

COUNCIL ACTION FORM

**SUBJECT: CAMPUSTOWN ACTION ASSOCIATION REQUESTS FOR JULY 11th
MOVIE NIGHT IN CAMPUSTOWN**

BACKGROUND:

The Campustown Action Association (CAA) plans to hold a new event called Movie Night in Campustown on Friday, July 11, 2014. This free movie experience will be advertised to Ames families and residents in an effort to promote Campustown as a destination for all ages. Live entertainment and family activities will also be offered.

The CAA proposes to hold this event in Welch Lot T (the lot south of Pizza Pit), where it has previously held successful Summerfest and Friday Afternoon in Campustown events. The reserved parking spaces in Lot T would not be affected by this closure. In order to facilitate the event, the organizers are requesting the following actions by the City Council:

- Closure of Welch Lot T from 12:00 p.m. to midnight
- Waiver of meter fees for 19 parking spaces (\$28.50 loss to the Parking Fund)
- Blanket Temporary Obstruction Permit

The Ames Chamber of Commerce is providing liability insurance coverage for this event, since the CAA is an affiliate organization of the Chamber.

ALTERNATIVES:

1. Approve the requests outlined above for Movie Night in Campustown. 2014.
2. Approve the requests for the parking lot closure and the Temporary Obstruction Permit, but require reimbursement to the City for lost Parking Fund revenue.
3. Do not approve the requests.

MANAGER'S RECOMMENDED ACTION:

The Campustown Action Association has shown great effort in the last several years to create events that showcase and promote the Campustown area as a destination for all ages. This event is another opportunity for our citizens to enjoy family-oriented activities in the District.

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



campustown
action
association

June 5, 2014

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

RE: Movie Night in Campustown 2014

Dear Honorable Mayor Campbell and City Council,

The Campustown Action Association (CAA) is planning to hold the first ever Movie Night in Campustown on Friday, July 11 from 7pm to 10pm. As part of our continued theme of 'construction' over the next eighteen months, we will be partnering with Cyclone Cinema to show The Lego Movie in the city public parking lot. This free movie experience will be advertised to Ames families and residents in our continued efforts to promote Campustown as a social destination for all ages in Ames. We also plan to have live acoustic music and family activities to start off the night.

Cyclone Cinema will be donating their outdoor film equipment and screen for the event and will handle all aspects of the outