He asked when that would be known. City Manager Schainker stated that if he was referring only to preliminary design and the costs based on the preliminary design, staff could bring that back to Council at its next meeting.

Moved by Larson, seconded by Orazem, to direct staff to report back to Council on September 13, 2011, on options for financing the preliminary design of the infrastructure (water, sewer, streets).

Vote on Motion: 5-0. Motion declared carried unanimously.

**HEARING ON EASEMENTS FOR FIRST UNITED METHODIST CHURCH:** Mayor Campbell opened the public hearing.

Dale VanderSchaaf, 2602 Tyler Avenue, Ames, Chair of the Church Steering Committee, reported that a groundbreaking for the Church expansion project occurred on August 21, 2011. He expressed appreciation to the City staff for their assistance. The nearly \$4 million project is planned to officially get underway in approximately three weeks.

There being no one else who wished to speak, the Mayor closed the hearing.

Moved by Goodman, seconded by Mahayni, to adopt RESOLUTION NO. 11-420 approving an Access Easement.

Roll Call Vote: 5-0. Resolution declared adopted unanimously, signed by the Mayor, and hereby made a portion of these minutes.

Moved by Goodman, seconded by Mahayni, to adopt RESOLUTION NO. 11-421 approving a Storm Sewer Easement.

Roll Call Vote: 5-0. Resolution declared adopted unanimously, signed by the Mayor, and hereby made a portion of these minutes.

**HEARING ON ORDINANCE TO ALLOW CONCRETE BATCH PLANTS THROUGH A SPECIAL USE PERMIT FROM ZONING BOARD OF ADJUSTMENT:** The public hearing was opened by the Mayor. She closed same after no one came forward to speak.

Moved by Mahayni, seconded by Davis, to pass on first reading an ordinance to allow concrete batch plants in the HOC District and Ag District through a Special Use Permit from the Zoning Board of Adjustment.

Roll Call Vote: 4-1. Voting aye: Davis, Larson, Mahayni, Orazem. Voting nay: Goodman. Motion declared carried.

**HEARING ON ORDINANCE AMENDING THE FLOOD PLAIN ZONING REGULATIONS:** Mayor Campbell opened the hearing and closed same after no one asked to speak.

Moved by Mahayni, seconded by Davis, to pass on first reading an ordinance amending the flood plain zoning regulations to allow public infrastructure as permitted use in Floodway Overlay District and to amend references to professional engineers.

Roll Call Vote: 4-1. Voting aye: Davis, Larson, Mahayni, Orazem. Voting nay: Goodman. Motion declared carried.

Moved by Goodman, seconded by Davis, to pass on first reading an ordinance regarding references to professional engineers.

Roll Call Vote: 5-0. Motion declared carried unanimously.

**HEARING ON 2009/10 CONCRETE PAVEMENT IMPROVEMENTS:** The public hearing was opened by the Mayor. No one requested to speak, and the hearing was closed.

Moved by Goodman, seconded by Davis, to adopt RESOLUTION NO. 11-422 approving final plans and specifications and awarding a contract to Concrete Technologies, Inc., of Urbandale, Iowa, in the amount of \$1,022,869.18.

Roll Call Vote: 5-0. Resolution declared adopted unanimously, signed by the Mayor, and hereby made a portion of these minutes.

**ORDINANCE CORRECTING SCRIVENER'S ERROR REGARDING MECHANICAL UNIT SCREENING DEFINITION:** Moved by Goodman, seconded by Mahayni, to pass on third reading and adopt ORDINANCE NO. 4080 correcting a scrivener's error regarding the Mechanical Unit screening definition.

Roll Call Vote: 5-0. Ordinance declared adopted unanimously, signed by the Mayor, and hereby made a portion of these minutes.

**ORDINANCE CHANGING NAME OF CARDIFF DRIVE TO GRAYHAWK AVENUE:** Moved by Mahayni, seconded by Davis, to pass on third reading and adopt ORDINANCE NO. 4081 changing the name of Cardiff Drive to Grayhawk Avenue.

Roll Call Vote: 5-0. Ordinance declared adopted unanimously, signed by the Mayor, and hereby made a portion of these minutes.

**ORDINANCE REZONING PROPERTY LOCATED AT 1820 SOUTH DAYTON PLACE TO ADD THE SOUTHEAST GATEWAY OVERLAY DISTRICT (O-GSE):** Moved by Goodman, seconded by Davis, to pass on third reading and adopt ORDINANCE NO. 4082 rezoning property located at 1820 South Dayton Place to add the Southeast Gateway Overlay District (O-GSE).

Roll Call Vote: 5-0. Ordinance declared adopted unanimously, signed by the Mayor, and hereby made a portion of these minutes.

**ORDINANCE PERTAINING TO NON-DOMESTIC WASTE PRE-TREATMENT PROGRAM:** Moved by Goodman, seconded by Davis, to pass on third reading and adopt ORDINANCE NO. 4083 approving implementation of all components of the EPA Pretreatment Program Streamlining Rule and perform, modifying the *Ames Municipal Code* to adopt all EPA Pretreatment Program Streamlining Rule regulations.

Roll Call Vote: 5-0. Ordinance declared adopted unanimously, signed by the Mayor, and hereby made a portion of these minutes.

**ORDINANCE RELATED TO PRECINCT AND WARD BOUNDARIES:** Moved by Davis, seconded by Goodman, to pass on third reading and adopt ORDINANCE NO. 4084 relating to precinct and ward boundaries as a result of the 2010 Census.

Roll Call Vote: 5-0. Ordinance declared adopted unanimously, signed by the Mayor, and hereby made a portion of these minutes.

**WATER & POLLUTION CONTROL STATUS OF NPDES APPEAL:** City Attorney Marek recalled that the City appealed the final National Pollutant Discharge Elimination System (NPDES) Permit issued by the Iowa Department of Natural Resources (IDNR) for the Ames Water Pollution Control Facility on September 1, 2010. City staff had identified five elements of the new Permit that could impose a significant financial impact on the rate-payers of the Ames sanitary sewer utility. Those issues had been raised while the Permit was open for public comment, and the IDNR rejected the recommended changes offered by the City. After receiving Council direction on September 14, 2010, the Council authorized staff to file an appeal of those five permit elements. With the assistance of an environmental legal consulting firm, staff has been engaged in an extended discussion with the IDNR over the past year in an attempt to find mutually acceptable resolutions to each of the five elements.

Mr. Marek noted that the City had received notice from the IDNR today at 3:00 p.m. that it had approved the City's recommended language.

Water and Pollution Control Director John Dunn reviewed each of the five Permit elements of concern, as follows:

1. The new Permit altered the minimum dissolved oxygen limitations from the previous seven-day average limitation to a single-day limitation.

According to Mr. Dunn, the IDNR had been applying single-day minimums in other Permits that have been issued. He reviewed the previous Permit limits, the 2010 Permit limits, and the revised limits in the proposed settlement agreement.

2. The new Permit established a single-day carbonaceous biochemical oxygen demand limit, as opposed to the previous Permit's seven-day average limit.
3. The new Permit included language that reads "wastes in such quantities as to exceed the design capacity of the treatment works...are considered to be a waste which interferes with the operation or performance of the treatment works [and] are prohibited."

According to Mr. Dunn, staff's concern is not with this wording in the Permit since it is based on current state law, but staff is concerned because an IDNR staff member's written comment on this issue asserted that the IDNR intends to treat "flow" as a "waste." The IDNR has provided language in the proposed settlement agreement clarifying that the requirement in the Iowa Administrative Code that led to the Permit language arises solely from Iowa law. There would be no change to the final Permit on this item, but the clarification would mean that there could be no federal enforcement under the Clean Water Act for a violation of this Permit provision.

4. The new Permit contained a compliance schedule for the installation of disinfection at the facility, calling for the system to be operational within 37 months of the effective date of the Permit.

According to Director Dunn, there are steps in the process where the City is entirely at the mercy of the IDNR staff to process applications and grant approvals in a timely manner. He advised that staff is not comfortable accepting a compliance schedule with a fixed end date when critical portions are outside of the City's control. The IDNR has identified a list of factors for which they have routinely granted an extension to a compliance schedule. Through the appeal negotiation process, Ames staff requested a minor extension to the compliance schedule, extending the date of final completion by six weeks. The proposed settlement agreement provides a Permit revision that includes the requested compliance schedule modification.

5. The new Permit would not allow the continued use of the Plant's existing peak weather treatment scheme of "blending," and instead, would treat it as an illegal bypass.

Mr. Dunn stated that in order to avoid any bypass incidents under any and all circumstances, the City would need to spend an estimated \$30 to \$40 million to construct an additional hydraulic capacity that would be needed, on average, only a few times each year. He reviewed each of the points where the City and IDNR have reached agreement.

Mr. Dunn told the City Council that staff had concluded that the negotiated terms are the best that the City can secure at this time.

Council Member Davis asked how long the Permit would be valid. Mr. Marek stated that it would be valid for five years from its date of issues. He pointed out that the City had operated for over 18 years on the former Permit. Mr. Marek advised that the City has continued to operate under the former NPDES Permit; the City had requested a stay, but that had not yet been acted on by the IDNR.

Moved by Goodman, seconded by Davis, to adopt RESOLUTION NO. 11-423 directing staff to accept the negotiated language, resolving all issues that the City raised in the appeal of the NPDES Permit for the Water Pollution Control Facility.

Roll Call Vote: 5-0. Resolution declared adopted unanimously, signed by the Mayor, and hereby made a portion of these minutes.

**ADJOURNMENT:** Moved by Davis to adjourn the meeting at 11:37 p.m.

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Diane R. Voss, City Clerk

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Ann H. Campbell, Mayor





# REPORT OF CONTRACT CHANGE ORDERS

<b>Period:</b>	<input type="checkbox"/> 1 <sup>st</sup> – 15 <sup>th</sup>
	<input type="checkbox"/> 16 <sup>th</sup> – end of month
<b>Month and year:</b>	
<b>For City Council date:</b>	

Department	General Description of Contract	Contract Change No.	Original Contract Amount	Contractor/ Vendor	Total of Prior Change Orders	Amount this Change Order	Change Approved By	Purchasing Contact Person/Buyer
Public Works	2010/11 Downtown Street Pavement Improvements (Kellogg & Main)	1	\$1,444,369.00	Con-Struct, Inc.	\$0.00	\$11,839.98	J. Joiner	MA
Public Works	2009/10 Water System Improvements (Duff Avenue Water Main Replacement)	2	\$83,469.40	Halbrook Excavating, Inc.	\$913.71	\$-(3,856.10)	T. Warner	MA
Public Works	2007/08 Sanitary Sewer Rehabilitation Contract #2	2	\$373,910.70	Municipal Pipe Tool Co., LLC	\$-(2,000.00)	\$-(931.06)	T. Warner	MA
Fleet Services	City Hall Heat Pump Replacement Project	5	\$724,847.00	Drees Heating & Plumbing, Inc.	\$922.00	\$0.00 (Reallocate \$5,044.18 from line 4 to line 1. No change to overall contract amount)	Paul H.	MA
Fleet Services	City Hall A&E Agreement for Heat Pump Project	2	\$49,776.00	Shive-Hattery Inc.	\$2,776.00	\$0.00 (Reallocate \$1,120 from line 1 and \$3,924.18 from line 5 to line 7. No change to overall contract amount)	Paul H.	MA

Department	General Description of Contract	Contract Change No.	Original Contract Amount	Contractor/ Vendor	Total of Prior Change Orders	Amount this Change Order	Change Approved By	Purching Contact Person/Buyer
Transit	Ames Intermodal Facility	8	\$7,115,000.00	The Weitz Company, LLC	\$7,991.00	\$22,803.00	S. Lundt	MA
Transit	Ames Intermodal Facility	9	\$7,115,000.00	The Weitz Company, LLC	\$30,794.00	\$0.00 (Voided by Contract Administrator)	S. Kyras	MA
Transit	Ames Intermodal Facility	11	\$7,115,000.00	The Weitz Company, LLC	\$72,179.00	\$7,467.00	S. Kyras	MA
Public Works	2010/11 CyRide Route Pavement Improvements (Ontario Street)	1	\$690,588.76	Manatt's, Inc.	\$0.00	\$1,800.00	T. Warner	MA

## MINUTES OF THE AMES CIVIL SERVICE COMMISSION

AMES, IOWA

AUGUST 25, 2011

The Ames Civil Service Commission met in regular session at 8:15 a.m. on August 25, 2011, in the Council Chambers of City Hall, 515 Clark Avenue, with Commission Members Adams, Crum, and Shaffer present.

**APPROVAL OF MINUTES:** Moved by Shaffer, seconded by Crum, to approve the minutes of the July 28, 2011, Civil Service Commission meeting as written.

Vote on Motion: 3-0. Motion declared carried unanimously.

**CERTIFICATION OF ENTRY-LEVEL APPLICANTS:** Moved by Crum, seconded by Shaffer, to certify the following individuals to the Ames City Council as entry-level applicants:

Building & Zoning Inspector:	Edward Gillott	92
	Martin Colgan	90
	Donald Hall	86
	Kenneth Berry	85
	Adam Keller	85
	Bruce Ludwig	85
	Spencer Kinney	84
	Adam Ostert	84
	Steve Koester	83
	David Kuhn	83
	Kirby Cass	82
	Craig Gallt	79
	Paul Harrison	78
	Phillip Northup	78
	Thomas Weber	78
	William Curler	77
	Larry Harris	77
	Allen Madsen	75
	Adam Schmidt	75
	Sam Sitzmann	75
	Joe Downey	74
	Quentin Kaufman	74
	Brian Bills	73
	David Francis	73
	Jared Ruby	73
	Michael Wright	73
	Chris Clark	72
	Timothy Musser	72
	Mike Cook	70
	Richard McCay-Read	70
	Scott Smith	70

Vote on Motion: 3-0. Motion declared carried unanimously.

**COMMENTS:** The next regularly scheduled Civil Service Commission meeting was set for September 22, 2011, at 8:15 a.m.

**ADJOURNMENT:** The meeting adjourned at 8:16 a.m.

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Terry Adams, Chair

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Jill Ripperger, Recording Secretary



# Memo

Police Department

## ITEM # 8 a-f

**TO:** Mayor Ann Campbell and Ames City Council Members

**FROM:** Commander Geoff Huff – Ames Police Department

**DATE:** August 15, 2011

**SUBJECT:** Beer Permits & Liquor License Renewal Reference City Council Agenda  
September 13, 2011

The Council agenda for September 13, 2011, includes beer permits and liquor license renewals for:

- Class B Liquor & Outdoor Service – Hilton Garden Inn Ames, 1325 Dickinson Avenue
- Class C Liquor – El Patron Authentic Mexican Restaurant, 120 Welch Avenue
- Class C Beer – Elmquist/Decker's BP, 821 Lincoln Way
- Class C Liquor & Outdoor Service – Brewer's, 2704 Stange Road
- Class C Liquor & Outdoor Service – Wallaby's Grille, 3720 W. Lincoln Way
- Class C Liquor – La Fuente Mexican Restaurant, 217 South Duff Avenue

A review of the Ames Police Department's records found no violations at any of the establishments.

The Police Department would recommend renewal of all six establishments.

**COUNCIL ACTION FORM**

**SUBJECT: ANNUAL STREET FINANCE REPORT**

**BACKGROUND:**

Section 312.14 of the Code of Iowa requires each city receiving allotments of Road Use Tax funds to annually prepare and submit to the Iowa Department of Transportation by September 30 a street finance report of expenditures and receipts for the fiscal year then ended. Those cities not complying with this section of the Code of Iowa will have Road Use Tax funds withheld until the city complies.

The report being submitted is for the fiscal year ending June 30, 2011.

**ALTERNATIVES:**

1. Approve the 2011 Street Finance Report.
2. Do not approve the 2011 Street Finance Report.

**MANAGER'S RECOMMENDED ACTION:**

In order for the City of Ames to continue to receive Road Use Tax funds from the State, it is necessary to submit an annual Street Finance Report to the Iowa Department of Transportation.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the 2011 Street Finance Report.



City Street Financial Report  
(Summary Statement Sheet)

City Name	City Number	City Population	Fiscal Year
AMES	155	58,965	2011

Column 1 Column 2 Column 3 Column 4  
Road Use Other Street Street Debt Totals  
Tax Fund Monies

Round Figures to Nearest Dollar

A. BEGINNING BALANCE				
1. July 1 Balance	2,702,752	0	0	2,702,752
2. Adjustments (Note on Explanation Sheet)				
3. Adjusted Balance	2,702,752	0	0	2,702,752

B. REVENUES				
1. Road Use Tax	4,835,945			4,835,945
2. Transfer of Jurisdictions Fund				
3. Property Taxes		6,264,371		6,264,371
4. Special Assessments		252,282		252,282
5. Miscellaneous		5,204,018		5,204,018
6. Proceeds from Bonds, Notes, and Loans			9,178,988	9,178,988
7. Interest Earned		31,206	104,672	135,878
8. Total Revenues (Lines B1 thru B7)	4,835,945	5,487,506	15,548,031	25,871,482

C. Total Funds Available (Line A3 + Line B8)	7,538,697	5,487,506	15,548,031	28,574,234
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Round Figures to Nearest Dollar

EXPENSES				
D. Maintenance				
1. Roadway Maintenance	2,829,970	1,020,890	1,157,643	5,008,503
2. Snow and Ice Removal	998,040			998,040
E. Construction, Reconstruction and Improvements				
1. Engineering	129,072	1,037,232	81,323	1,247,627
2. Right of Way Purchased				
3. Street/Bridge Construction	663,036	2,717,162	4,479,514	7,859,712
4. Traffic Services		155,396		155,396
F. Administration	160,357	13,911		174,268

G. Equipment (Purchased or Leased)				
H. Miscellaneous				
		542,915		542,915

J. Street Debt				
1. Bonds, Notes, and Loans - Principal Paid			8,699,638	8,699,638
2. Bonds, Notes and Loans - Interest Paid			1,129,913	1,129,913

TOTALS				
K. Total Expenses (Lines D thru J)	4,780,475	5,487,506	15,548,031	25,816,012
L. Ending Balance (Line C-K)	2,758,222	0	0	2,758,222
M. Total Funds Accounted For (K + L = C)	7,538,697	5,487,506	15,548,031	28,574,234

**City Street Financial Report**  
**(Miscellaneous Revenues and Expenses Sheet)**

City Name	City Number	City Population	Fiscal Year
AMES	155	58,965	2011

Code Number and Itemization of Miscellaneous Revenues (Line B5 on the Summary Statement Sheet) (See Instructions)				Column 2 Other Street Monies	Column 3 Street Debt
110	Parking Revenues			221,720	X
112	Utility Revenue			907,151	X
121	State Reimbursement			29,243	X
123	Various State Grants			558,154	X
124	Iowa DOT			734,962	X
144	FHWA Participation (Fed. Hwy. Admin.)			725,871	X
170	Reimbursements (misc.)			71,543	X
172	Labor & Services			1,062,076	X
174	Sales Tax / Local Option			447,145	X
180	Receipts From Sales			118,292	X
191	Licenses and Permits			12,000	X
193	Fines & Fees			315,861	X
Line B5 Totals				5,204,018	

Code Number and Itemization of Miscellaneous Expenses (Line H on the Summary Statement Sheet) "On street" parking expenses, street maintenance, buildings, insurance, administrative costs for printing, legal fees, bond fees etc. (See instructions)				Column 2 Other Street Monies	Column 3 Street Debt
230	On Street Parking Only			542,915	X
Line H Totals				542,915	



## City Street Financial Report (Bonds, Notes, and Loans Sheet)

City Name	City Number	City Population	Fiscal Year
AMES	155	58,965	2011

New Bond ?	Debt Type	Debt Purpose	DOT Use Only	Issue Date	Issue Amount	% Related to Street	Year Due	Principal Balance as of 7/1 or after	Total Principal Paid	Total Interest Paid	Principal Roads	Interest Roads	Principal Balance as of 6/30
<input type="checkbox"/>	General Obligation	Paving & Construction	301	09/13/2005	5,375,209	100%	2017	2,328,116	293,460	82,220	293,460	82,220	2,034,656
<input type="checkbox"/>	General Obligation	Paving & Construction	302	10/01/2006	5,285,000	100%	2018	3,865,000	415,000	154,600	415,000	154,600	3,450,000
<input type="checkbox"/>	General Obligation	Paving & Construction	303	11/01/2007	5,920,000	100%	2019	4,845,732	451,838	181,715	451,838	181,715	4,393,894
<input type="checkbox"/>	General Obligation	Paving & Construction	304	10/15/2008	485,000	100%	2020	430,000	35,000	16,810	35,000	16,810	395,000
<input type="checkbox"/>	General Obligation	Paving & Construction	305	04/27/2009	6,012,902	100%	2013	3,958,458	1,740,690	110,050	1,740,690	110,050	2,217,768
<input type="checkbox"/>	General Obligation	Paving & Construction	313	10/15/2002	4,985,184	100%	2014	1,850,914	1,850,914	63,041	1,850,914	63,041	0
<input type="checkbox"/>	General Obligation	Paving & Construction	315	09/01/2003	5,130,000	100%	2015	2,132,585	2,132,585	74,428	2,132,585	74,428	0
<input type="checkbox"/>	General Obligation	Paving & Construction	316	10/15/2004	5,591,000	100%	2014	2,424,620	574,862	78,800	574,862	78,800	1,849,758
<input type="checkbox"/>	General Obligation	Paving & Construction	317	10/29/2009	11,165,000	100%	2021	10,665,000	860,000	281,550	860,000	281,550	9,805,000
<input checked="" type="checkbox"/>	General Obligation	Paving & Construction		05/17/2011	3,099,988	100%	2015	3,099,988					3,099,988
<input checked="" type="checkbox"/>	General Obligation	Paving & Construction		09/30/2010	6,079,000	100%	2022	6,079,000	345,289	86,699	345,289	86,699	5,733,711
			<b>New Bond Totals</b>		9,178,988	9,178,988	<b>Totals</b>	41,679,413	8,699,638	1,129,913	8,699,638	1,129,913	32,979,775



**Iowa Department of Transportation**Form 517007 (7-2008)  
Office of Local Systems  
Ames, IA 50010**City Street Financial Report  
(Project Final Costs Sheet)**

City Name	City Number	City Population	Fiscal Year
AMES	155	58,965	2011

For construction, reconstruction, and improvement projects with costs equal to or greater than 90% of the bid threshold in effect as the beginning of the fiscal year.

**Section A**Check here if there are no entries for this year ☐

Line No.	1. Project Number	2. Estimated Cost	3. Project Type	4. Public Letting?	5. Location/Project Description (limits, length, size of structure)	
1	7525	124,700	Miscellaneous	Yes	Shared path system expansion	X
2	7591	94,000	Miscellaneous	Yes	Pedestrian walkway program	X
3	8110	319,500	Roadway Construction	Yes	N 4th Street paving	X
4	8112	260,000	Roadway Construction	Yes	Asphalt pavement improvements	X
5	8116	65,000	Roadway Construction	Yes	Wilder Avenue paving	X
6	8126	1,596,000	Roadway Construction	Yes	Collector street pavement improvement	X
7	8138	515,257	Roadway Construction	Yes	CyRide pavement improvement	X
8	8157	835,000	Roadway Construction	Yes	Downtown street pavement improvement	X
9	8165 ARRA	850,000	Surfaces	Yes	GW Carver	X
10	8176	316,000	Roadway Construction	Yes	CyRide route pavement improvement	X
11	8177	550,000	Roadway Construction	Yes	CyRide route pavement improvement	X
12	8908	70,480	Miscellaneous	Yes	Resource Recovery parking lot	X

**Section B**

			Contract Work		City Labor				
1. Line No.	Project Number	6. Contractor Name	7. Contract Price	8. Additions/ Deductions	9. Labor	10. Equipment	11. Materials	12. Overhead	13. Total
1	7525	Absolute Concrete	76,000	1,135					77,135
2	7591	MPS Engineers	66,236	6,807					73,043
3	8110	Manatt's Inc	315,507	59,256					374,763
4	8112	Manatt's Inc	220,665	823					221,488
5	8116	Manatt's Inc	71,761	2,360					74,121
6	8126	Manatt's Inc	1,494,099	90,540					1,584,639
7	8138	ConStruct, Inc	399,342	-14,343					384,999
8	8157	ConStruct, Inc	620,646	13,640					634,286



Iowa Department of Transportation

Form 517007 (7-2008)  
Office of Local Systems  
Ames, IA 50010

## City Street Financial Report (Project Final Costs Sheet)

City Name	City Number	City Population	Fiscal Year
AMES	155	58,965	2011

		Contract Work		City Labor	
9	8165 ARRA	Manatt's Inc	717,794	35,801	753,595
10	8176	Manatt's Inc	294,015	-23,336	270,679
11	8177	Manatt's Inc	431,778	42,736	474,514
12	8908	Absolute Concrete	60,815	1,864	62,679

## COUNCIL ACTION FORM

**SUBJECT: REVISIONS TO ASSET POLICIES AND PROCEDURES**

**BACKGROUND:**

Each year, the Administrative Team for the Analysis of Social Services Evaluation Team (ASSET) and a number of volunteers review the Policies and Procedures for any needed updates or revisions. On September 8, ASSET volunteers approved the following revisions for approval by the funders:

IV. Tenure of Members

- F. If a volunteer accumulates three consecutive unexcused absences in any one ASSET year (April through March), or otherwise fails to fulfill his/her responsibilities, the Volunteers may, by *a simple majority ~~two thirds~~* vote of quorum, request that a Funder appoint a replacement Volunteer. An unexcused absence is defined as when a Volunteer does not notify an Administrative Team member or the Administrative Assistant about being absent. Notifying the Administrative Assistant is the preferred method.

This change is being made to simplify the ability of ASSET to request that a funder replace a volunteer who is very sporadic in attendance. We continue to have attendance and quorum issues at ASSET meetings.

VI. ASSET Operations

- D. *A quorum shall consist of one-half plus one of the currently appointed volunteers. A majority vote of the quorum present shall constitute a decision of ASSET. In the event a quorum is not present, ASSET business may be conducted by a vote of a simple majority of those present except for funding recommendations or changes to the Policies and Procedures, or anything that requires Funder approval, if at least one voting member from each funder is represented. A quorum shall consist of one half plus one of the currently appointed Volunteers. A majority vote of the quorum present shall constitute a decision of ASSET.*

The above change is again being requested due to quorum issues. The intent is for ASSET to be able to handle time-sensitive and routine matters (approval of liaison assignments, the calendar, new or expanded service requests, etc.) without delaying to the next meeting should a quorum not be present.

Strikethrough in the above areas indicates the former language being deleted. Language in italics has been added to the ASSET Policies and Procedures.

**ALTERNATIVES:**

1. The City Council may approve the amendments to the ASSET Policies and Procedures as recommended by the ASSET volunteers.
2. The City Council may ask staff for further information.
3. The City Council may deny approval of the proposed amendments.

**MANAGER'S RECOMMENDED ACTION:**

Staff agrees that the proposed revisions will clarify the process and make the volunteers more effective in accomplishing their work.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, thereby approving the amendments to the ASSET Policies and Procedures as recommended by the ASSET volunteers.

**COUNCIL ACTION FORM**

**SUBJECT: REIMBURSEMENT AGREEMENT FOR POLICE OVERTIME TO  
ENFORCE UNDERAGE DRINKING LAWS**

**BACKGROUND:**

With City Council approval, in October of 2008 the Police Department entered into an agreement with Youth and Shelter Services (YSS) under which YSS reimbursed the Police Department for officer overtime and other expenses related to enforcement of underage drinking laws. Under the agreement, the Police Department conducted compliance checks and special enforcement activities that specifically addressed underage drinking.

The original program went well and the agreement was renewed for additional 12 month periods in both 2009 and 2010. The Police Department is now requesting permission to renew that agreement with YSS for a fourth year under the similar terms and conditions.

The grant is part of the Drug Free Communities Grant Program. The maximum reimbursement for the year would be \$6,000. There is no local match required from the City with this grant.

If approved, the Police Department will continue to carry out enforcement activities and compliance checks related to underage drinking with alcohol retailers. The officers conducting this enforcement will supplement regular Police Department staff on an overtime basis. Areas targeted by this program will be selected by each Police shift supervisor.

**ALTERNATIVES:**

1. Approve the Underage Enforcement agreement between the Police Department and Youth and Shelter Services.
2. Do not approve the Underage Enforcement agreement.

**MANAGER'S RECOMMENDED ACTION:**

These funds will supplement the Police Department's existing efforts to combat alcohol problems in the City. The Police Department has a record of successfully implementing this program.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the Underage Enforcement agreement between the Police Department and Youth and Shelter Services.

**COUNCIL ACTION FORM**

**SUBJECT:** 2011/12 COLLECTOR STREET PAVEMENT IMPROVEMENTS DESIGN  
(ASH AVENUE)

**BACKGROUND:**

This is the annual program for reconstruction or rehabilitation of collector streets. Locations are prioritized in accordance with the most current street condition inventory. One of the locations for the 2011/12 fiscal year is Ash Avenue from Mortensen Parkway to Knapp Street. This design project will include at least two public informational meetings, design of pavement improvements, drainage analysis and design of respective storm sewer improvements, as well as evaluation of the existing sanitary and storm sewer pipe structure. Services for the project include plan development and all required submittals to meet Iowa Department of Transportation letting requirements, which is anticipated for April 2012 with construction in spring/summer 2012.

Proposals for this work were received from nine engineering firms, and were evaluated according to the following criteria: Project Understanding, Design Team, Key Personnel, Previous Experience, Project Approach, Responsiveness, Ability to Perform Work, Proposed Project Design/Letting Schedule, and Estimated Contract Cost. Listed below is the rating information based on this evaluation:

**Proposal Ratings/Rankings**

	Overall Rank	Estimated Fee
Benesch	3	\$153,000
CDA	5	\$97,500
CGA	7	\$119,950
FOTH	3	\$95,000
HR Green	8	\$149,070
Snyder	2	\$142,200
V&K	1	\$92,250
WHKS	5	\$98,230

Staff has negotiated a contract with the highest rated firm, Veenstra & Kimm, Inc. from West Des Moines, Iowa. This consultant has a strong history of successfully designing

projects within the Campustown neighborhood, including Welch Avenue, Ash Avenue/Knapp Street, and Storm Street. Their Project Manager is very good with public relations, and often meets one-on-one with residents to work through their concerns during the design phase of the project. From their experience with neighborhood meetings related to the Cyclone Sports Complex, it is believed the Veenstra & Kimm, Inc. will be best able to design a successful project.

**ALTERNATIVES:**

1. Approve the engineering services agreement for the 2011/12 Collector Street Pavement Improvements (Ash Avenue) with Veenstra & Kimm, Inc. from West Des Moines, Iowa, in an amount not to exceed \$92,250.
2. Direct staff to negotiate an engineering agreement with one of the other consulting firms.
3. Direct staff to make changes to the project.

**MANAGER'S RECOMMENDED ACTION:**

Based on staff's evaluation using the above criteria, Veenstra & Kimm will provide the best value to the City in designing this project.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the engineering services agreement for the 2011/12 Collector Street Pavement Improvements (Ash Avenue) with Veenstra & Kimm, Inc. from West Des Moines, Iowa, in an amount not to exceed \$92,250.

**COUNCIL ACTION FORM**

**SUBJECT:**    **DESIGN OF WEST LINCOLN WAY INTERSECTION IMPROVEMENTS  
(DOTSON DRIVE/LINCOLN WAY)**

**BACKGROUND:**

This project is for constructing turn lanes and installing traffic signals at the Dotson Drive/Lincoln Way intersection. Increased traffic flow from this subdivision necessitates left-turn lanes at the Lincoln Way approaches to the Dotson Drive intersection to accommodate heavy turning movements. Additional turn lanes are also anticipated for left-turning movements northbound from Dotson Avenue onto Lincoln Way. The increased traffic will also warrant the installation of new traffic signals at the Dotson Drive/Lincoln Way intersection. Turn lanes on Lincoln Way will mitigate left-turning, rear-end, and right-angle traffic accidents at this site. This improvement will also support traffic coordination along Lincoln Way. An earlier traffic impact report for South Fork Subdivision justified these improvements. The existing development agreement for South Fork required the developer and the City to share equally in the construction costs of these improvements when intersection level of service fell below Level of Service (LOS) C, which has now occurred.

Proposals for this design work were received from nine engineering firms, and were evaluated according to the following criteria: Project Understanding, Design Team, Key Personnel, Previous Experience, Project Approach, Responsiveness, Ability to Perform Work, Proposed Project Design/Letting Schedule, and Estimated Contract Cost. Listed below is the rating information based on this evaluation:

	Rank	Estimated Fee
Benesch	2	\$86,000
Bolton & Menk	1	\$76,000
CDA	5	\$85,070
CGA	4	\$78,650
FOTH	3	\$87,000
HDR	7	\$142,000
HR Green	7	\$110,714
Snyder	7	\$142,200
WHKS	5	\$93,950



Staff has negotiated a contract with the highest rated firm, Bolton & Menk, Inc. of Ames. This consultant has a history of successful traffic analysis in this area of Ames, and their assigned project manager is strong with traffic designs and public relations.

The City has applied for grant funding through the State's Traffic Safety Improvement Program. Final funding decisions will be received this fall, and grant funding will be available in July 2012. In order to complete the construction when traffic counts are diminished during Iowa State University's summer session, construction is anticipated during spring/summer 2013.

**ALTERNATIVES:**

1. Approve the engineering services agreement for the West Lincoln Way Intersection Improvements project with Bolton & Menk, Inc. from Ames, Iowa, in an amount not to exceed \$76,000.
2. Direct staff to negotiate an engineering agreement with one of the other consulting firms.
3. Direct staff to make changes to the project.

**MANAGER'S RECOMMENDED ACTION:**

Based on staff's evaluation using the criteria above, Bolton & Menk will provide the best value to the City in designing this project.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the engineering services agreement for the West Lincoln Way Intersection Improvements project with Bolton & Menk, Inc. from Ames, Iowa, in an amount not to exceed \$76,000.

## **COUNCIL ACTION FORM**

**SUBJECT:** POWER PLANT UNIT 7 CIRCULATING WATER PIPE REHABILITATION

**BACKGROUND:**

This project is for the rehabilitation of the circulating water pipe located in Unit 7 at the Power Plant. Unit 7 is a 35,000 kw steam turbine generator that uses a cooling tower to cool the circulating water that flows through the condenser. The uncoated steel pipe that carries the water from the condenser to the cooling tower and back has rusted internally over its 45 years of service.

Staff discovered that the wall thickness in many locations on the pipe was below required minimum thickness. This has resulted in failure/leakage on three different occasions. One example was in the summer of 2010, when staff experienced a major failure underground on the discharge header between the Plant and the cooling tower. Continued failures like this increase the risk to the reliability of the overall system.

The majority of this piping is underneath the sub-basement floor and is extremely difficult to access. Staff believes the best option is to coat the lines internally, extending the usefulness of the existing pipe. As another option, replacement of the pipe would cost between \$1.0 and \$1.6 million.

The Engineer's estimate of the cost of this project is \$258,000. The approved 2011/12 budget and Capital Improvements Plan contain \$500,000 for this project.

**ALTERNATIVES:**

1. Approve the preliminary plans and specifications for the Unit 7 Circulating Water Pipe Rehabilitation and set October 12, 2011, as the bid due date and October 25, 2011, as the date of hearing and award of contract.
2. Delay the repair of the Unit 7 circulating water pipe.

**MANAGER'S RECOMMENDED ACTION:**

Failure to impede the deterioration of the piping will put the reliability of Unit #7 at risk, and it is essential to return this pipe to a status of providing safe, reliable, and leak free operation. Otherwise, Unit 7 will experience future forced shutdowns for repair and lost generation opportunities. Leaks could also occur under concrete foundations which could cause extensive damage and additional costly repairs.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as outlined above.

**COUNCIL ACTION FORM**

**SUBJECT: POWER PLANT UNIT 8 AIR HEATER BASKET REPLACEMENTS**

**BACKGROUND:**

This proposed project is for the procurement and installation of basket and associated materials that need to be replaced in the regenerative air heaters on Unit 8.

Air heaters are large rotating sets of three stacked metal elements. The flue gas exiting from the boiler passes across the metal elements, heating them. The rotation of the assembly then brings the elements into the cold air forced draft fan side. As the cold air passes through the heated metal elements, the air is heated to 600 degrees Fahrenheit and is used for combustion, drying, and transport of pulverized coal to the boiler. This recovery of the heat from the flue gas increases the efficiency of the boiler.

Only the cold end baskets on Unit 8 are in need of replacement. The lower levels of the metal elements have become loose and are falling out, allowing air to pass through without being heated properly and the flue gas to exit at too high of a temperature.

It is not possible to operate with defective baskets for long periods because, as the flue gas temperature goes up, it will eventually reach and then exceed the design material temperature of the duct work and stack and exceed the temperature allowed in the City's IDNR operating permit. Additionally, the cost to operate with inefficient air heaters is very expensive. A 100 degree temperature rise in the flue gas leaving the plant results in an increase of approximately 2.5% in fuel costs.

The Engineer's estimate of the total installed cost of this project is \$165,000. **The Council should note that this bid is for the purchase of the air heater baskets only. Installation for these air heaters will be bid separately at a later date.**

The approved 2011/12 budget and Capital Improvements Plan includes \$150,000 for this Unit #8 Air Heater Basket Replacement project. This includes \$100,000 for the materials and \$50,000 for the installation. Staff is planning on obtaining additional funds from the Unit 8 boiler maintenance Operating and Maintenance account to cover the additional \$15,000 if it is needed.

**ALTERNATIVES:**

1. Approve the preliminary plans and specifications for the Unit 8 Air Heater Baskets and set October 12, 2011, as the bid due date and October 25, 2011, as the date of hearing and award of contract.
2. Delay the purchase and replacement of the air heater baskets.

**MANAGER'S RECOMMENDED ACTION:**

Air heater baskets are subject to long term corrosion due to exhaust gas and operating conditions. Periodic replacement is required in order to maintain operability and high efficiency. As is noted above, poorly maintained air heater baskets increase costs for the utility, and there is a significant risk of damage to the downstream fans, ductwork and stacks.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving the preliminary plans and specifications for the Unit 8 Air Heater Baskets, and establishing October 12, 2011, as the bid due date and October 25, 2011, as the date of public hearing.

**COUNCIL ACTION FORM**

**SUBJECT: FLEET REPLACEMENT PROGRAM – AERIAL PLATFORM TRUCK  
FOR PUBLIC WORKS SIGN AND SIGNAL DIVISION**

**BACKGROUND:**

The Sign and Signal Division of Public Works uses two trucks with aerial lift platforms to maintain the City's street signs and traffic signals. One of the trucks is scheduled for replacement in 2011/12. Bids for this unit were received as follows:

<u>Item</u>	<u>Stiver's Ford</u>	<u>ABM</u>		
Chassis	<u>\$29,699</u>	<u>\$29,285</u>		
<b>Subtotal Chassis Bid</b>	<b>\$29,699</b>	<b>\$29,285</b>		
<u>Body &amp; Aerial Platform</u>	<u>ABM</u>	<u>ABM-alt</u>	<u>Truck Eqp.</u>	<u>Altec</u>
Utility Body	\$18,457	\$18,457	\$19,393	incl with lift
Aerial Lift	45,986	40,488	44,554	65,869
Extra Outriggers	3,195	3,195	3,482	5,733
Transmission mtd PTO	540	540	-149	incl
Jib & Winch	<u>3,188</u>	<u>3,188</u>	<u>3,876</u>	<u>no bid</u>
<b>Subtotal Body &amp; Aerial</b>	<b><u>\$71,366</u></b>	<b><u>\$65,868</u></b>	<b><u>\$71,156</u></b>	<b><u>Incomplete</u></b>
<b>Total Chassis, Body, &amp; Aerial Platform</b>	<b>\$101,065</b>	<b>\$95,567</b>	<b>\$100,855</b>	<b>Incomplete</b>

The low bid of \$29,285 for a Ford chassis from ABM, is rejected because ABM is not an Iowa licensed vehicle dealer and cannot legally sell vehicles in the State of Iowa. The other bid of \$29,699 for a Ford chassis from Stiver's Ford, in Waukee, is acceptable.

The low bid for the body and aerial platform, from ABM of \$65,868, does not meet specifications because it does not have a fiberglass insulated boom as requested. The next low bid from Truck Equipment for \$71,156, meets specifications and is acceptable.

The amount budgeted for this purchase is \$107,000. The available balance in the fleet replacement fund is \$107,000; and the total cost of the new truck will be \$100,855.

**ALTERNATIVES:**

1. Award the chassis bid to Stiver's Ford of Waukee for a 2012 Ford F550 chassis for \$29,699; and award the bid for the utility body and aerial platform to Truck Equipment of Des Moines, for \$71,156.

2. Delay award of bid and ask for more information from the staff.
3. Reject all bids.

**MANAGER'S RECOMMENDED ACTION:**

Staff from Fleet Services and Public Works have thoroughly reviewed these bids and have determined that the purchases included in Alternative #1 are the lowest acceptable bids and are in the best interest of the City. The combination of a chassis from Stiver's, and utility body and platform from Truck Equipment, will provide the best service at the lowest cost.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby awarding the chassis bid to Stiver's Ford of Waukeee, Iowa, for a 2012 Ford F550 chassis at a cost of \$29,699; and the utility body and aerial platform bid to Truck Equipment of Des Moines, Iowa, at a cost of \$71,156.

**COUNCIL ACTION FORM**

**SUBJECT: AWARD OF CONTRACT – WINTER & SUMMER TREE TRIMMING**

**BACKGROUND:**

The Public Works Department requires various tree trimming and stump grinding to be performed during the winter and summer contract periods. The 2011/12 budget includes \$60,000 for this work. The estimated amount needed for the winter tree trimming contract is \$30,000 and the summer tree trimming contract is estimated at \$25,000. That would put the contract at \$55,000, which will leave \$5,000 for other miscellaneous work.

The following bids were received on August 25, 2011:

<b><u>Bidder</u></b>	<b>2011/12 WINTER &amp; SUMMER TREE TRIMMING</b>	
	<b><u>Bid Amount – Winter</u></b>	<b><u>Bid Amount - Summer</u></b>
LawnPro L.L.C.	\$ 34.00/Crew Hour	\$ 39.00/Crew Hour
Dan's Custom Landscapes	\$ 85.00/Crew Hour	\$150.00/Crew Hour
Asplundh Tree Expert Co.	\$ 85.15/Crew Hour	\$ 85.15/Crew Hour
Finco Tree/Wood Service LLC	\$ 99.00/Crew Hour	\$110.00/Crew Hour
J. C.'s Tree Service	\$180.00/Crew Hour	\$199.00/Crew Hour

LawnPro is currently the contractor for the Tree Trimming Program. Their bid prices are the same as they bid two years ago at the same level of service.

**ALTERNATIVES:**

1. Approve contract for the 2011/12 Winter & Summer Tree Trimming to LawnPro L.L.C., Colo, IA, in the amount of \$55,000.
2. Reject all bids and attempt to purchase tree trimming on an as-need basis.

**MANAGER'S RECOMMENDED ACTION:**

Award of this bid will allow the City to continue our program to trim and/or remove right-of-way trees that are or could become a hazard to our citizens.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving award of contract for the 2011/12 Winter and Summer Tree Trimming to LawnPro L.L.C., Colo, IA, in the amount of \$55,000.



# Memo

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City Clerk's Office

**TO:** Mayor and Members of the City Council

**FROM:** City Clerk's Office

**DATE:** September 9, 2011

**SUBJECT:** Contract and Bond Approval

There is no Council Action Form for Item No. 19. Council approval of the contract and bond for this project is simply fulfilling a *State Code* requirement.

/jlr



BK/SLS/sl/drm

## COUNCIL ACTION FORM

**SUBJECT:** OCTAGON ART FESTIVAL REQUESTS

**BACKGROUND:**

The Octagon Center for the Arts plans to host an art festival in the Ames Main Street Cultural District (MSCD) on Sunday, September 25, 2011. The event is scheduled to begin at 10:00 a.m. and conclude at 5:00 p.m. Booths selling art works, crafts, and food items will be in operation that day. In addition, there will be entertainment on the sidewalks in Tom Evans Plaza and in Cynthia Duff Plaza.

To facilitate this event, the following items are requested:

1. Closure of the following streets, from 6:00 a.m. to 6:00 p.m.:
  - a. Main Street, east of Clark (not blocking Wells Fargo Driveway) to just west of Duff Avenue (allowing traffic to access parking lot behind businesses)
  - b. Burnett Avenue, south of the alley to Main Street
  - c. Douglas Avenue, 5<sup>th</sup> Street to Main Street
  - d. Kellogg Avenue, 5<sup>th</sup> Street to Main Street
2. Waiver of costs for electricity during the event
3. Approval of a Blanket Temporary Obstruction Permit to include the sidewalks adjacent to the closed streets
4. Approval of a Blanket Vending License for the duration of the event
5. Waiver of fee for Blanket Vending License

Insurance coverage for the event has been provided by The Octagon Center for the Arts. Notification signs will be placed on parking meters on Saturday evening after 6:00 p.m. Public Works will provide the necessary barricades for the street closures. The Main Street Cultural District has been informed of the Art Festival and is in support of it.

**ALTERNATIVES:**

1. The City Council can approve the requests from The Octagon Center for the Arts for the Art Festival on September 25, 2011, including closure of various streets from 6:00 a.m. to 6:00 p.m., waiver of costs for electricity during the event, Blanket Temporary Obstruction Permit for sidewalks adjacent to closed streets, and Blanket Vending License and waiver of fee for Vending License.
2. The City Council can deny these requests.

**MANAGER'S RECOMMENDED ACTION:**

This is the 41<sup>st</sup> year that the Octagon has held the Art Festival. There will be more than one hundred artists on hand with unique, hand-crafted artwork for sale, two stages with live entertainment, and local food vendors. No admission is charged, and Festival organizers expect more than 8,000 people to attend. The Main Street Cultural District has expressed its full support of the event.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, thereby approving the requests from the Octagon Center for the Arts for the Art Festival on September 25, 2011.



427 Douglas Avenue Ames, Iowa 50010 Phone 515.232.5331 Fax 515.232.5088  
www.octagonarts.org

August 20, 2011

Mayor and City Council  
515 Clark Ave.  
Ames, IA 50010

Honorable Mayor and City Council,

On Sunday, September 25, the Octagon Center for the Arts is hosting the 41st Annual Octagon Art Festival in Downtown Ames.

The purpose for the celebration is:

***An event to showcase the various artists representing the creative talent in Ames and the Midwest, to celebrate the richness and enjoyment that art provides through visual expression, highlight the beauty of Ames' community and people while sharing the wonderful Downtown Ames experience with visitors from all over Iowa and neighboring states.***

The Octagon Arts Festival will officially begin Sunday, September 25 at 10 a.m. and conclude at 5 p.m. Octagon staff members have notified a majority of merchants on Main Street about street closures for this festival.

Following is a list of specific Octagon Arts Festival requests for consideration by the Ames City Council:

### Closed Streets

The following street closures are requested to cover from 6 a.m. to 6 p.m. on September 25. (Please view enclosed map)

- Main Street will be closed from just East of Clark (**not** blocking Wells Fargo driveway) to just West of Duff Avenue, allowing traffic to access parking lot behind businesses.
- Douglas Avenue will be closed up to 5th Street.

- Kellogg Avenue will be closed up to 5<sup>th</sup> Street (still allows garbage transportation through alley way)
- Burnett Avenue will be closed just past the Alley (still allows garbage transportation through alley way).
- Barricades are requested for all intersections. Barricades will be staffed at all times after their placement. Octagon event volunteers will man barricades to facilitate the flow of emergency vehicles if the need should arise.

### Utilities

- Costs for electricity needed for the Arts Festival are requested to be waived. This involves electricity from City facilities on Main Street, Douglas Avenue, Kellogg Avenue, and Burnett Avenue, including connection costs.

### Blanket Temporary Obstruction Permit

- A temporary obstruction permit is requested for the central business district to allow businesses to be included in the festival atmosphere and display merchandise in front of the stores, obstructing a portion of the sidewalks. Artists and vendors will be setting up booths in the streets, allowing enough room down center of street for traffic of emergency vehicles should they be needed.

### Noise Permit

- A noise permit is being requested to allow the playing of music, as well as other entertainment, in the Downtown Area from 10 a.m. on Sunday, September 25, through 5 p.m. Two entertainment areas will be set up. Main Entertainment Area near Tom Evans park. Smaller area at Main and Douglas, near Cynthia Duff Walkway.

### Food Vending Permit

Approximately ten food vendors will be offering culinary options to festival visitors. Focal area for the food vendors will be centered in the Kellogg and Main Street intersection.

- The Octagon is requesting that the food vending fee be waived.

Much gratitude for your time and consideration.

Heather Johnson  
Octagon Art Festival Coordinator



August 29, 2011

Mayor and City Council  
City of Ames  
515 Clark Ave  
Ames, IA 50010

Dear Mayor Campbell and City Council,

Main Street Cultural District (MSCD) supports the Octagon Art Festival being planned for Sunday, September 25, 2011. MSCD supports the planned street closings and downtown location for the event. Similar to years past, many downtown businesses plan to be open on the day of the festival to show support for the event and to be welcoming to the festival attendees. Main Street Cultural District is excited to host the Octagon Art Festival, as it is the highest attended cultural event located in the Cultural District and brings exhibitors and audience from all over Iowa and surrounding states.

Thank you for your consideration and your continued support of the Octagon Center for the Arts and the Main Street Cultural District.

Sincerely,

A handwritten signature in cursive script that reads "Angela Moore".

Angela Moore  
Executive Director  
Main Street Cultural District

Cc: Jeff Benson, City of Ames

**312 Main Street, Ste 201, Ames, IA 50010**  
**MainStreetCulturalDistrict.com**  
**515.233.3472**

**Applicant**

Name of Applicant: LJPS, Inc

Name of Business (DBA): Olde Main Brewing Co

Address of Premises: CPMI Event Center, 2321 N Loop Dr

City: Ames County: Story Zip: 50010

Business Phone: (515) 232-0553

Mailing Address: 316 Main St

City: Ames State: IA Zip: 50010

**Contact Person**

Name: Jamie Courtney

Phone: (515) 291-8346 Email Address: jcourtney@oldemainbrewing.com

Classification: Class C Liquor License (LC) (Commercial)

Term: 5 days

Effective Date: 09/17/2011

Expiration Date: 09/21/2011

Privileges:

Class C Liquor License (LC) (Commercial)

**Status of Business**

BusinessType: Privately Held Corporation

Corporate ID Number: 286196 Federal Employer ID # 770613629

**Ownership**

**Len Griffen****First Name:** Len**Last Name:** Griffen**City:** Potomac**State:** Maryland**Zip:** 24854**Position** Vice President**% of Ownership** 25.00 %**U.S. Citizen****Scott Griffen****First Name:** Scott**Last Name:** Griffen**City:** Ames**State:** Iowa**Zip:** 50010**Position** President**% of Ownership** 50.00 %**U.S. Citizen****Sue Griffen****First Name:** Sue**Last Name:** Griffen**City:** Potomac**State:** Maryland**Zip:** 24854**Position** Treasure**% of Ownership** 25.00 %**U.S. Citizen*****Insurance Company Information*****Insurance Company:** Founders Insurance Company**Policy Effective Date:****Policy Expiration Date:****Bond Effective Continuously:****Dram Cancel Date:****Outdoor Service Effective Date:****Outdoor Service Expiration Date:****Temp Transfer Effective Date:****Temp Transfer Expiration Date:**

COUNCIL ACTION FORM

**SUBJECT: COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM –  
AMENDMENT TO 2011-12 ANNUAL ACTION PLAN PROJECTS**

**BACKGROUND:**

For the 2011/12 CDBG program year, the projects listed in *Attachment 1* were originally submitted and approved by the Department of Housing and Urban Development (HUD) and are approved for implementation. Due to the August 2010 flood event, the City subsequently became eligible to apply for grant money under the federal Hazard Mitigation Grant Program (HMGP).

Under HMGP, the City sought to apply for grant funds to support a property acquisition or “Flood Buy-out” project. The HMGP program requires a 15% local match, and the City was notified that CDBG funds would qualify for this match. Therefore, the Council set aside approximately \$500,000 of the 2010/11 CDBG allocation to be used as possible matching dollars for implementation of the flood buy-out program.

Unfortunately, the designated properties did not meet FEMA’s funding threshold for HMGP funding. Therefore, the City withdrew its application, which means that the \$500,000 in CDBG funding that was set aside needs to be reallocated to other programs/projects in 2011/12.

***Attachment 2* shows the original program budget for 2011/12, as well as the *proposed amended budget* for the 2011/12 Annual Action Plan program activities. The activities being recommended are the same as in the original action plan, but have revised funding amounts.**

These activities continue to focus directly on the City Council’s goal of *strengthening our neighborhoods*. All of the proposed activities would be of 100% benefit to low- and moderate-income persons and/or neighborhoods *except* for the Slum and Blight Activity (Dangerous Building Removal Program).

**At its August 23, 2011, meeting, the City Council was supportive of the proposed amended 2011/12 Action Plan Projects. Council directed staff to solicit public input on these projects, and to bring any public comments back to Council on September 13. These projects now need to be finalized and included in the amended 2011/12 Action Plan.**

Staff hosted two public forum meetings on September 7. A total of five persons attended, representing three non-profit organizations, one business organization, and one citizen. One e-mail was also received from a Neighborhood Association representative. *Attachment 3* lists all of the feedback responses received.



In summary, public interest was expressed in expanding the Neighborhood Home Improvement Program to include the following programs:

- (1) Making rehabilitation funds available to non-profit organizations to repair their facilities.
- (2) Making rehabilitation funding available to rental property owners to rehab their properties for low-income renters.
- (3) Making rehabilitation funding available to property owners to rehab single-family rental units and convert them back into single family ownership.

Each of these proposals would be a worthy expansion of the City's CDBG programming and could be carried out using CDBG funding. However, each would also entail creating and administering a new subcomponent program activity. Staff's rationale for not proposing additional program projects to replace the Flood Buy-out Program *during this current year* was as follows:

- The original projects for 2011/12 are consistent with the City's goals and priorities to focus on neighborhood sustainability by improving both the housing stock and the infrastructure in low- and moderate-income vital core neighborhoods.
- The original projects for 2011/12 reduce the downtime that would result from starting new programs that could affect the City's ability to meet HUD's timely expenditure requirements by May 1, 2012.
- The modest number of projects recommended for 2011/12 reflects the workload capacity of the current full-time staff.
- During their monitoring of the City's CDBG program last month, HUD firmly emphasized that the City's meeting the timely expenditure requirements is of high priority in order to not jeopardize future funding, be subject to a workout plan, and/or be required to forfeit CDBG funding. They also reminded staff about potential timeliness issues when a significant amount of funds are allocated to a project that does not get implemented.

Regarding the proposed Neighborhood Housing Improvement Program and Homebuyer Assistance Program shown on *Attachment 2*, it is important for Council to note that those programs focus on *owner-occupied* affordable housing improvement. That priority has been included in the Council's adopted CDBG Action Plans for several years, but has seen only limited success due to our focus on large, one-time programs that ultimately did not come to fruition.

The following comments are offered in relation to the three programs requested by the public:

#### Non-Profit Facilities

With regard to the interest for funds to be included to implement a non-profit facility repair program, where those facilities are located in neighborhoods, this program could address the Council's goal to strengthen neighborhoods. There are currently six agencies that could possibly qualify for assistance. This same program has been implemented in previous years and has benefited all six agencies. However, this program would not address the Council's priority of improving the supply of affordable, owner-occupied housing.

### Rental Units

With regard to the request for a program to “rehabilitate rental housing units,” this activity could address the Council’s goal to strengthen neighborhoods. However, it would require staff time to create program eligibility guidelines. In addition, there is already a local program to support low-income rental housing needs in the Section 8 Housing Choice Voucher Program.

### Conversion of Rental Units to Owner-Occupied Homes

With regard to the request for funds to be included to implement a program to “rehabilitate single-family rental units” for conversion into owner occupied housing, that activity would also address the Council’s goal. This will also require staff time to create program eligibility guidelines, but is compatible with the Council’s long-time interest in facilitating owner-occupied affordable housing. A pilot program to judge the success of this approach is justifiable under Council’s current priorities.

## **ALTERNATIVES:**

1. The City Council can amend the 2011/12 CDBG Annual Action Plan with the proposed projects as outlined in *Attachment 2*, but redirect \$25,000 of the funding from the Neighborhood Housing Improvement Program into creating a pilot program to assist property owners with funds to rehabilitate single-family rental property for conversion back into an owner-occupied unit.
2. The City Council can amend the 2011/12 CDBG Annual Action Plan with the proposed projects as outlined in *Attachment 2*.
3. The City Council can amend the 2011/12 CDBG Annual Action Plan with some other combination of projects.
4. The City Council can choose not to amend the 2011/12 CDBG Annual Action Plan at this time, and refer this item back to staff with further direction.

## **MANAGER'S RECOMMENDED ACTION:**

The programs recommended on *Attachment 2* (Neighborhood Housing Improvement Program, Homebuyer Assistance, Neighborhood Infrastructure Improvements, and Slum and Blight) focus on the City Council’s goal of strengthening our neighborhoods and are consistent with the priorities of the City’s 2009/14 Consolidated Plan. In addition, since the conversion of rental housing units into owner-occupied homes is also consistent with the Council’s long-standing priority, a case can be made to initiate a pilot for this new program.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, thereby amending the 2011/12 CDBG Annual Action Plan with the proposed projects outlined in *Attachment 2*, but redirecting \$25,000 of funding from the Neighborhood Housing Improvement Program to create a pilot program to assist property owners with funds to rehabilitate single-family rental property for conversion back into an owner-occupied unit.

## ATTACHMENT 1

### APPROVED 2011-12 ANNUAL ACTION PLAN PROGRAM ACTIVITIES

Project Activities	Program Description	Priority Goal	CDBG National Objective
<p>The <b>Neighborhood Sustainability Program</b> is comprised of the following subcomponent programs:</p> <ol style="list-style-type: none"> <li>1. <b>Neighborhood Housing Improvement Program</b></li> <li>2. <b>Homebuyer Assistance</b></li> <li>3. <b>Dangerous Building Program (Slum and Blight Program)</b></li> </ol>	<p>The overall goal of the Neighborhood Sustainability program is to increase the availability of housing to low and moderate-income families and to maintain and sustain decent, safe, and sanitary housing stock in existing neighborhoods by providing <u>home repair grants</u> for owner-occupied housing units, and <u>down payment and closing cost assistance</u> to first-time homebuyers, and demolish deteriorated properties.</p>	1,2	Low- & Moderate-Income Benefit
<p>The <b>Public Improvement Program</b> is comprised of the following subcomponent programs:</p> <ul style="list-style-type: none"> <li>• <b>Neighborhood Infrastructure Improvements</b> (curb, street resurfacing, sidewalks, etc.) in targeted low- and moderate-income census tracts</li> </ul>	<p>The overall goal of the Public Improvement Program is to preserve and enhance <b>the viability and aesthetics of our core existing neighborhoods by maintaining the public infrastructure.</b></p>	3	Low- & Moderate-Income Benefit
<b>Flood Buy-Out Program</b>	<p>The goal under this program is to acquire and demolish both residential and commercial properties that were damaged or destroyed as part of the August 2010 flooding event.</p>	--	Urgent Need

## ATTACHMENT 2

<b>Submitted 2011-12 Action Plan Expenditure Budget:</b>	
<u>Programs</u>	<u>Budget</u>
Neighborhood Sustainability Program (Slum and Blight-Dangerous Building)	100,000
Neighborhood Housing Improvement Program (including City-owned properties)	132,870
Homebuyer Assistance Program	100,000
Neighborhood Infrastructure Improvements Program	309,214
Flood Buy-Out Program	500,000
2011-12 Program Administration	<u>89,804</u>
Total	\$1,231,888
<b>Current 2011-12 Action Plan Revenue Budget:</b>	
2011-12 CDBG Allocation	449,018
2010-11 Anticipated Program Rollover	675,000
2011-12 Anticipated Program Income	<u>107,870</u>
Total 2011-12	\$1,231,888

<b>PROPOSED AMENDED 2011-12 Action Plan Expenditure Budget:</b>	
<u>Programs</u>	<u>Budget</u>
Neighborhood Sustainability Program (Slum and Blight) Dangerous Buildings Program	135,000*
Neighborhood Housing Improvement Program (including City-owned properties)	451,762*
Homebuyer Assistance Program	100,000
Neighborhood Infrastructure Improvements Program	406,297
Flood Buy-Out Program	0.00
2011-12 Program Administration (20% of 11-12 Allocation + 20% Anticipated Program Income)	<u>110,648</u>
Total	\$1,203,707
<b>AMENDED 2011-12 Action Plan Revenue Budget:</b>	
2011-12 CDBG Allocation	449,018
2010-11 Anticipated Program Rollover	650,466
2011-12 Anticipated Program Income	<u>107,870</u>
Total 2011-12	\$1,203,707

\*Includes \$100,466 of Service Delivery expenses for Program Administration (inspectors, legal fees and documents, contracted staff assistance)

## **ATTACHMENT 3**

**CDBG 2011-2012 Action Plan Amendment Overview  
Public Forum Input Sessions  
Wednesday, September 7, 2011  
9:00 a.m. – 10:30 a.m. City Hall Council Chambers  
6:00 p.m. – 7:30 p.m. Room 235**

**Representatives from Mainstream Living, Youth & Shelter Services, Ames Chamber of Commerce, Emergency Residence Project, a citizen, and a local business person participated in a discussion or submitted input.**

**Interest was expressed about using CDBG funds under the Neighborhood Housing Improvements Program to be expanded to include:**

- A program to provide funds to assist rental property owners in making repairs to their properties to make them available to low-income households and families.**
- A program to provide funds to assist non-profit organizations with funds to make repairs to their facilities that assist low-income households and families.**
- There was also a suggestion to do a couple houses as conversions from rental to owner-occupied, doing it as a loan program to the landlord who must sell to a qualified low-income family that can secure a loan and pay back the loan.**

## Staff Report

**DISCUSSION REGARDING PROPOSED NEW TAGLINE AND LOGO**

September 13, 2011

**\*THE TAGLINE\***

The City staff recently became aware of an issue that should be addressed by the City Council before the selection of a new logo is finalized. If you search the City of Council Bluffs, Iowa's website, you will find that that this community is using a tagline strikingly similar to the one suggested by Brand Endeavor. Our recently adopted tagline is "Heartland's Leading Edge. Council Bluff's is "Iowa's Leading Edge." It appears that they have been using their tagline for some time.

In light of this revelation, staff asked Christie Harper from Brand Endeavor to share her thoughts regarding this latest development. The following comments are the pertinent points offered by Christie:

- When the tagline, The Heartland's Leading Edge, was first recommended, she searched both the U.S. Patent and Trademark Office's Electronic Trademark Search System, along with a Google search of several terms. Christie indicated that these searches did not reveal any conflicts and did not reveal Council Bluff's tagline.

Given the almost infinite combination of words that might be reflected in a tagline and the possibility that the proposed one has never been trademarked, it is difficult to guarantee through a search effort that some other community is not currently utilizing a "similar" tagline.

**Christie advises that if we hope to move ahead with this tagline, we should retain an attorney with expertise in intellectual property to advise us how to proceed to ameliorate this situation.** Her recent search continues to indicate that Council Bluffs has not yet secured a trademark for their tagline.

Because the wording between our two taglines is slightly different, it is possible that both taglines can be trademarked. This fact will only lead to further confusion. In addition, since it appears that Council Bluffs has been using their tagline for some time, it is possible that bad feelings will be created if we are successful in preventing the continued use of their tagline.

- **Christie emphasizes that she does not believe that the vision created for our community is compromised in any way by this new information and she recommends that we continue to implement this vision.**

After reviewing the Council Bluffs materials, she explains that their reference to leading edge refers to “both its geographic location on the Iowa frontier” as well as its “anything is possible attitude.” Our concept of leading edge is “intended to signify Ames’ creativity and innovation that creates meaningful contributions to not just Iowa – but to the entire Midwest region, and ultimately, to the world.” Therefore, she concludes the newly adopted vision for Ames is sufficiently different from Council Bluffs that it does not have to be reworked.

**Christie has concluded that the two taglines are too similar “to ensure appropriate differentiation with a geographic neighbor.” Therefore, her recommendation at this time is that we should develop a new tagline with the assistance of the Vision Steering Committee.**

She reminds us in her letter that “a tagline should not be confused with the vision itself. The tagline is an expression of the vision, and could be phrased in many different ways.”

Fortunately, Christie is willing to assist our community in developing another tagline by offering, at no added charge to the City, to do the following:

- Explore another round of taglines that express the core concepts reflected in our vision and, hopefully, excites the City Council and community, and
- Rewrite the vision statement to remove the term “leading edge” and create greater alignment with the new tagline.

#### **OPTIONS RELATED TO A NEW TAGLINE:**

1. The City Council can decide to move ahead to trademark the previously adopted tagline, “Heartland’s Leading Edge.”

As is mentioned above, it is possible that this tagline can be trademarked and Council Bluffs would be allowed to continue to use their tagline. However, the similarity of the two taglines used by cities in such close proximity to each other might cause confusion among the audiences we hope to attract. In addition, since it appears that Council Bluffs has been using their tagline for some time, we should expect them to take actions to protect their investment, thus resulting in possible conflict between our communities.

2. The City Council can follow our consultant’s initial advise and pursue a new tagline that will reflect our vision while, hopefully, not causing any confusion by the intended audiences. **Under this option, the City Council would work directly with our consultant to identify a new tagline.**

3. The City Council can follow our consultant's initial advise and pursue a new tagline that will reflect our vision while, hopefully, not causing any confusion by the intended audiences. **However, under this option, the City Council would ask the Vision Steering Committee to reconvene and work with our consultant to identify a new recommended tagline for the City Council to approve.**
4. The City Council can follow our consultant's initial advise and pursue a new tagline that will reflect our vision while, hopefully, not causing any confusion by the intended audiences, but reject her offer to assist the community in identifying another tagline. **Under this option, the City Council would seek assistance from volunteer resources in the community to develop possible alternatives. One approach to this option would be to sponsor a public contest.**

#### **STAFF RECOMMENDATION REGARDING A NEW TAGLINE:**

It is not clear at this time if trademarking the proposed tagline will prevent Council Bluffs from continuing to use their tagline. If they are allowed to continue its use, there likely will be some confusion generated from the marketing campaigns by our two Iowa communities. Our consultant has concluded that "the two taglines are too similar to ensure appropriate differentiation with a geographic neighbor." Based on this professional advice, the City staff would support Option #3 to rely on Brand Endeavor, working with the previous Vision Steering Committee, to identify a new tagline for the Council's consideration that will express the core concepts reflected in our vision and, hopefully, excite the City Council and community.

#### **\*THE LOGO\***

As you know, we have planned for the City Council to discuss the development of a shared logo for the third time on September 13<sup>th</sup>. Julie Weeks, Director of the Ames Convention and Visitors Bureau, will be prepared to outline a new process that will offer the City Council and the general public choices and an opportunity to have input into the preferred logo.

Under her proposal, she will ask their consultant, PUSH, to develop five logos for the Council to consider. After reviewing this limited set of possibilities, the City Council would reduce the number to three alternatives. These three logos would then be offered to the public for their comment. The logo that receives the most positive public feedback would be selected by the City Council as our next logo to be shared by the City, Convention and Visitor's Bureau, Ames Chamber of Commerce, and Ames Economic Development Commission.



### **OPTIONS REGARDING THE SELECTION OF A NEW LOGO:**

1. The City Council can decide to adopt the logo that was recently recommended by the Ames Convention and Visitors Bureau and the Ames Chamber of Commerce.
2. The City Council can ask the Ames Convention and Visitors Bureau to have their consultant offer a new logo for Council consideration.
3. The City Council can approve the suggested public input process now being suggested by the Ames Convention and Visitors Bureau, which will involve (a) the development of five logo possibilities by PUSH, (b) the identification by the City Council of the top three “finalist” from this group of five, and (c) the selection by the City Council of the shared logo through a public feedback effort.

### **STAFF RECOMMENDATION REGARDING THE LOGO:**

Given the public feedback received about the proposed logo, the City Council might want to first make a decision regarding the logo selection process. The new process recommended by the Ames Convention and Visitors Bureau that allows for more public input, Option 3, seems to be the best course of action.

However, it is important that the logo and the tagline be integrated tools to market our overall vision. Therefore, it would be advisable to not move forward with the selection of the proposed logo or the development of new alternatives until the tagline issue is resolved. Once the tagline is identified, we should proceed with one of the options identified above.

## Staff Report

**North Grand Mall – Submittal of Application**

September 13, 2011

**BACKGROUND:**

On July 12, 2011, Mr. Greg Kveton, of GK Development, addressed the Council over the question of whether the City should call upon the bond held for completion of parking lot improvements on Lot 2 of the North Grand Mall site. Mr. Kveton expressed concern over what impacts drawing upon the bond would have on his efforts to secure tenants for the mall. After discussing the City's options to draw or not draw upon the bond, the Council denied any extensions to the deadline and directed staff to continue negotiations with G.K. Development toward the submission of a new site plan by no later than September 1, 2011. The decision anticipated that the City would not draw upon the bond if a site plan were submitted by the September 1 deadline, but it left the City with the ability to draw upon the bond without further negotiation if GK failed to perform.

**In accordance with their promise, G.K. Development submitted the attached site plan for Lot 1 on September 1. G.K. Development has informed staff that they are in current negotiations with two new major tenants for the property.**

The City Council will no doubt now want to know how this latest submittal impacts the performance bond, as well as the parking and landscaping requirements reflected in the current Adaptive Reuse Plan (ARP). An initial review of the newly submitted site plan indicates it does not comply with current landscaping standards because it does not provide the required landscape medians in the parking lot. It also does not comply with the alternative landscape plan previously approved under the current Adaptive Reuse Plan, since it does not include any additional landscaping in the right-of-way surrounding the site. It also does not include any of the decorative pavement design that was intended to compensate for lack of greenery on the site. (Both of these provisions were required to make up for landscaping otherwise not provided on the site.)

**It should be remembered, however, that the City Council is allowed to be very creative and flexible in its approval of an ARP. What was required in the previously approved plan might not be as important to the Council as it considers this new plan. Ultimately, this revised plan will be brought back to the Council for final approval. However, as the staff begins working with the developer to perfect a new plan, we would appreciate some direction regarding these landscaping and parking issues. This direction is being sought so that we can avoid any lengthy negotiations that might hinder the leasing of this property to new major tenants.**

### **APPLICATION OPTIONS:**

Staff has identified the following three options for processing the site plan that was recently submitted for Lot 1:

Option 1. Process the current application as an amendment to the approved Adaptive Reuse Plan (ARP), and:

- Conclude that the proposed landscaping is adequate for Lot 1 only.
- Maintain current ARP landscaping standards for Lot 2. Then we either:
  - a. Condition approval of landscaping for Lot 1 upon installation of landscaping on Lot 2; **or**,
  - b. Approve proposed landscaping on Lot 1 with no strings attached. This sub-option would not negate the previously approved landscaping requirements for Lot 2. However, it should be noted that under this approach, we would have no leverage to compel its installation since at this time there are no other buildings on Lot 2 that will require issuance of an occupancy permit. (Occupancy permits are commonly not issued until all site improvements have been completed.)
- Direct staff to work with the applicant to amend the Developer's Agreement, eliminating the stipulation that the owner not apply for occupancy permits for any development of the site without reconfiguration of Lot 2 to comply with the minimum off-street parking standards.
- Require the developer to reconfigure the parking on Lot 2 by a specific date, and thereby continue to hold the current performance bond.\*

Inasmuch as the amendment to the developer agreement and remote parking option would primarily benefit the applicant, it would not be necessary to hold up approval of the site plan pending approval of these two issues.

Option 2. Require submittal of a site plan for Lot 1 that reflects the landscaping features that were approved in the current ARP. This option would require:

- Full perimeter landscaping as shown on the approved ARP;
- Colored/Textured pavement design near entrances and on sidewalks connecting the building to the street; and
- Installation of pedestrian scale designer light fixtures.
- Require the developer to reconfigure the parking on Lot 2 by a specific date, and thereby continue to hold the current performance bond.\*

Option 3. Require submittal of a site plan for Lot 1 that fully complies with current codes while retaining the ARP concept for Lot 2. This option would:

- Require full landscaping of the parking lot on Lot 1; and
- Amend the approved ARP by eliminating Lot 1 from the ARP, while retaining the provisions of the ARP for Lot 2.
- Require the developer to reconfigure the parking on Lot 2 by a specific date, and thereby continue to hold the current performance bond.\*

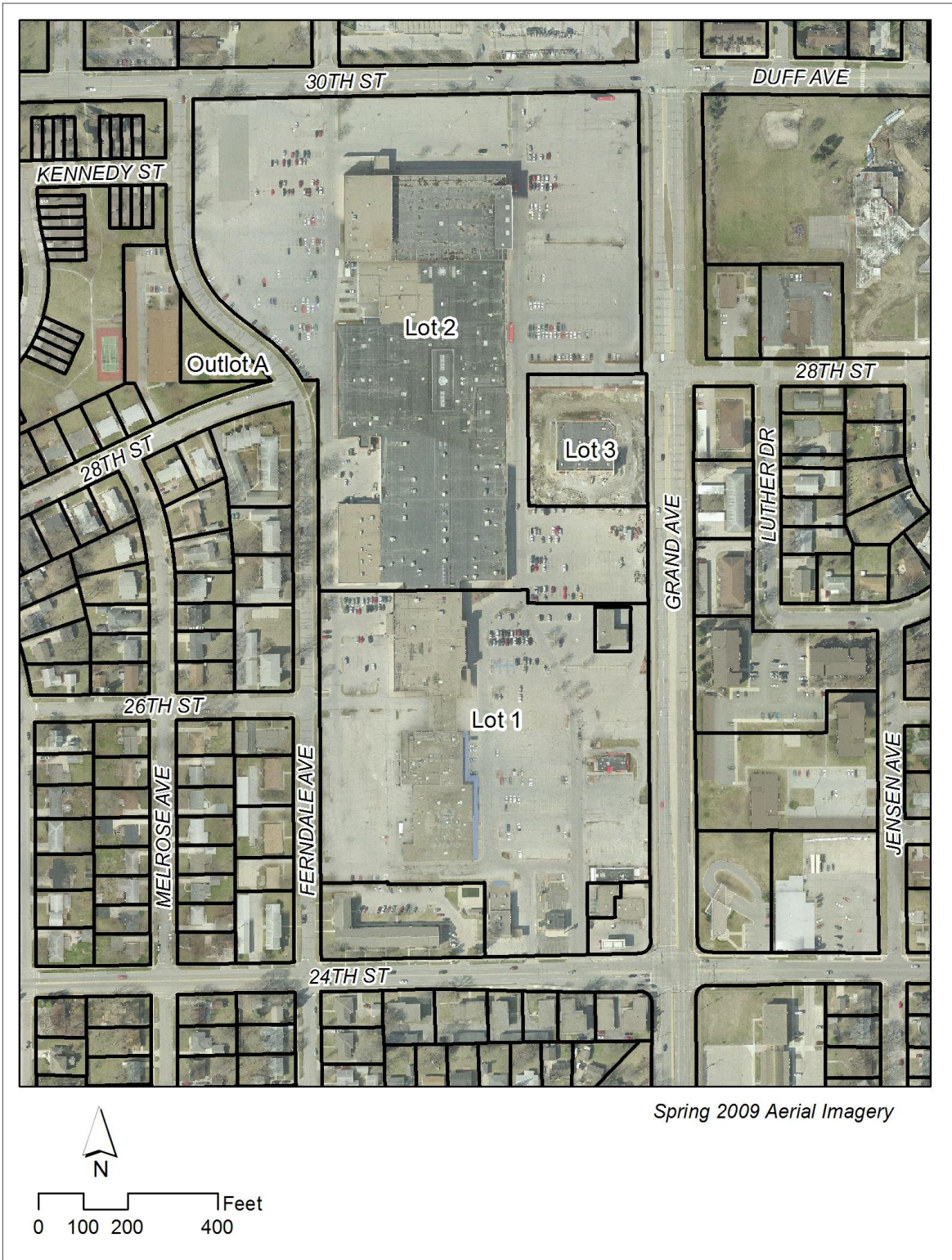
\* **Note:** The bond secures parking lot improvements required to satisfy parking requirements and to conform to the approved site plan. To negate the Lot 2 parking reconfiguration requirement specified under each option, the developer can seek approval of a remote parking agreement between Lots 1 and 2. Approval of a remote parking agreement will allow the release of the bond for securing the parking reconfiguration, since the non-conforming parking situation would be eliminated through the remote parking agreement. However, the developer also will be required to submit and receive approval for a revised site plan for Lot 2 to reflect the current parking configuration before the bond can be released. It would not require additional landscaping for Lot 2, but it should at least show the landscaping originally approved for Lot 2 (much of which has been lost or removed over the years).

#### **STAFF COMMENTS:**

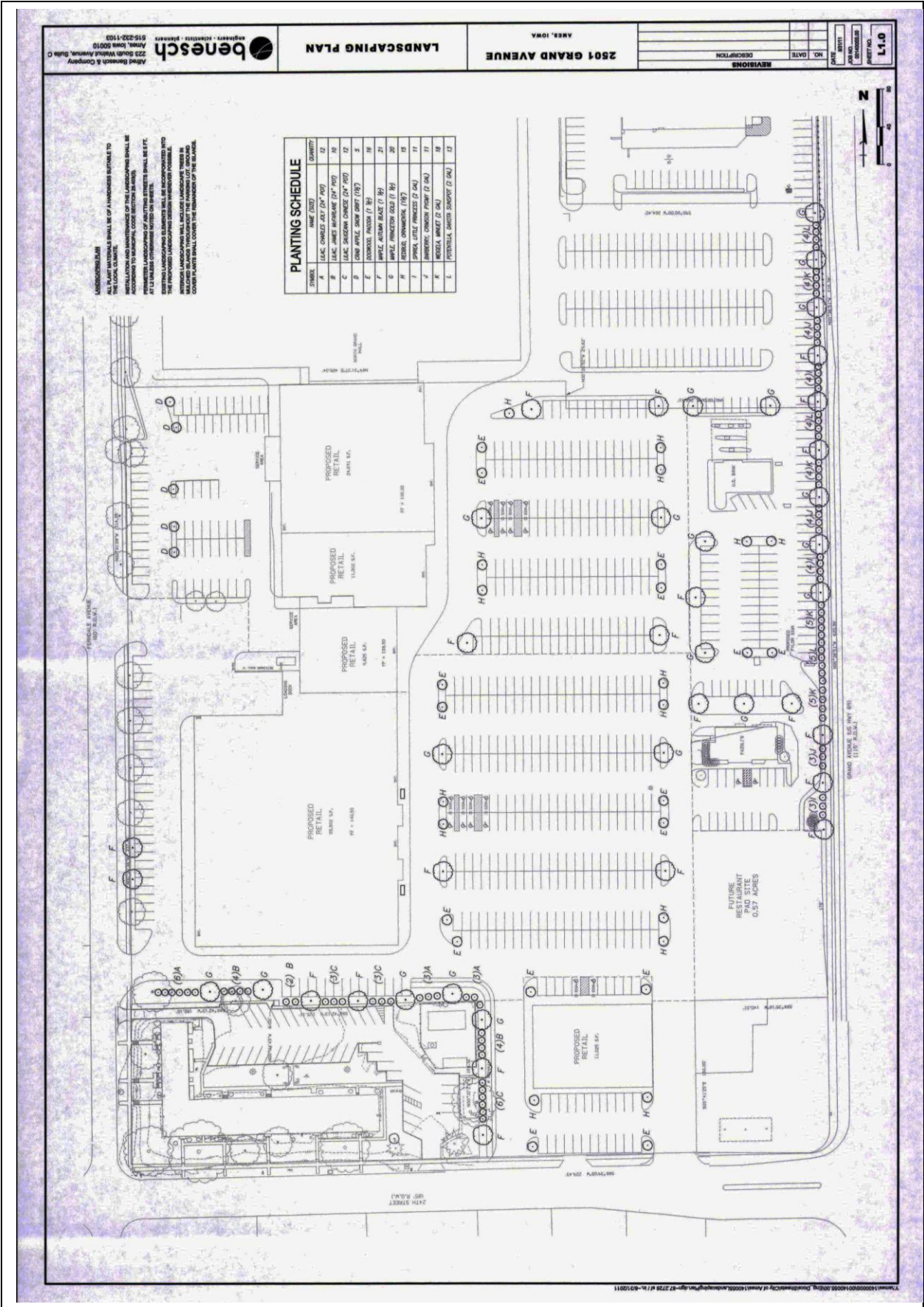
The Council's direction at this point in the process related to landscaping issues will provide needed guidance to processing an application for a project that may be key to the future development and continued viability of the North Grand Mall site. For the sake of expediency, options 1(a) and 1(b) would be the most time effective because nothing else would be required at this point, except perhaps an amendment to the developer's agreement. If the Council does not wish to link the reconfiguration of parking lot improvements on Lot 2 to the proposed improvements on Lot 1, an amendment to the agreement could eliminate this stipulation.

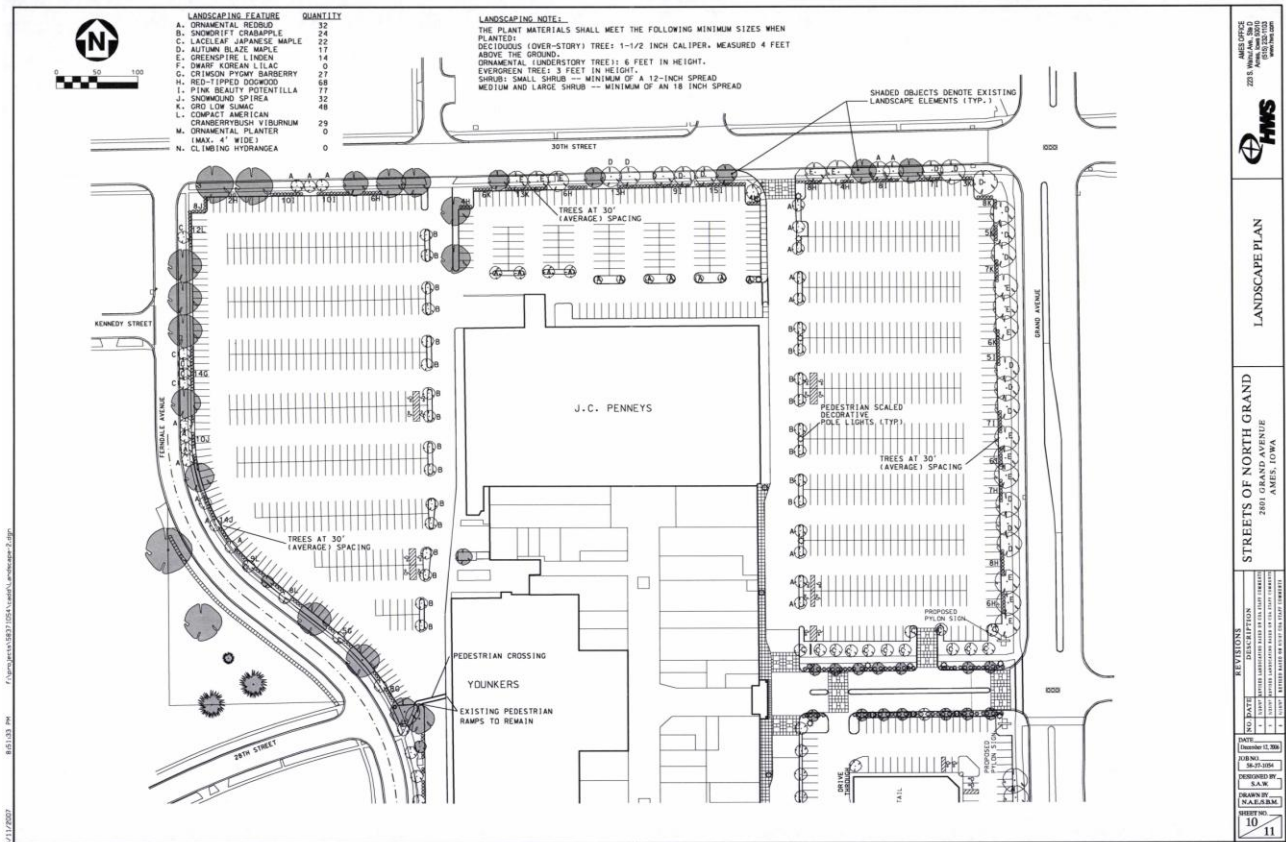
Option 1(a) would facilitate expeditious review of the current application for Lot 1 and also provide a means of securing landscaping for the balance of the mall site. However, it would impose higher upfront costs because it would bind the cost of full landscaping of the mall site to one development proposal. Option 1(b) would also facilitate expeditious review, but would do so without imposing the additional landscaping costs associated with the rest of the mall site.

If the Council is motivated to approve the proposed landscape plan for Lot 1 in order to provide the flexibility needed to make development happen on this site, it may wish to consider placing an expiration date on the approved adaptive reuse site plan if construction of the new building on Lot 1 does not commence within a specified period of time.









EXISTING ADAPTIVE  
REUSE SITE PLAN (2007)  
NORTH END

SOUTH END NEXT PAGE







## Staff Report

**NORTHERN GROWTH**

September 13, 2011

On August 23, 2011, the City Council reviewed the status of the annexation of the Rose Prairie development as well as the other proposed developments along Grant Avenue. At that meeting, Kurt Friedrich urged the Council to take a leadership role and install the necessary infrastructure to Quarry Estates so that they could begin development of this property. In addition, Chuck Winkleblack and Kurt Friedrich both indicated to the Council that, before agreeing to move ahead with an annexation agreement, they need more solid cost estimates for their respective shares of the Grant Road, trunk sewer, and water main improvement costs.

As a result of these two requests, the City Manager agreed to prepare the following report to the Council for the September 13 Council meeting. This report outlines (1) the history on how the City planned to provide infrastructure to the area, and (2) the costs and possible cost sharing arrangements to develop more solid cost estimates for the street, sewer and water improvements.

**INSTALLING INFRASTRUCTURE TO SERVICE NORTHERN GROWTH****Going North**

For many years one of the goals in the Land Use Policy Plan (LUPP) was to commit to a cost-effective growth pattern. This goal led to the creation of Priority Growth Areas to portions of southwest and northwest Ames where City incentives were offered to attract development to these specific areas. For growth to the north, however, it was expected that developers would assume all costs for the “off-site improvements.” In accordance with this plan, when the Uthe farm was subdivided as Northridge Heights in 2000, the developer paid for the major off-site infrastructure improvements.

After much discussion related to the proposed Fieldstone development, the LUPP was then revised by the City Council to create “Allowable Growth Areas.” Under this new policy, City financial assistance would be provided only to “Incentivized Areas.” Within such areas, the City would assist with development by paying for the “oversizing” of infrastructure as well as some negotiated amount if a Village was developed in the southwest. Therefore, under the current LUPP those who develop in north Ames are required to pay all of the costs associated with extension of public infrastructure.

As you will recall, the owners of Story County Land L.C. originally requested the necessary approvals from the City Council for development of a residential subdivision within the City limits. This request was denied by the City Council. Story County Land L.C. then requested approval from the City Council to develop their residential subdivision outside of the City limits, but within the two-mile planning boundary of the City. Once again, this request was denied by the City Council.

Following that denial, Story County Land L.C. appealed the City's decision to the District Court. In addition, the developer proceeded to file a horizontal property regime in Story County, which at the time did not require Council approval because it did not constitute a subdivision of land. Realizing that the City was at significant environmental risk if a subdivision was built so close to the Ada Hayden watershed without City protective requirements, the City Council directed staff to negotiate a settlement with Story County Land L.C. to allow the residential development to occur within the City limits.

### **The Rose Prairie Agreement**

In order to entice Story County Land L.C. to accept a settlement, an agreement was finalized in July 2010 that included certain provisions which specified how the following major infrastructure items would be extended to the area.

#### **Off-site Street Improvements:**

- If all four major developers/property owners (this includes Story County Land L.C., Quarry Estates, and the two Hunziker properties) have signed pre-annexation agreements prior to annexation of the Rose Prairie site, the City will finance the Grant Avenue reconstruction project through a special assessment project. This approach assists the developers by not requiring a significant amount of money up front to finance the street project.

Under this scenario, the Rose Prairie developer will contribute 37% of the total project costs. This percentage covers both their property's share and the Sturges property's share of the costs.

However, if at the time of initial final platting for Rose Prairie the other major developers' land has not been annexed, the Rose Prairie developer will pay in cash to the City the proportionate share for the cost of the Grant Avenue improvement based on the area of each approved phase of the Rose Prairie subdivision.

#### **Off-site Traffic Improvements:**

- Prior to the approval of the initial final plat, the Rose Prairie developer must pay the City \$185,000 for their proportional share of the traffic improvements needed at Hyde and Bloomington and at Grand and Bloomington as a result of the increased traffic from the Rose Prairie subdivision.

#### **Off-site Water Improvements:**

- The Rose Prairie developer is responsible to pay for the construction of all water system improvements from the City limits up to 190<sup>th</sup> Street (see Attachment G). However, this responsibility does not begin until a final plat is approved. Therefore, the developer controls if and when a water main is made available to the other developers in the area.

The agreement further provides that the City will establish a water assessment district whereby the Rose Prairie developer will be reimbursed by the City when other benefitted property owners hook onto the system. Under this arrangement, the developer, not the City, up fronts the cost of the improvements.

#### Off-site Sewer Improvements:

- The developer is responsible to pay for the construction of all sanitary sewer improvements from the City limits up to 190<sup>th</sup> Street (Attachment H). Again, however, this responsibility does not begin until a final plat is approved. Therefore, the developer controls if and when a trunk sewer line is made available to the other developers in the area.

The agreement provides that the City may establish a sanitary sewer assessment district whereby the developer will be reimbursed by the City when other properties owners who benefit from these improvements hook onto the system. Under this arrangement, the developer, not the City, up fronts the cost of the improvements.

#### **Contingency If The City Chooses To Move Ahead With Other Developers**

In response to concerns expressed by the other two developers who own land in the area, the Rose Prairie agreement also provides that the Council can choose not to wait for Story County Land L.C. to proceed with the water and sewer installation and move ahead to install water improvements from Point 1 to Point 2 as shown on Attachment G and sewer improvements from Point 1 to Point 2 as shown on Attachment I.

It is assumed under this scenario that the City itself will upfront these infrastructure costs by establishing utility assessment districts whereby we will be reimbursed if and when property owners in the area hook up to City services. However, there is no guarantee that the City will be fully reimbursed, since not all of the land may be developed. Even if all the land is eventually developed, repayment to the City may extend over many years.

#### **The Proposed Pre-Annexation Agreements With Quarry Estates and Hunziker**

**Notwithstanding the LUPP policy not to provide incentives for growth to the north, proposed agreements with the other major developer/land owners contain provisions that will accomplish Kurt Friedrich's request on August 23, 2011 for the Council to "take a leadership role and install the infrastructure up front."** The agreements specified that the City will, not later than two years from the date of a preliminary plat approval, install a water main and sanitary sewer trunk line to service their properties. In addition, assuming all four developers signed the agreements prior to Rose Prairie's annexation, the City agreed to assume responsibility to reconstruct Grant Avenue and special assess the developers based on an agreed upon percentage. This approach would allow them twelve years to pay for the road improvement. Although not required to do so, the City has also agreed to participate in a portion of the cost of the road, since the City owns park land adjacent to Grant Avenue.

However, in order for them to take advantage of these "incentives," during last year's negotiations the City asked the developers to do the following:

- Assume a specified percentage of the cost to improve Grant Avenue up to 190<sup>th</sup> Street (17% of the Grant Avenue costs for Quarry Estates and 23% for Huniziker's two properties). These percentages, when combined with Rose Prairie's 37% and the City's 23%, cover the obligations of the single family property owners in the area.

- Pay for their proportional share of the traffic improvements needed at Hyde and Bloomington and at Grand and Bloomington as a result of the increased traffic from the area. Their cost-sharing percentages are based upon the traffic impact analysis performed by Story County Land LC.
- Include a covenant for all of their platted lots to prohibit the use of phosphates as a fertilizer or lawn additive.
- Include a covenant for all of their platted lots to require all residential buildings be installed with a fire sprinkler system.

## **DESIGNING THE INFRASTRUCTURE FOR NORTHERN GROWTH**

### **The Cost of Design**

Public Works staff obtained cost estimates from three firms to develop construction-ready design costs for Grant Avenue, the water main, and the sanitary sewer trunk line improvements. The lowest cost estimate was for \$120,000, that that firm's projected timeframe to complete the work is four months. This timeframe is in line with the timing for staff's completion of the city-wide emergency response study, which relates to the discussion regarding residential fire sprinklering and provision of emergency medical response.

### **Possible Cost Sharing Arrangement For Design**

The four parties previously agreed to share the design cost for the road based on previously negotiated percentages (37% for Rose Prairie, 23% for City, 23% for Hunziker, and 17% for Quarry Estates.) However, the owners of Rose Prairie also indicated that they were not interested in participating in the design costs for the water and sewer improvements. Therefore, **if the Council wishes to identify the estimated infrastructure costs at this time as requested by Mr. Winkleblack and Mr. Friedrich, then the following cost-sharing options should be considered.**

- **Option I** – The City picks up Rose Prairie's share for water and sewer design

	<b>City of Ames</b>	<b>Hunziker</b>	<b>Quarry Estates</b>	<b>Rose Prairie</b>
Grant Avenue	\$14,950	\$14,950	\$11,050	\$24,050
Water	\$12,500	\$6,000	\$6,500	0
Sewer	\$19,200	\$1,200	\$9,600	0
<b>Total</b>	<b>\$46,650</b>	<b>\$22,150</b>	<b>\$27,150</b>	<b>\$24,050</b>

- **Option II** – The City, Quarry Estates, and Hunziker split equally Rose Prairie's share for water and sewer design

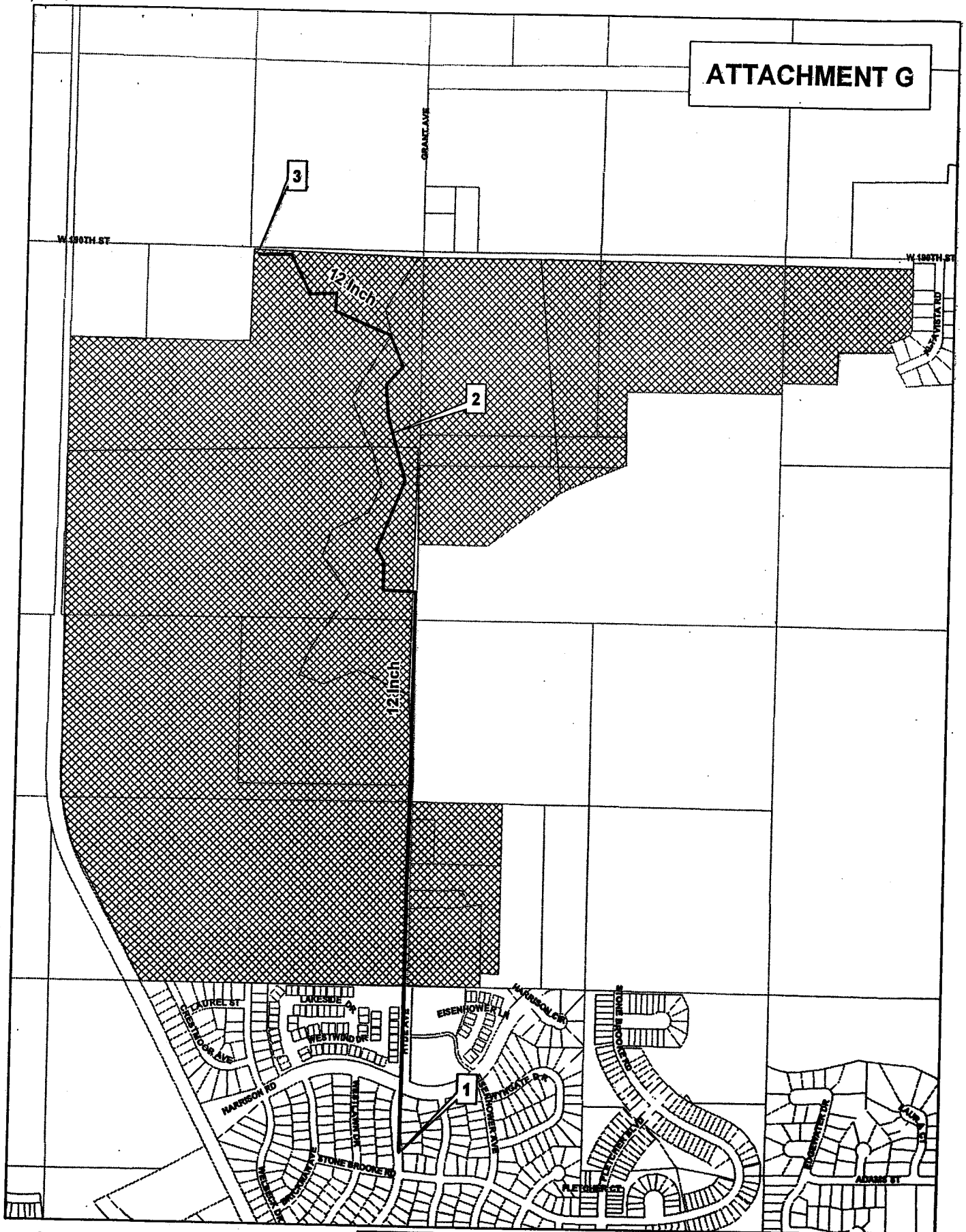
	<b>City of Ames</b>	<b>Hunziker</b>	<b>Quarry Estates</b>	<b>Rose Prairie</b>
Grant Avenue	\$14,950	\$14,950	\$11,050	\$24,050
Water	\$4,167	\$10,167	\$10,667	0
Sewer	\$6,400	\$7,600	\$16,000	0
<b>Total</b>	<b>\$25,517</b>	<b>\$32,717</b>	<b>\$37,717</b>	<b>\$24,050</b>

- **Option III** – Quarry Estates and Hunziker split Rose Prairie’s share for water and sewer design on a pro-rated basis

	<b>City of Ames</b>	<b>Hunziker</b>	<b>Quarry Estates</b>	<b>Rose Prairie</b>
Grant Avenue	\$14,950	\$14,950	\$11,050	\$24,050
Water	0	\$12,000	\$13,000	0
Sewer	0	\$3,330	\$26,670	0
<b>Total</b>	\$14,950	\$30,280	\$50,720	\$24,050

Staff has just learned that the Rose Prairie property now belongs to the Fidelity Bank of West Des Moines. The new owner assumes Story County Land’s contractual obligations with the City as described on pages 2-3 of this report. Staff is endeavoring to confirm that the new owner will honor the verbal commitment to pay Rose Prairie’s proportional share of the roadway design costs; and to also ascertain if the new owner is now willing to share in the utility design costs.

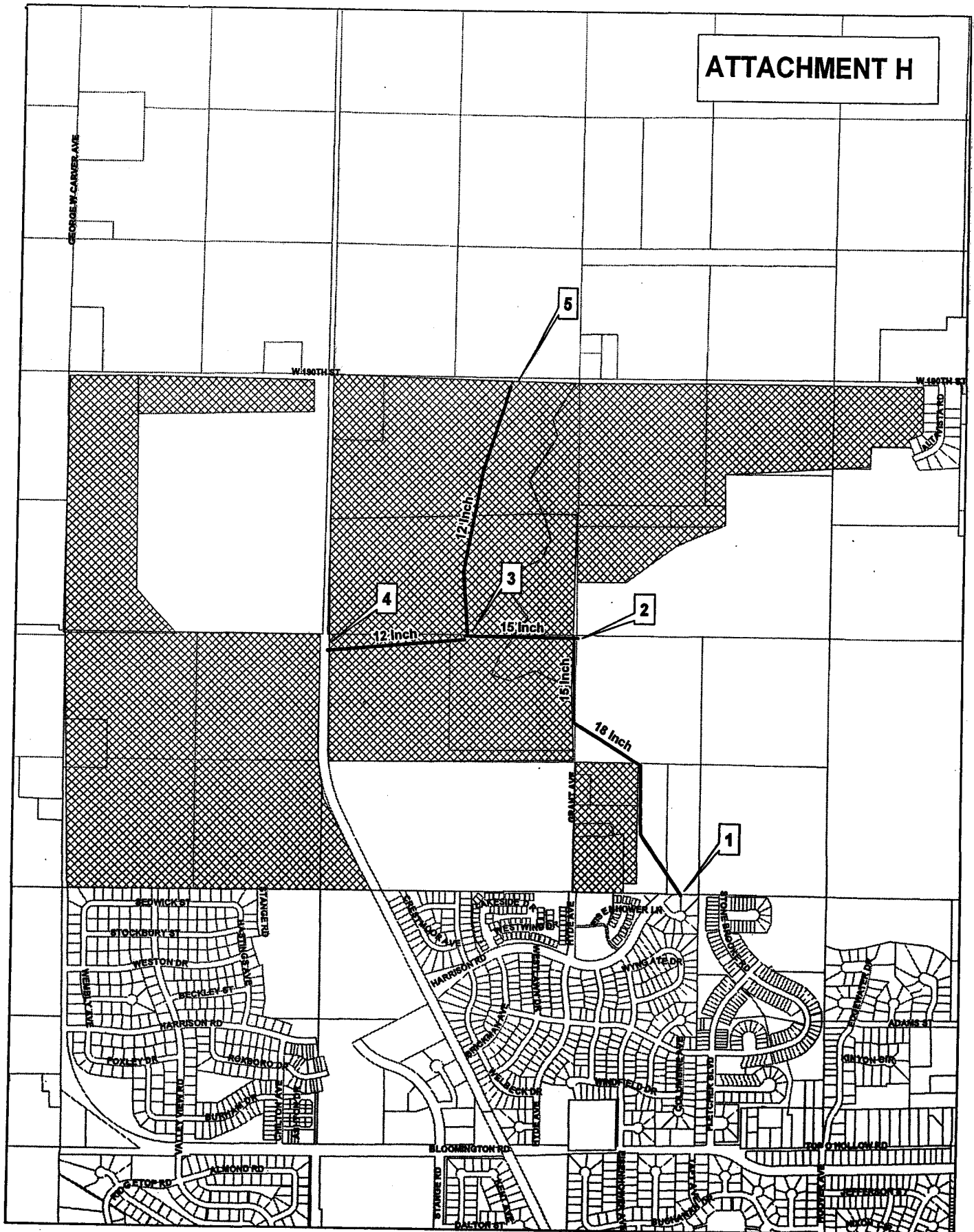
ATTACHMENT G



— Water Main    Potential Water Connection District



## ATTACHMENT H



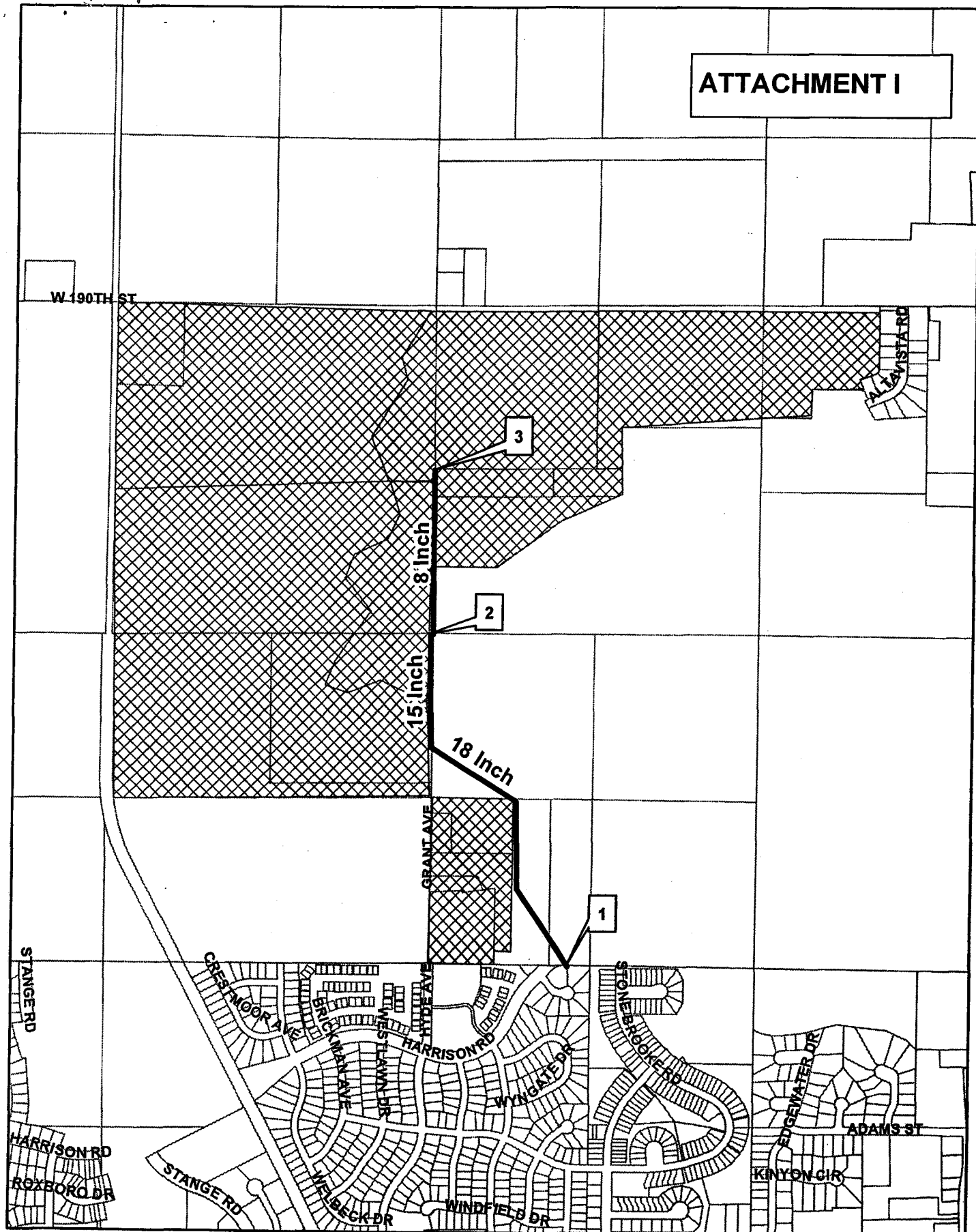
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— Sanitary Sewer Main    Potential Sanitary Connection District



ATTACHMENT I



1 inch = 1,039 feet  
520 260 0 520 Feet

Sanitary Sewer Main Potential Sanitary Connection District





**COUNCIL ACTION FORM**

**SUBJECT: AGREEMENT WITH AMES COMMUNITY SCHOOL DISTRICT TO PURCHASE SIX PLAY STRUCTURES FOR ELEMENTARY SCHOOL SITES / EARLY CHILDHOOD CENTER**

**BACKGROUND:**

During 2010 staff became aware that the Ames Community School District had a need to replace play equipment at each of its elementary schools, as well as the Early Childhood Center at Northwood. The District is currently facing difficult financial challenges and cannot fund the total cost to replace this equipment.

In September 2010, with the goal of assuring that elementary school sites continue to serve residents as “neighborhood parks”, the City Manager and Director of Parks and Recreation attended a School Board meeting. The City Manager proposed that the City and District partner in replacing this equipment. The City Manager stated his belief that the infusion of City funds for the purchase of playground equipment on School District property is warranted since citizens rely upon grade school sites to serve as “neighborhood parks,” and explained how an upgrade to these facilities would facilitate the City Council’s goal to strengthen our neighborhoods. City staff communicated to the School Board that the cost for an appropriately sized piece of equipment would be \$37,500 for each site, or \$225,000 total for up to six sites. At the School Board meeting, staff shared that – subject to City Council approval – the City would contribute \$135,000 and the District would need to contribute \$90,000. The School Board expressed support and appreciation of this proposal.

In January 2011, the Parks and Recreation Commission lent its support to this action during the Capital Improvement Planning (CIP) process to redirect \$135,000 in City funds (or \$22,500 per site for six sites) to assist the School District with purchasing new play equipment for up to six elementary schools / Early Childhood Center. In February, the City Council approved \$135,000 in the 2011/12 budget and CIP for this purpose.

As detailed in the attached agreement, each purchased piece will become the asset of the District, and the City will have no responsibility to maintain/replace the equipment or assume any liability for its use. However, the public will be allowed to use the equipment and each site will serve as a “neighborhood park”. The City’s contribution is for the purchase of play equipment only; not for safety surfacing, footings, installation, or other ancillary expenses.

**It should be noted that, as the School District renovates and/or constructs new elementary schools in future years, these play structures will be installed in a manner that they can be relocated to another location.**

The underlying vision for this City/School District partnership includes the following:

- 1) An upgrade to the District's elementary school playgrounds will facilitate the City Council's goal to strengthen our neighborhoods.
- 2) This partnership will enhance the relationships of parents at each elementary school and within the neighborhoods by allowing them to work together to fund-raise the District's share of the cost and by assisting with the installation of each piece.
- 3) After school hours, each elementary school will be promoted as a "neighborhood park".
- 4) Each elementary school will have a safe, fun, and age-appropriate play structure.

**ALTERNATIVES:**

1. Approve and enter into an agreement with the Ames Community School District to fund \$135,000 to replace up to six play structures at elementary school sites / Early Childhood Center with an appropriately sized piece of equipment costing \$37,500 each.
2. Do not enter into an agreement to partner with the Ames Community School District to fund the replacement of play structures at elementary school sites / Early Childhood Center.

**MANAGER'S RECOMMENDED ACTION:**

By partnering with the School District, this is a unique opportunity for the City to enhance elementary schools / Early Childhood Center, improve neighborhoods, and strengthen relationships amongst our residents as they fund raise and help install these play structures.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, thereby approving and entering into an agreement with the Ames Community School District to fund \$135,000 to replace up to six play structures at elementary school sites / Early Childhood Center with appropriately sized pieces of equipment costing \$37,500 each.

CHAPTER 28E  
CITY OF AMES AND AMES COMMUNITY SCHOOL DISTRICT

THIS AGREEMENT is made and entered into this 13th day of September, 2011 by and between the City of Ames, Iowa, and the Ames Community School District. The parties agree as follows:

SECTION 1. PURPOSE. The parties have entered into this Agreement for the purpose of purchasing play equipment for up to six elementary school sites/early childhood centers, for the benefit of Ames school children and to also be used by the public as neighborhood parks when school is not in session. Each site will receive equipment totaling approximately \$37,500 in value.

SECTION 2. TERM. The term of the Agreement shall be from September 13, 2011 until September 30, 2014.

SECTION 3. FILING. Pursuant to Iowa Code § 28E.8, the City Clerk shall file the Agreement with the Iowa Secretary of State.

SECTION 4. RESPONSIBILITIES OF THE PARTIES.

4.1 Responsibilities of the City

The City agrees to provide partial funding for the purpose of purchasing commercial grade playground equipment for up to six elementary school sites/early childhood centers.

4.2 Responsibilities of the School District

The School District agrees to be responsible for selecting, purchasing, installing, and maintaining the playground equipment. The play equipment shall become the asset of the School District. The School District will assume all responsibilities in maintaining, operating, and replacing the equipment. The School District will assume any and all liability related to its existence. This liability will continue beyond the term of this agreement and for the lifetime of the equipment.

SECTION 5. COST.

The City will fund \$22,500 per site by September 30, 2014 for a total amount not to exceed \$135,000. The School District will fund at least \$15,000 per school site over the same period of time. The City's contribution is for the purchase of playground equipment only. In addition to the \$15,000 contribution for the purchase of playground equipment at each site, the School District will provide for the safety surfacing, footings, installation, and/or other ancillary expenses.

The School District must submit documentation including specific site location, equipment manufacturer, and a copy of the paid invoice from the supplier which includes itemized costs before the City will provide its share of the funding.

All funding spent pursuant to this Agreement shall be spent by September 30, 2014.

SECTION 6. ADMINISTRATION OF THE AGREEMENT. The City of Ames and the School District shall jointly administer the agreement.

SECTION 7. NO SEPARATE ADMINISTRATIVE ENTITY. No new or separate legal or administrative entity is created by this Agreement.

SECTION 8. TERMINATION. Following thirty (30) days written notice, either party may terminate the Agreement, in whole or in part, for convenience without the payment of any penalty or incurring any further obligation to the non-terminating party. Following termination for convenience, the non-terminating party shall be entitled to compensation, upon the submission of invoices and proper proof of claim, for equipment purchased under the Agreement to the terminating party up to and including the date of termination.

SECTION 9. INDEMNIFICATION. The School District does hereby covenant and agree to indemnify and hold harmless the City, its officers and employees, against any loss or liability whatsoever, including reasonable attorney's fees, pertaining to any and all claims by any and all persons, resulting from or arising out of the School District's construction, location, operation and maintenance of said playground equipment. This liability will continue beyond the term of this agreement and for the lifetime of the equipment.

SECTION 10. CONTACT PERSON. At the time of execution of the Agreement, each party shall designate, in writing, a Contact Person to serve until the expiration of the Agreement or the designation of a substitute Contact Person. During the term of the Agreement, each Contact Person shall be available to meet, as otherwise mutually agreed, to plan the services being provided under the Agreement.

SECTION 11. CONTRACT ADMINISTRATION.

#### 11.1 Amendments

The Agreement may be amended in writing from time to time by mutual consent of the parties. All amendments to the Agreement must be fully executed by the parties.

#### 11.2 Third Party Beneficiaries

There are no third party beneficiaries to the Agreement. The Agreement is intended only to benefit the City and the School District.

### 11.3 Choice of Law and Forum

The terms and provisions of the Agreement shall be construed in accordance with the laws of the State of Iowa. Any and all litigation or actions commenced in connection with the Agreement shall be brought in Story County District Court.

### 11.4 Assignment and Delegation

The Agreement may not be assigned, transferred or conveyed in whole or in part without the prior written consent of the other party.

### 11.5 Integration

The Agreement represents the entire Agreement between the parties and neither party is relying on any representation that may have been made which is not included in the Agreement.

### 11.6 Not a Joint Venture

Nothing in the Agreement shall be construed as creating or constituting the relationship of a partnership, joint venture, association of any kind or agent and principal relationship between the parties. Each party shall be deemed an independent contractor acting toward the expected mutual benefits. No party, unless otherwise specifically provided for herein, has the authority to enter into any contract or create an obligation or liability on behalf of, in the name of, or binding upon the other party to the Agreement.

SECTION 12. EXECUTION.

IN WITNESS WHEREOF, in consideration of the mutual covenants set forth above and for other good and valuable consideration, the receipt, adequacy and legal sufficiency of which are hereby acknowledged, the parties have entered into the Agreement and have caused their duly authorized representatives to execute the Agreement.

BY CITY OF AMES

By: _____	_____
Mayor	Date

Attest: _____	_____
City Clerk	Date

BY AMES COMMUNITY SCHOOL DISTRICT

_____	_____
Name	Date

_____	_____
Name	Date

Staff Report

**PROPOSED LIBRARY EXPANSION**

August 23, 2011

**BACKGROUND:**

The expansion and renovation of the Ames Public Library (APL) has been a matter given top priority by the Board of Trustees over the past five years. During this time, APL has hired library space planning experts, an architect with nationally-recognized credentials in library design and development, and a consultant in fund-raising for capital projects. Following the recommendations of the consultants, a series of public forums began in February 2009. From these forums, input was received on preference for site location, preservation of previous edifices, and the scale of the project. The development consultant advised that a project of no more than \$20 million was feasible if the City expects to gain the support of the citizens of Ames. The consultant further recommended that a philanthropic effort would be necessary to encourage a positive outcome to a bond referendum in a City-wide election.

All objectives for review of the Library expansion project have now been met. The proposed plan includes expanding the existing 48,000 square foot building to 77,000 sq. ft. All previous additions and the 1904 core building will remain essentially intact.

Under the proposed plan, the Library Board has committed to hold staffing and operating costs at the current level with efficiency improvements in energy use, materials processing, and facility layout. Open floor plans will reduce the need for staff stations for supervision, and automated book-sorting systems for returns will allow staff to be redeployed to functions necessary to manage the increased square footage. The Board also expects to continue the current level of the materials budget. New space would be filled by less culling of the collection as new materials are added.

The expansion of the Ames Public Library will better serve the public today and in the years to come. It has been 26 years since construction of the last addition, which was planned to serve a 15-20 year period of growth.

Recent dynamics have caused the development consultant to reassess the philanthropic capacity for this project. Because of competing capital drives and an uncertain economic future, potential philanthropists have become more cautious before pledging their resources for lead gifts. The development consultant now recommends that in order to ensure a successful project, a referendum for a bond in an amount not to exceed \$18 million is prudent.

Anticipated impact on property taxes, based on the current budget, and a 20-year bond maturity is as follows:

Increase in Tax Rate	% Increase in Taxes	\$ Per \$100,000 Residential	\$ Per \$100,000 Commercial
\$0.61/\$1,000	5.65%	\$29.70	\$61.20

Please note that the above tax impact calculations are related only to the proposed bond referendum. The impact of changes to the rollback rate, other revenue, and other City service expenditures is not included in the above estimate tax impact.

**The Council might want to know how this proposed bond issue will impact our existing Aaa credit rating. Given current credit conditions, it is impossible to predict. However, the proposed new debt will increase the total amount of outstanding General Obligation debt from approximately \$44 million to \$62 million and will lengthen the average life of our outstanding debt. This action will still leave the City with approximately \$65 million of unreserved debt capacity.**

#### **OPTIONS:**

1. Direct staff to prepare a bond referendum ballot question for Library expansion in an amount not to exceed \$18,000,000 for the city-wide election to be held on November 8, 2011.
2. Direct staff to prepare a bond referendum ballot question for Library expansion in a different amount for the city-wide election to be held on November 8, 2011.

For example, the Library Board had previously suggested a \$20,000,000 expansion project supported by \$5,000,000 in non-City funds and a \$15,000,000 bond issue. The City Council could ask that the expansion project be reduced to allow for this original level of suggested bond revenue.

3. Reject the request by the Library Board of Trustees.

#### **STAFF COMMENTS:**

The Library expansion project was presented to the City Council at a work session on May 17, 2011. The concerns previously expressed by citizens of Ames were addressed and the Library Board has received comments favorable to the current plan. To ensure that the project can be completed, a bond referendum in an amount not to exceed \$18,000,000 is being recommended by the Library Board. The deadline for placing this question on the ballot for the upcoming election is September 23, 2011.

It is the intent of the Library Board to complete a \$20,000,000 expansion/renovation of the existing facility. They have indicated it is not feasible to reduce the scope of the



project below this estimated total cost. Therefore, the Library Board has committed to a fund raising effort to provide the additional \$2,000,000 of non-City funds to complete the proposed project.

The City Council will have to decide 1) if it wants to place this matter before the voters for their consideration and 2) what level of tax support through bond indebtedness should be considered.

RESOLUTION NO. \_\_\_\_\_

Resolution calling an election on the proposition of entering into a loan agreement and issuing Bonds for the purpose of expanding, renovating and equipping the Ames Public Library

WHEREAS, it is deemed advisable that the City of Ames, Iowa (the “City”), enter into a loan agreement and issue bonds in an amount not exceeding \$18,000,000 to provide funds to pay the cost, to that extent, of expanding, renovating and equipping the Ames Public Library (hereinafter referred to as the “Project”); and

WHEREAS, pursuant to Chapter 384 of the Code of Iowa, before the City may enter into the loan agreement and issue bonds for such purpose, the City must hold a special election upon such proposition and receive a favorable vote from at least 60% of the total votes cast at such special election;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Ames, Iowa, as follows:

Section 1. A special municipal election is hereby called and ordered to be held in and for the City, on November 8, 2011, in conjunction with the regular city election, at which there will be submitted to the voters of the City the following proposition:

*Shall the City of Ames, in Story County, Iowa, enter into a loan agreement and issue bonds in an amount not exceeding \$18,000,000 for the purpose of paying the cost, to that extent, of expanding, renovating and equipping the Ames Public Library?*

Section 2. The County Commissioner of Elections is hereby authorized and requested to issue a proclamation and notice of the election on the proposition and of the time and place thereof and to take all other actions necessary pursuant to state law to conduct the election.

Section 3. All of the foregoing matters are adopted and resolved by this Council, and the City Clerk is hereby directed to give written notice thereof by submitting a copy of this resolution no later than five p.m. on the last day on which nomination papers may be filed for the regular city election to the Story County Commissioner of Elections, who has the duty to conduct this election, for approval, ratification and confirmation to the extent required by Iowa law, and such County Commissioner of Elections shall signify such approval, ratification and confirmation and shall order the election to be conducted in the manner set forth herein by signing the order attached to this resolution.

Section 4. All resolutions or parts of resolutions in conflict herewith are hereby repealed, to the extent of such conflict.

Passed and approved September 13, 2011.

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Mayor

Attest:

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City Clerk

## **COUNCIL ACTION FORM**

**SUBJECT: SETTING SEPTEMBER 13, 2011, AS THE DATE OF PUBLIC HEARING FOR AUTHORIZATION TO ISSUE HOSPITAL REVENUE BONDS, MARY GREELEY MEDICAL CENTER SERIES 2011, IN AN AMOUNT NOT TO EXCEED \$65,000,000**

### **BACKGROUND:**

Mary Greeley Medical Center (MGMC) is in the process of implementing a major facility expansion to continue to provide quality regional medical services. The Municipal Code section that provides for the duties and authorities of the hospital trustees does not delegate activities related to the issuance and sale of revenue bonds. Therefore, Council action is required to issue revenue bonds for the hospital.

The issuance of revenue bonds by MGMC does not create a financial obligation or pledge of credit or taxing authority for the City of Ames. Only revenues from MGMC will be used to pay back the bonds.

Issuance of bonds requires that a public hearing be held.

### **ALTERNATIVES:**

1. Establish September 13, 2011, as the date to hold a public hearing and take action to authorize the issuance of Hospital Revenue Bonds, Mary Greeley Medical Center Series 2011, in an amount not to exceed \$65,000,000.
2. Delay the hearing on the issuance of Hospital Revenue Bonds.

### **MANAGER'S RECOMMENDED ACTION:**

Mary Greeley Medical Center provides quality medical services to both Ames and a large surrounding area, and is a major economic contributor to the community. Issuance of these bonds is required to provide funding for the Medical Center's planned facility expansion. Issuance of these bonds involves no financial obligation on the part of Ames property tax payers.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby establishing September 13, 2011, as the date to hold a public hearing and take action to authorize the issuance of Hospital Revenue Bonds, Mary Greeley Medical Center Series 2011, in an amount not to exceed \$65,000,000.

## **COUNCIL ACTION FORM**

**SUBJECT: IOWA FARM HOUSE ASSOCIATION VACATED ALLEY REQUEST**

**BACKGROUND:**

When Gray and Cessna subdivided Lot 4 of Parkers Addition, a north/south alley was dedicated to provide rear yard access to the lots that were platted with frontage along Lynn Avenue and Ash Avenue. The City Council vacated this alley in 1917. Sometime after 1917, a new map of the area was drawn which indicated the vacated alley was assigned to the abutting lots. However, staff cannot find any official actions by the City Council transferring the alley to the abutting properties. In 1993, the First Baptist Church asked to obtain through a Quit Claim Deed that portion of the vacated alley abutting their property in exchange for a five-foot Electric Utility Easement. This was granted by the City Council. Further research of the City Assessors' records in 1993 indicated that the vacated alley had been taxed as real property for a number of years.

Iowa Farm House Association is the owner of Parcel C (formerly Lot 7, except the south 20 feet; all of Lots 8 and 9; and the south 2.5 feet of Lot 10) in Gray and Cessna's Subdivision of Lot 4 of Parkers Addition. They have now requested a Quit Claim Deed be transferred to the Iowa Farm House Association for that portion of the vacated alley abutting the following described property in exchange for an Electric Utility Easement over the west five feet of the east half of the vacated alley.

Lot Seven (7), except the South 20 feet thereof; all of Lots Eight (8) and Nine (9); and the South 2.5 feet of Lot Ten (10); all in Gray and Cessna Subdivision of Lot Four (4), Parker's Addition; in the City of Ames, Story County, Iowa (now known as):

Parcel "C"; as shown on the Plat of Survey approved by City Council on June 6, 2011, and filed in the office of the Recorder of Story County, Iowa on June 14, 2011 and recorded as Instrument #11-05492 on Slide 408 Page 1.

In view of the previous action highlighted above, staff feels it would not be fair to require the Iowa Farm House Association to acquire a portion of the vacated alley in accordance to established City Policy. Rather, it would be more consistent for the City to execute a Quit Claim Deed to the Iowa Farm House Association for the half of the vacated alley that abuts Parcel C. In exchange for the quit claim deed, the Iowa Farm House Association will grant a five-foot wide Electric Utility Easement to the City.

## **ALTERNATIVES:**

1. Set a hearing date of September 13, 2011 to transfer that portion of the vacated alley abutting Parcel C of Gray and Cessna Subdivision of Lot Four (4), Parker's Addition, in the City of Ames, Story County, Iowa, to the Iowa Farm House Association of Ames, Iowa, Inc.

Under this alternative, the Iowa Farm House Association will grant a five-foot wide Electric Utility Easement to the City in exchange for the quit claim deed. No additional financial obligation would be owed the City.

2. Same as Alternative #1, except the City Council would apply the established acquisition formula and charge the Iowa Farm House Association for the value of the public property being transferred.
3. Reject the request to transfer the vacated alley.

## **CITY MANAGER'S RECOMMENDED ACTION:**

This alley has been vacated since 1917, and the Iowa Farm House Association has been paying property taxes on the property for a number of years. Previous sections of this alley were transferred to abutting property owners by Quit Claim Deed in exchange for dedication of an Electric Utility Easement to the City.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby setting a hearing date of September 13, 2011 to transfer that portion of the vacated alley abutting Parcel C of Gray and Cessna Subdivision of Lot Four (4), Parker's Addition, in the City of Ames, Story County, Iowa, to the Iowa Farm House Association of Ames, Iowa, Inc.

Under this alternative, the Iowa Farm House Association will grant a five-foot wide Electric Utility Easement to the City in exchange for the quit claim deed. No additional financial obligation would be owed the City.

Honorable Mayor and City Council  
City of Ames  
515 Clark Avenue  
Ames, Iowa 50010



Re: Iowa Farm House Association  
Request for "Quit Claim Deed"  
East ½ of Vacated Alley

June 21, 2011

We are the Title holders of some of the adjacent Lots in "Gray and Cessna Subdivision of Lot 4, Parker's Addition to Ames, Iowa". The Alley platted in Gray and Cessna Subdivision of Lot 4, Parker's Addition; was vacated April 16, 1917 by Ordinance No. 294. Wherein the City's interest therein was annulled.

We are requesting that a "Quit Claim Deed" be transferred to the "Iowa Farm House Association" for that portion of the vacated alley abutting the following described property:

"Lot Seven (7), except the South 20 feet thereof; all of Lots Eight (8) and Nine (9); and the South 2.5 feet of Lot Ten (10); All in Gray and Cessna Subdivision of Lot Four (4), Parker's Addition; in the City of Ames, Story County, Iowa." (now known as):

Parcel "C"; as shown on the "Plat of Survey" filed in the office of the Recorder of Story County, Iowa, on June 14, 2011 and recorded as Instrument # 11-05492 on Slide 408 Page 1.

A similar process was followed, for a portion of the Lots on the west side of the same vacated alley, in March, April and May of 1993; a copy of which is attached here.

We proposed the same exchange of an "Electric Utility easement over the west five feet of said land" for the Deed.

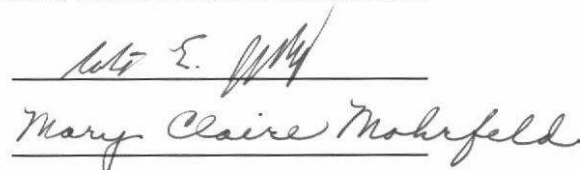
Attached are copies of the current "Plat of Survey", Abstracted copies of the Deeds to the Farm House, the Original Platting, and the original Ordinance No. 294 vacating the alley.

We thank you for your prompt consideration of this request.

Respectfully submitted;  
CGA Consultants

  
Kenneth D. Janssen P.E., L.S.

Iowa Farm House Association

  
Mary Claire Mohrfeld

**COUNCIL ACTION FORM**

**REQUEST:**      **REZONING OF PROPERTY AT 2910 WEST STREET FROM  
NEIGHBORHOOD COMMERCIAL (NC) TO RESIDENTIAL HIGH  
DENSITY (RH)**

**OWNER/APPLICANT:**      Mother Lode Enterprises, Inc.  
David Blakeley and Joel Paulson  
1318 Arthur Drive  
Ames, Iowa 50014

**LOCATION:**                      2910 West Street

**ACREAGE:**                      Approximately 0.17 Acres

**LUPP DESIGNATION:**      Residential High Density

**ATTACHMENTS:**              A: Location Map                      F: Plat of Survey  
B: Proposed Zoning                  G: Site Sketch  
C: Applicant Statement              H: Applicable Laws and Policies  
D: Land Use Map                      I: Findings of Fact  
E: Existing Zoning                      J: Land Use Policy Plan Goals &  
Objectives

**BACKGROUND:**

The subject property, 2910 West Street, is a parcel of approximately 7,200 square feet located on the south side of West Street near the intersection of Woodland Street and Campus Avenue. On the property is a single family home originally built in the early 1900's. The home has five bedrooms and the current Neighborhood Commercial Zoning District (NC) only allows up to three unrelated people (a "family") to occupy one dwelling unit.

The owners, David Blakeley and Joel Paulson, of Mother Lode Enterprises, submitted a request to City Council in June for consideration of a text amendment to allow up to five unrelated people in the home. City Council chose not to refer the request for application, expressing some concern over the broader implications of a text amendment. The Council determined that rezoning the property to the abutting RH zone might be preferable because that zone would allow up to five unrelated individuals under the current text. The applicant has therefore activated a rezoning application that was on hold pending the Council's consideration of a potential text amendment.

There are two nonconformities that would be created as a result of the proposed rezoning. One is the **location** of parking (front yard), the other is the **side setback distance**. The two front yard parking areas are gravel. One straddles the lot line on the northwest corner of the lot and one is along the east property line. The proposed RH zoning prohibits front yard



parking. The existing NC zone only prohibits it directly between the building and the street. The **type** of parking surface (gravel) is also non-conforming currently. Gravel parking has been allowed to continue administratively as long as it is not expanded in any way. Recently, rental inspectors have improved the enforcement of this by requiring a perimeter be installed.

The property line on the east side was recently adjusted via a Plat of Survey to provide adequate area on-site to meet rental housing requirements. Therefore, the owner is not dependent on the single gravel parking space on the northwest corner to meet city requirements. The existing gravel parking area located along the east property line transitions into the existing gravel parking on the commercial lot next door. The Council approved the Plat of Survey adjusting the east lot line on July 26, 2011, but it has not yet been recorded.

The existing NC zone does not have a **side setback distance** requirement; however, the proposed RH zone requires an eight foot side setback for a two story building. The actual setback on the west side is 7.68 feet. Therefore the building would be three inches too close to the west property line, at its closest point. Three inches is not a discernable distance in the field so the non-conformity would not be significant. Furthermore, the three-inch encroachment would be limited to only a small portion of the setback because the building is not parallel to the lot line, meaning that the building setback becomes increasingly wider.

**Future Land Use.** This parcel, as well as all others adjacent to it are designated High Density Residential on the Future Land Use Map. The following table identifies the Future Land Use Map designations, existing zoning, and existing land use of the properties surrounding the property proposed for rezoning.

DESCRIPTION OF SURROUNDING AREA			
Area	LAND USE PLAN MAP DESIGNATION	EXISTING ZONING	EXISTING LAND USE
North	High Density Residential	Residential High Density	Residential / Apts.
West	High Density Residential	Residential High Density	Residential / Apts.
South	High Density Residential	Residential High Density	Residential
East	High Density Residential	Neighborhood Commercial	Commercial / Pub

See the attached Future Land Use Map and Existing Zoning Map

**Applicable Laws and Policies.** The laws and policies that are applicable to this case are referenced in Attachment H.

### **ANALYSIS:**

**Commercial Land Supply.** Although the property is designated High Density Residential on the Future Land Use Map, the City still has the discretion to weigh the impacts of the loss of Neighborhood Commercial zoned land. There are growing trends in many

communities to place retail services within walking distance of residents. Therefore, the loss of one NC zoned parcel may be a small detriment to potential pedestrian scale redevelopment in this area. There are four NC zones in the City. One is just west of Iowa State University, one is just north of Downtown between 6<sup>th</sup> and 7<sup>th</sup> streets, one is just west of the railroad tracks at North Dakota Avenue, and the fourth is vacant land on South 16<sup>th</sup> Street in front of the manufactured home parks. These NC zones were created as part of the city-wide rezoning in 2000. They were intended to incorporate existing dense commercial development that did not fit the description of any other zones. The owner at the time of the rezoning also owned the grocery store next door to the east and the house to the south, therefore requesting the same zoning designation for all three.

**Other Studies.** A sub-area plan of the University Impacted Areas was completed in 2005. This resulted in adoption of the “West University” and “East University” Overlay zones, which are intended to protect the integrity of the areas around campus. The West street area is mentioned in the study as being a long standing commercial corridor that serves as a pedestrian corridor link between housing and Iowa State University.

The applicant identifies the purpose statement of the West University Impacted Overlay Zone as the key support for this rezoning request, chiefly regarding the increase in housing density. The Applicant statement is included in Attachment C.

**Access.** The layout of the property is illustrated in Attachment G. The property is currently accessed from the gravel parking lot to the east and also from the small gravel parking area off West Street. Because the approved Plat of Survey provides parking on-site, the curb cut from West Street is not needed to meet City requirements. Furthermore, the curb cut is very close to the intersection. The closure of it would be a safety improvement to the area. The site plan approved in 2000 for the property to the west included the conversion of the remnant gravel area to green space. Therefore, the closure of that curb would be consistent with that earlier approval. The subject property could similarly be required to convert their side of the gravel space into green space as a condition of the rezoning. As stated above, this single parking space on the northwest corner of the lot is not needed to meet on-site parking requirements, and eliminating it would reduce the amount of non-conformities created as a result of the rezoning. **However, it should be noted that the applicants are not in favor of eliminating even a single parking space in this neighborhood, because of the high demand for parking. Therefore, they oppose the conversion of any gravel area of the site to green space.**

**Impacts.** The surrounding zones on three sides are RH; therefore, rezoning this one parcel would be a simple extension of that zone. However, this would leave only two parcels zoned NC on this corner of the intersection. While that may leave fewer options for commercial redevelopment on this corner, it should be noted that the original designation of the NC zone did not necessarily specify the need for commercial zoning on this property. In fact, the reason for the NC designation city-wide was an attempt to establish a zone that fit existing development. In the case of this particular lot, the owner at the time of the zone designation also owned the other two adjacent lots on this corner. They therefore requested that the City designate all three lots the same even though only one was a commercial use (grocery store at the time). There are some benefits of the existing zoning in terms of how it furthers some of the goals of the Land Use Policy Plan for pedestrian

connectivity and neighborhood “sense of place” (see below). However, the subject property is at the periphery of that zone and includes a building that was built for residential and can be redeveloped for continued use as residential. And that can have positive aspects in terms of 1) maintaining community character and 2) renovating existing buildings, which is more “green” than new construction / demand for new building material. While the rezoning alone does not guarantee that new construction will not happen, the owner has in this case already made substantial investment into the renovation of this rental home.

**Goals of the Land Use Policy Plan.** Several of the 10 goal statements of the LUPP speak indirectly to this request. However, Goal 4 seems most related, regarding connectivity of living areas to work areas, as well as a greater “sense of place.”

**Goal No. 4.** It is the goal of Ames to create a greater sense of place and connectivity, physically and psychologically, in building a neighborhood and overall community identity and spirit. It is the further goal of the community to assure a more healthy, safe, and attractive environment.

**Objectives.** In achieving an integrated community and more desirable environment, Ames seeks the following objectives:

- 4.A. Ames seeks to establish more integrated and compact living/activity areas (i.e. neighborhoods, villages) wherein daily living requirements and amenities are provided in a readily identifiable and accessible area. Greater emphasis is placed on the pedestrian and related activities.
- 4.B. Ames seeks to physically connect existing and new residential and commercial areas through the association of related land uses and provision of an intermodal transportation system.
- 4.C. Ames seeks to psychologically connect the various living/activity areas through closer proximity of residential areas and supporting commercial uses, common design elements, and inclusion of community amenities such as parks and schools. The connections should promote community identity.

**Public Notice.** Notice was mailed to property owners within 200 feet of the rezoning area and a sign was posted on the subject property.

**Conclusions.** Based upon the above analysis, staff believes that the proposed rezoning is consistent with the Future Land Use Map, as well as the Goals and Objectives of the Ames Land Use Policy Plan (LUPP), as long as the small front yard parking area on the northwest corner of the lot is converted to green space and the curb cut is closed. Although this area is an established commercial corridor, the loss of one lot on the perimeter of the zone, which is not currently used as commercial land, does not detract from the overall commercial viability of the area to the east. Converting the small gravel area on the northwest corner of the lot to green space would be more consistent with the character of the proposed RH zone, and closing the curb would ensure protection of the green space from snow plows and other traffic, while also improving safety. The existing gravel parking along the east property line is much larger than the small area on the northwest corner, but because it is abutting the commercial use, it has a lesser impact on the residential character of the area to the west. If it were to be eliminated, it would be difficult to establish

enough on-site parking to comply with the proposed use because of the narrow, angled lot lines. Therefore, allowing this non-conformity as a result of the rezone is consistent with the goals and policies of the City.

Staff further concludes that the request for rezoning complies with the relevant sections of the *Municipal Code* for the submittal and processing of the rezoning application.

**Recommendation of the Planning & Zoning Commission.** At its meeting of August 17 2011, with a vote of 7-0, the Planning and Zoning Commission recommended approval of the rezoning of property at 2910 West Street from Neighborhood Commercial (NC) to Residential High Density (RH) with the conditions that the front yard parking area on the northwest corner of the lot be converted to green space and the curb cut be closed within one year of publication of rezoning, and that a recorded copy of the Plat of Survey and resolution be submitted to the City Clerk prior to the third reading of the rezoning. One person spoke against the proposed rezoning because of the existing congestion and parking issues in the area.

#### **ALTERNATIVES:**

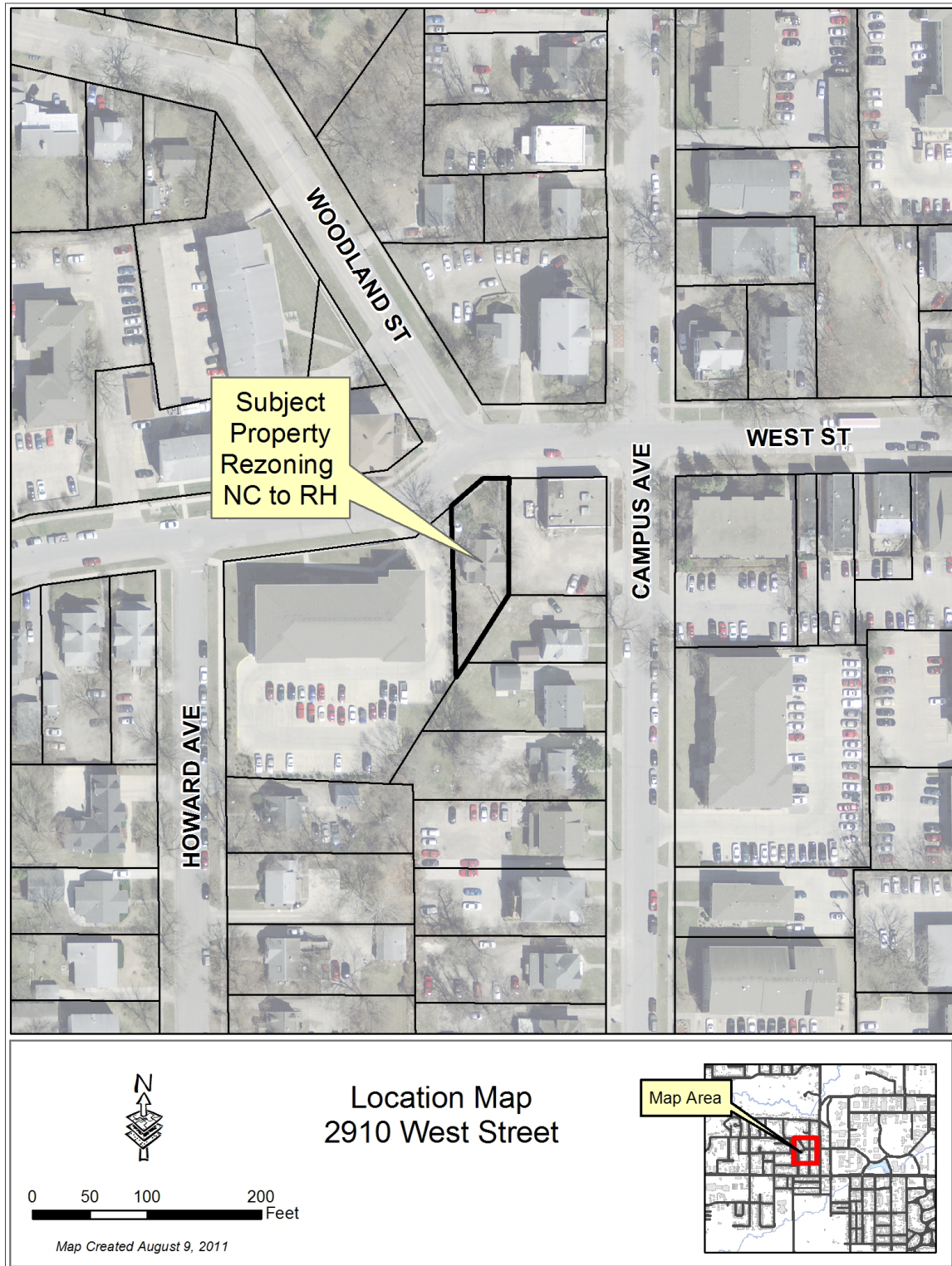
1. The City Council can approve the rezoning of the property located at 2910 West Street from Neighborhood Commercial (NC) to Residential High Density (RH) with the conditions that the front yard parking area on the northwest corner of the lot be converted to green space and the curb cut be closed within one year of publication of rezoning, and that a recorded copy of the Plat of Survey and resolution be submitted to the City Clerk prior to the third reading of the rezoning.
2. The City Council can approve the rezoning of the property located at 2910 West Street from Neighborhood Commercial (NC) to Residential High Density (RH) without conditions.
3. The City Council can deny the rezoning of the property located at 2910 West Street from Neighborhood Commercial (NC) to Residential High Density (RH) if the Commission finds and concludes that the proposed rezoning is not consistent with adopted policies and regulations, or that the rezone will impose impacts that cannot be reasonably mitigated.
4. The City Council can defer action on this request and refer it back to City staff and/or the applicant for additional information.

#### **MANAGER'S RECOMMENDED ACTION:**

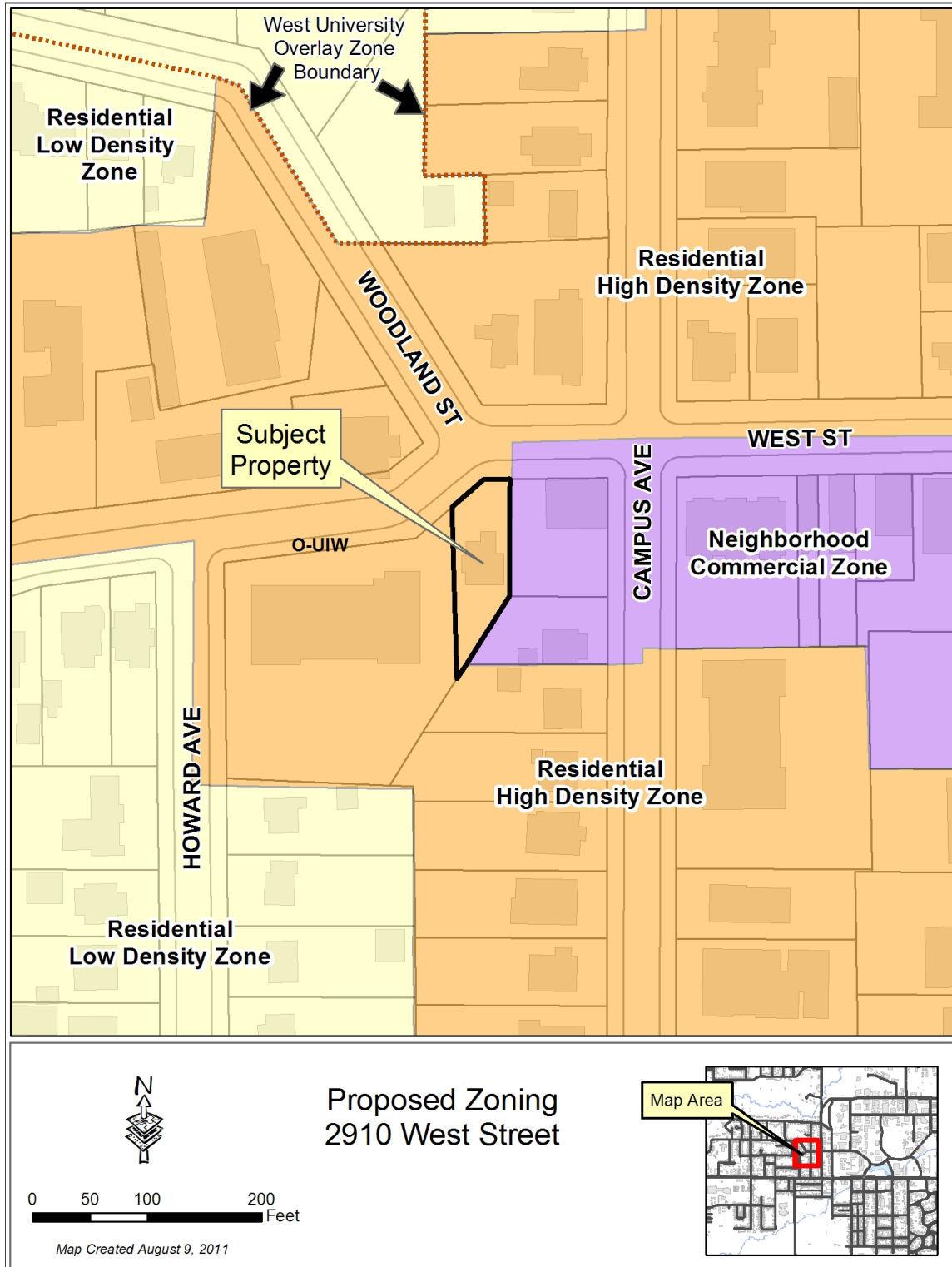
The proposed rezoning of the property located at 2910 West Street from Neighborhood Commercial to Residential High Density is consistent with the land use policies of the City. Removing the curb cut and small graveled area on the northwest corner of the lot is a relatively small improvement that could have noticeable positive impacts on the safety and aesthetics in this transitional area.

Therefore, it is the recommendation of the City Manager that the City Council approve Alternative #1, which is to approve the rezoning of the property located at 2910 West Street from Neighborhood Commercial to Residential High Density with the conditions that the front yard parking area on the northwest corner of the lot be converted to green space and the curb cut be closed within one year of publication of rezoning, and that a recorded copy of the Plat of Survey and resolution be submitted to the City Clerk prior to the third reading of the rezoning.

# Attachment A Location Map



## Attachment B Proposed Zoning





**Attachment C  
Applicant Statement**

**Rezoning Application**  
*by: David Blakeley*



**REASON FOR REZONING**

The request is to change the zoning designation of 2910 West Street from Neighborhood Commercial (NC) to Residential High Density (RH). The higher density zoning more accurately describes the surrounding area, and will allow the house to be occupied by one tenant per bedroom, in compliance with Ames rental property codes. Neighborhood commercial would restrict the property to 3 unrelated tenants.

**LAND USE POLICY PLAN**

This property is located within the West RH District of the University Impacted area as established by the Land Use Policy Plan of the City of Ames.

This request is consistent with the city's land use plan for this University Impacted Area. On May 28, 2002 the City Council established the general purpose and scope for this subject area. City land use policy call for more businesses and more housing here where it can serve the needs of people who wish to be near ISU.

**"O-UIW" West University Impacted District**

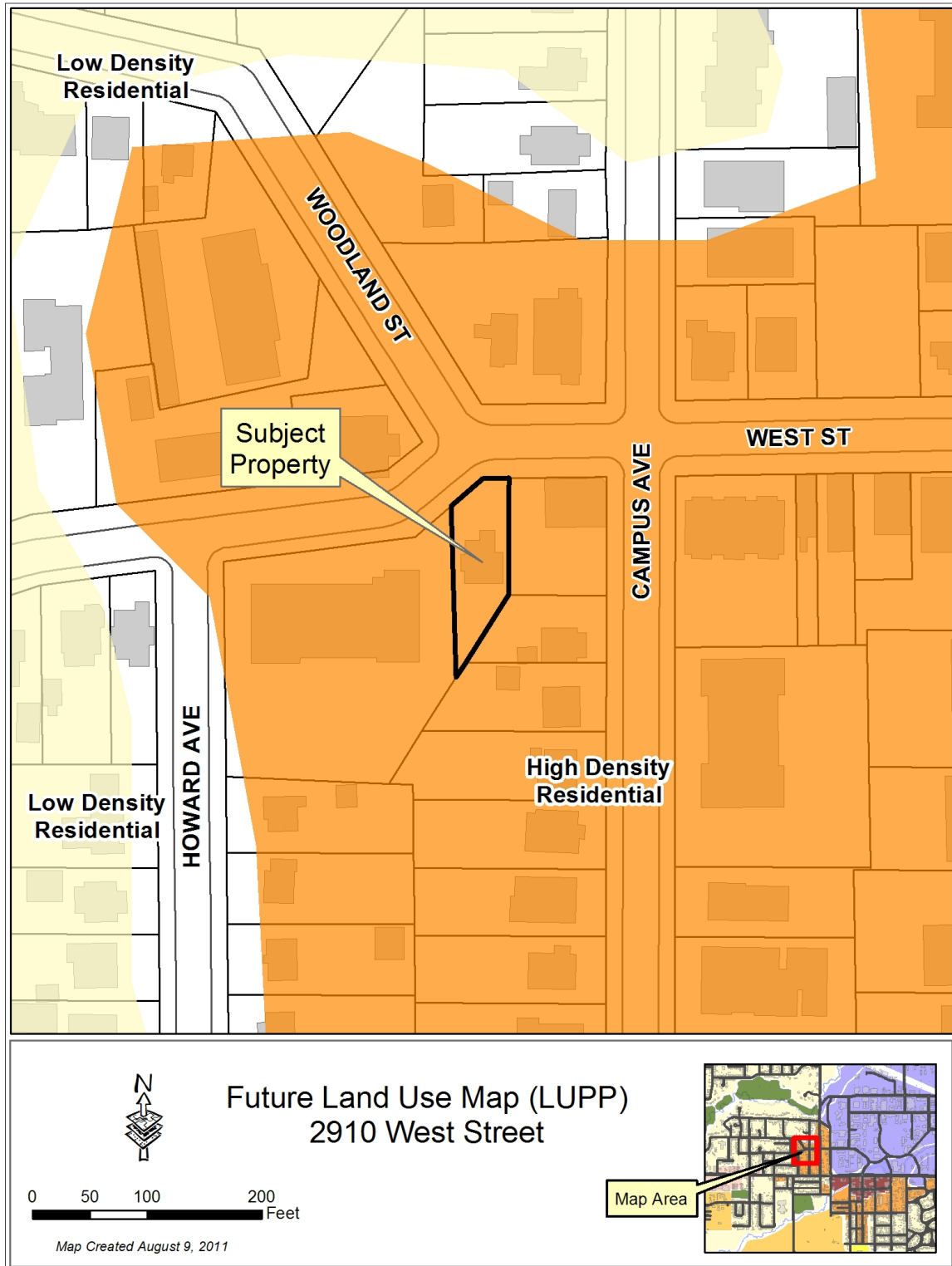
(Section 29.1111 - <http://www.cityofames.org/attorneyweb/pdfs/Chap29A11.pdf>)

The purpose of the West University Impacted District is to include areas adjacent to the Iowa State University campus and affiliated facilities, in order to increase housing diversity opportunities and housing density, to the extent that base zoning would allow, while assuring the provision of such requirements as adequate parking and architectural compatibility with the valued characteristics of existing structures, such as location, height, materials and the appearance of façades facing streets.

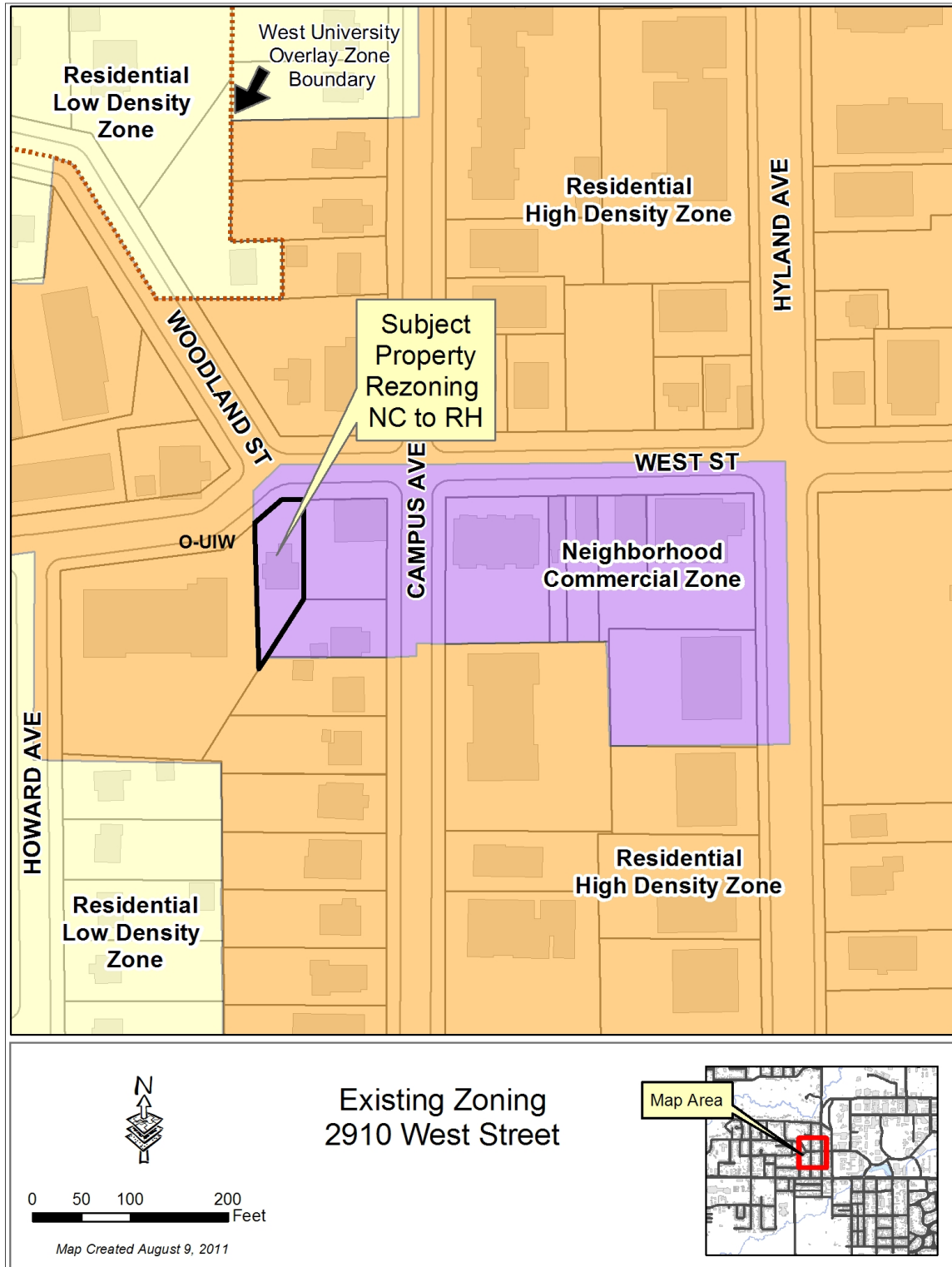
This property has traditionally been occupied by ISU students.



**Attachment D  
Future Land Use Map**



## Attachment E Existing Zoning



R. BRADLEY STUMBO P.O. BOX 1664 AMES, IOWA 50010 515-233-3689

# PLAT OF SURVEY

WEST STREET (66')

FOUND 1/2" REBAR W/ DESTROYED CAP

N88°50'44"E 31.87'

N88°50'44"E 76.08'

NE COR. LOT 8 FOUND 'X' CUT IN CONCRETE (TYPICAL)

FOUND 1/2" REBAR

N49°13'6"(R) 36.48'

N49°17'41"E 36.55'(R)

NW COR. LOT 8 FOUND 1-1/2" PIPE IN CONC SIDEWALK

LOT 7

N01°45'39"W 149.75'

PARCEL B 7187.35 SQ FT 0.16 ACRES

W. LINE E. 62.4' LOT 8

N00°24'00"E 65.88'

S00°24'00"E 70.50'

N00°24'00"E 70.50'

WOODLAND PARK ADDITION

ATHLETIC PARK ADDITION

PARCEL C 7948.80 SQ FT 0.18 ACRES

15' ACCESS EASEMENT (7.50' EACH SIDE)

N90°00'00"W 69.05'

CAMPUS AVENUE (60')

S00°00'00"W 103.61'

S00°00'00"W 58.87'

SET 1/2" REBAR W/ YELLOW CAP #17161 (TYPICAL)

N. LINE S. 58.9' LOT 8

S89°51'00"W 86.78'

REC. AS 85.60'

LOT 8

LOT 9

SW COR. LOT 8 FOUND 1" PIPE

SE COR. LOT 8 FOUND 1/2" PIPE W/ YELLOW CAP #3988 (TYPICAL)

13.12'

S31°36'59"W 103.63'

N31°36'59"E 19.23'

GRAPHIC SCALE 1"=30'

0 30 60 90

RECEIVED

JUL 06 2011

CITY OF AMES, IOWA  
DEPT. OF PLANNING & HOUSING

PROPRIETOR: MOTHER LODE ENTERPRISES

SURVEY REQUESTED BY: DAVE BLAKEY

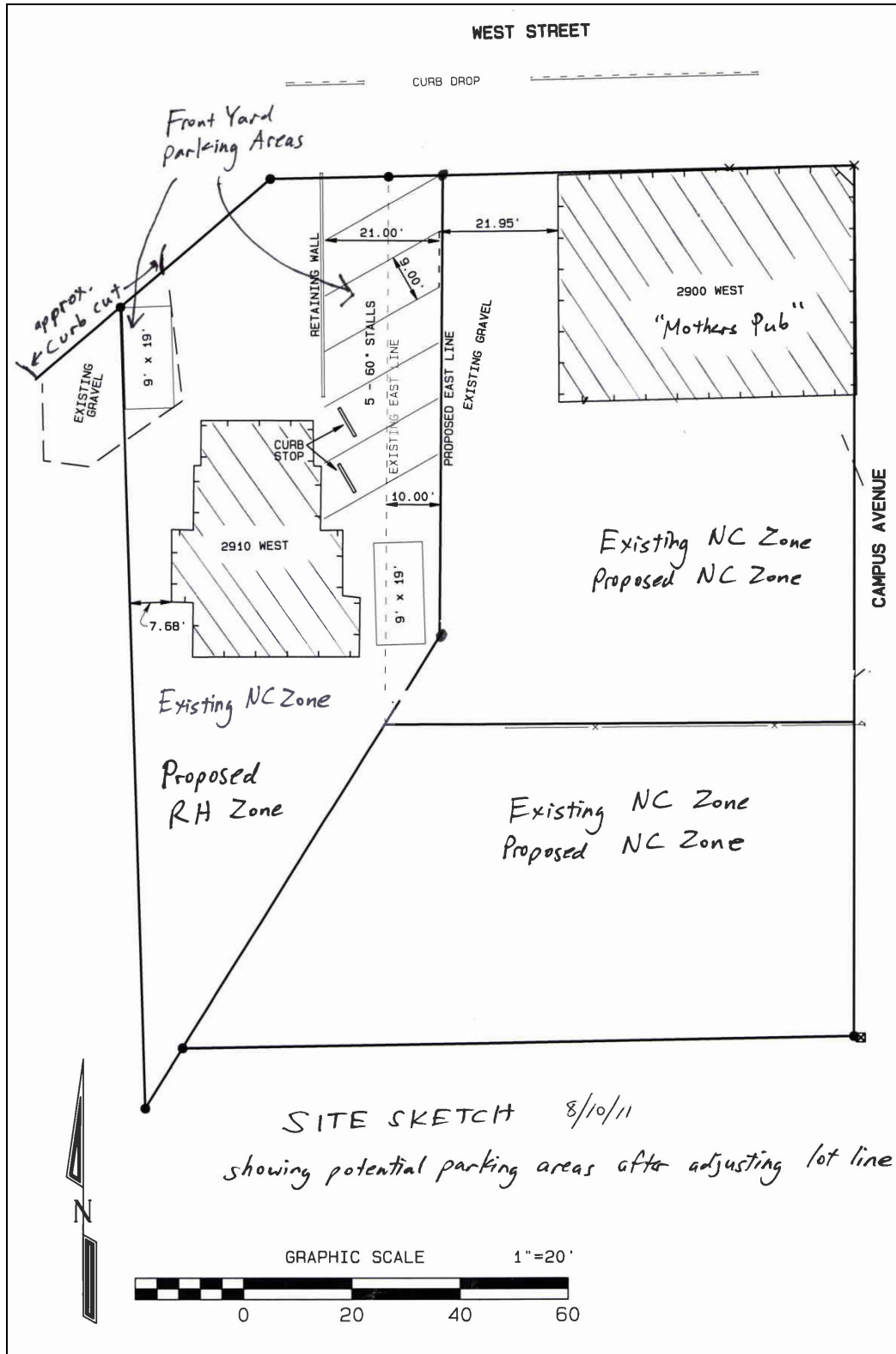
Certification: I hereby certify that this land surveying document was prepared and the related survey work was performed by me or under my direct personal supervision and that I am a duly licensed Land Surveyor under the laws of the State of Iowa.

R. Bradley Stumbo License #17161  
My license renewal date is December 31, 2011  
Job #16364PS Date: 7/05/11 Page 1 of 2  
Fieldwork Completed: 7/01/11

Date: \_\_\_\_\_

R. BRADLEY STUMBO  
LICENSED  
17161  
IOWA  
LAND SURVEYOR

# Attachment G Site Sketch



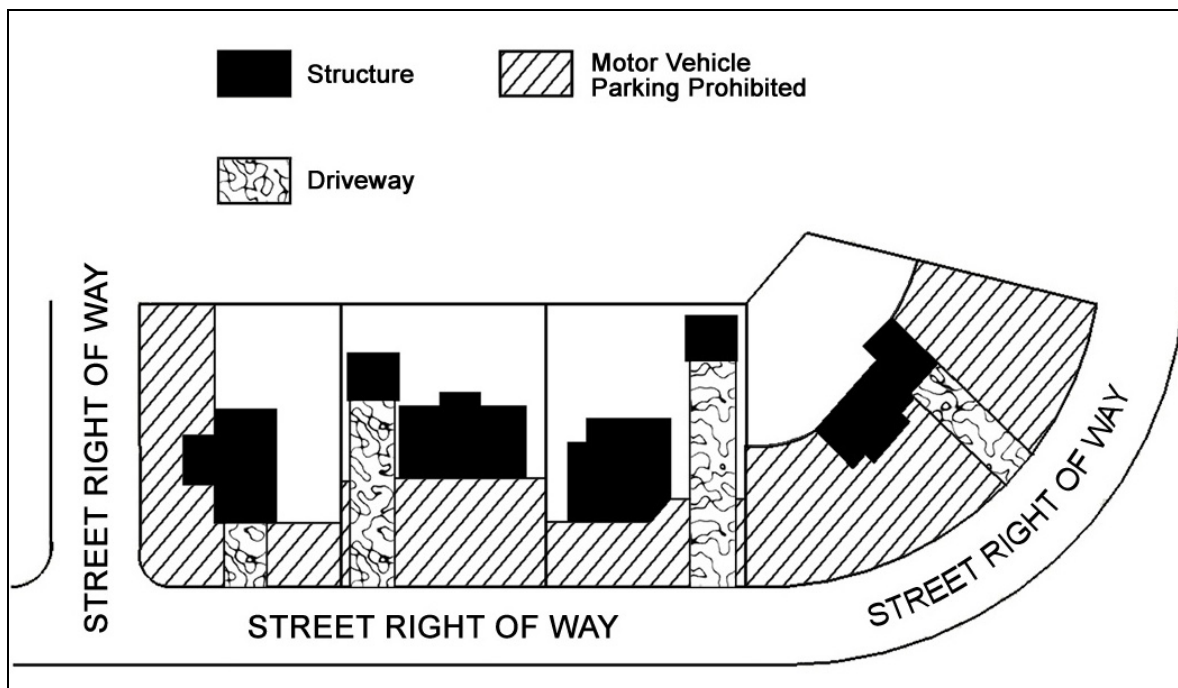
## Attachment H Applicable Laws and Policies

The laws applicable to this case file are as follows:

- Land Use Policy Plan (LUPP) Goals, Policies and the Future Land Use Map:

The Land Use Policy Plan (LUPP) Future Land Use Map identifies the land use designations for the properties proposed for rezoning.

- Ames *Municipal Code* Chapter 29, Section 1507, Zoning Text and Map Amendments includes requirements for owners of land to submit a petition for amendment, a provision to allow the City Council to impose conditions on map amendments, provisions for notice to the public, and time limits for the processing of rezoning proposals.
- Ames *Municipal Code* Chapter 29, Section 704, Residential High Density includes a list of uses that are permitted in the RH zoning district and the zone development standards that apply to properties in that zone.
- Ames *Municipal Code* Chapter 29, Section 801, Neighborhood Commercial Zone includes a list of uses that are permitted in the NC zoning district and the zone development standards that apply to properties in that zone.
- Ames Municipal Code Chapter 29, Article 4, Section 7(e) outlines the zoning districts that prohibit front yard parking. A graphical illustration is included in the code:



## **Attachment I Findings of Fact**

Based upon an analysis of the proposed rezoning and laws are pertinent to the applicant's request, staff makes the following findings of fact:

1. *Ames Municipal Code Section 29.1507(2)* allows owners of 50% or more of the area of the lots in any district desired for rezoning to file an application requesting that the City Council rezone the property. The property represented by the applicant is entirely under one ownership, which meets the minimum requirements for ownership of the property requested for rezoning.
2. The application was received on May 19, 2011. The application was placed on hold by the applicant pending the outcome of a request for text amendment. On July 27 the applicant requested re-activation of the application. The Planning & Zoning Commission is to file its recommendations with the City Council within 90 days of when the application was received, which is October 18, 2011.
3. The subject property has been designated on the Land Use Policy Plan (LUPP) Future Land Use Map as Residential High Density.
4. The uses allowed in the Residential High Density (RH) zone are found in Table 29.704(2) of the *Municipal Code*.
5. The City's Traffic Engineer has recommended that if the front yard area on the northwest corner of the lot is to be converted into green space, a curb should be installed to prevent damage to it and better guide vehicular traffic.

**Attachment J**  
**Goals and Objectives of the Ames Land Use Policy Plan**

***Goal No. 1. Recognizing that additional population and economic growth is likely, it is the goal of Ames to plan for and manage growth within the context of the community's capacity and preferences. It is the further goal of the community to manage its growth so that it is more sustainable, predictable and assures quality of life.***

- 1.A. Ames seeks to diversify the economy and create a more regional employment and market base. While continuing to support its existing economic activities, the community seeks to broaden the range of private and public investment.
- 1.C. Ames seeks to manage a population and employment base that can be supported by the community's capacity for growth. A population base of 60,000-62,000 and an employment base of up to 34,000 is targeted within the City. Additionally, it is estimated that the population in the combined City and unincorporated Planning Area could be as much as 67,000 and the employment base could be as much as 38,000 by the year 2030.

***Goal No. 2. In preparing for the target population and employment growth, it is the goal of Ames to assure the adequate provision and availability of developable land. It is the further goal of the community to guide the character, location and compatibility of growth with the area's natural resources and rural areas.***

- 2.A. Ames seeks to provide between 3,000 and 3,500 acres of additional developable land within the present City and Planning Area by the year 2030. Since the potential demand exceeds the supply within the current corporate limits, alternate sources shall be sought by the community through limited intensification of existing areas while concentrating on the annexation and development of new areas. The use of existing and new areas should be selective rather than general.
- 2.B. Ames seeks to assure the availability of sufficient suitable land resources to accommodate the range of land uses that are planned to meet growth. Sufficient land resources shall be sought to eliminate market constraints.
- 2.C. Ames seeks a development process that achieves greater compatibility among new and existing development.
- 2.D. Ames seeks a development process that achieves greater conservation of natural resources and compatibility between development and the environment.

***Goal No. 3. It is the goal of Ames to assure that it is an “environmentally-friendly” community and that all goals and objectives are integrated with this common goal. In continuing to serve as a concentrated area for human habitat and economic activity, Ames seeks to be compatible with its ecological systems in creating an environmentally sustainable community.***

- 3.A. Ames seeks to provide biodiversity through the inclusion of plant and animal habitats. Their inclusion shall be provided through such methods as conservation management, protection, replacement, etc.
- 3.B. Ames seeks to maintain and enhance the value of its stream corridors as drainage ways and flood management areas, plant and animal habitats, recreational and scenic areas and pathways for linking the overall community.
- 3.C. Ames seeks to protect and conserve its water resources for the following purposes: aquifer protection; water quality protection; user conservation management; plant and animal life support; water-borne recreation; scenic open space; and, provision of a long-term/reliable/safe source of water for human consumption and economic activities.

***Goal No. 4. It is the goal of Ames to create a greater sense of place and connectivity, physically and psychologically, in building a neighborhood and overall community identity and spirit. It is the further goal of the community to assure a more healthy, safe and attractive environment.***

- 4.A. Ames seeks to establish more integrated and compact living/activity areas (i.e. neighborhoods, villages) wherein daily living requirements and amenities are provided in a readily identifiable and accessible area. Greater emphasis is placed on the pedestrian and related activities.
- 4.B. Ames seeks to physically connect existing and new residential and commercial areas through the association of related land uses and provision of an intermodal transportation system.

***Goal No. 5. It is the goal of Ames to establish a cost-effective and efficient growth pattern for development in new areas and in a limited number of existing areas for intensification. It is a further goal of the community to link the timing of development with the installation of public infrastructure including utilities, multi-modal transportation system, parks and open space.***

- 5.C. Ames seeks the continuance of development in emerging and infill areas where there is existing public infrastructure and where capacity permits.
- 5.D. Ames seeks to have the real costs of development borne by the initiating agent when it occurs outside of priority areas for growth and areas served by existing infrastructure.



***Goal No. 7. It is the goal of Ames to provide greater mobility through more efficient use of personal automobiles and enhanced availability of an integrated system including alternative modes of transportation.***

Objectives. In achieving a more mobile community, Ames seeks the following objectives.

- 7. A. Ames seeks to establish a comprehensive and integrated transportation system that includes automotive, public transit, pedestrian, bicycle and ride-sharing modes.
- 7. B. Ames seeks a transportation system that is linked with the desired development pattern of the overall community and areas therein.
- 7. C. Ames seeks to establish new transportation corridors that have been planned, in part, to minimize impacts on significant natural resources.
- 7. D. Ames seeks to increase the efficiency of existing traffic movement in reducing air pollutants from automobiles (e.g. improving intersection movements to minimize delays and conserve energy).
- 7. E. Ames seeks a development pattern that protects and supports the airport and its flight approach zones.

***Goal No. 9. It is the goal of Ames to promote expansion and diversification of the economy in creating a base that is more self-sufficient and that is more sustainable with regard to the environment.***

- 9.A. Ames seeks more diversified regional employment opportunities involving technology-related services and production, office centers and retail centers.
- 9.D. Ames seeks economic activities that are compatible and sustainable with its environment.

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DO NOT WRITE IN THE SPACE ABOVE THIS LINE, RESERVED FOR RECORDER  
Prepared by: Douglas R. Marek, Ames City Attorney, 515 Clark Avenue, Ames, IA 50010 Phone: 515-239-5146  
Return to: Ames City Clerk, P.O. Box 811, Ames, IA 50010 Phone: 515-239-5105

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**ORDINANCE NO. \_\_\_\_\_**

**AN ORDINANCE AMENDING THE OFFICIAL ZONING MAP OF THE CITY OF AMES, IOWA, AS PROVIDED FOR IN SECTION 29.301 OF THE *MUNICIPAL CODE* OF THE CITY OF AMES, IOWA, BY CHANGING THE BOUNDARIES OF THE DISTRICTS ESTABLISHED AND SHOWN ON SAID MAP AS PROVIDED IN SECTION 29.1507 OF THE *MUNICIPAL CODE* OF THE CITY OF AMES, IOWA; REPEALING ALL ORDINANCES AND PARTS OF ORDINANCES IN CONFLICT HERewith AND ESTABLISHING AN EFFECTIVE DATE**

**BE IT HEREBY ORDAINED** by the City Council of the City of Ames, Iowa;

Section 1: The Official Zoning Map of the City of Ames, Iowa, as provided for in Section 29.301 of the *Municipal Code* of the City of Ames, Iowa, is amended by changing the boundaries of the districts established and shown on said Map in the manner authorized by Section 29.1507 of the *Municipal Code* of the City of Ames, Iowa, as follows: That the real estate, generally located at 2910 West Street, is rezoned from Neighborhood Commercial (NC) to Residential High Density (RH).

---

**Real Estate Description:** A part of Lot 8 in Woodland Park Addition to the City of Ames, Story County, Iowa, being more particularly described as follows: Beginning at the Northwest Corner of said Lot 8; thence following the Northerly boundary of said Lot 8 N49°17'41"E, 36.49 feet; thence N88°50'44"E, 31.87 feet; thence departing said line S00°24'00"W, 85.88 feet to the Southeasterly line of said Lot 8; thence S31°36'59"W, 103.63 feet to the Southwest Corner thereof; thence N01°45'39"W, 149.75 feet to the point of beginning, containing 0.16 acres.

Section 2: All other ordinances and parts of ordinances in conflict herewith are hereby repealed to the extent of such conflict.

Section 3: This ordinance is in full force and effect from and after its adoption and publication as provided by law.

ADOPTED THIS \_\_\_\_\_ day of \_\_\_\_\_, 2011.

\_\_\_\_\_  
Diane R. Voss, City Clerk

\_\_\_\_\_  
Ann H. Campbell, Mayor

**COUNCIL ACTION FORM**

**SUBJECT: 2010/11 WATER SYSTEM IMPROVEMENTS (WATER MAIN REPLACEMENT – SOUTH DUFF AVENUE)**

**BACKGROUND:**

The City's annual Water System Improvements program provides for replacing water mains in areas that are experiencing rusting water problems. It also provides for installing larger distribution mains in areas that have a high concentration of 4-inch supply lines, transferring water services from 4-inch water mains in streets where larger water mains exist, and abandoning 4-inch water mains. Eliminating duplicate water mains, where possible, improves water flow and helps reduce rusty water. Installing larger distribution lines in areas that have a high concentration of 4-inch supply lines and less than desirable fire-fighting capacity (predominately in the older areas of the community) provides larger supply quantities in relation to the current and proposed land uses, in accordance with the Land Use Policy Plan.

This particular project entails placing an 8-inch water main along South Duff Avenue (from South 3<sup>rd</sup> Street to South 5<sup>th</sup> Street) to finish areas that were not repaired with the emergency work from the 2010 flood. The emergency work entailed placing 286 linear feet of water main to replace a section that was damaged during the floods. This project will complete the connection to South 3<sup>rd</sup> Street and then place new water main to South 5<sup>th</sup> Street from the ending point of the emergency project (just south of the Perkins driveway). This project will also include transferring water services to the new 8-inch water main and allow for abandonment of the 4-inch water main.

On Wednesday, September 7, 2011, bids were received as follows:

Engineer's Estimate	\$164,370.00
Great Plains Pipe & Structure	\$143,559.75
Synergy Contracting LLC	\$150,600.00
Ames Trenching & Excavating, Inc.	\$154,434.50

Engineering and construction administration costs are estimated at \$20,000. This project is being considered an urgent repair and is not currently shown in the 2010/11 Capital Improvements Plan. However, there is adequate funding available to cover the additional expense of this project utilizing the remaining portion of the \$900,000 budgeted in the Water Utility Fund for the 2010/11 program.

The 2010/2011 Water System Improvements Program includes expenses as follows:

South Duff Avenue Water Main Replacement (this bid)	\$143,559.75
South Oak Street Water Main Replacement (previous bid)	\$293,950.45
Water Service Transfers (previous bid)	\$247,488.00
Engineering and Contract Administration (all projects above)	<u>\$135,000.00</u>
TOTAL	\$819,998.20

**ALTERNATIVES:**

- 1a. Accept the report of bids for the 2010/11 Water System Improvements (Water Main Replacement – South Duff Avenue).
  - b. Approve the final plans and specifications for the 2010/11 Water System Improvements (Water Main Replacement – South Duff Avenue).
  - c. Award the 2010/11 Water System Improvements (Water Main Replacement – South Duff Avenue) to Great Plains Pipe & Structures of Des Moines, Iowa, in the amount of \$143,559.75.
2. Do not proceed with this project.

**MANAGER'S RECOMMENDED ACTION:**

This project is in an area of frequent main breaks which had a section replaced as an emergency repair during the 2010 flood. The new section is still tied to the water distribution system via older, 4-inch mains. This project will improve the reliability of the water system and improve water quality for our customers in this area.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby accepting the report of bids, approving final plans and specifications, and awarding the 2010/11 Water System Improvements (Water Main Replacement – South Duff Avenue) to Great Plains Pipe & Structures of Des Moines, Iowa, in the amount of \$143,559.75.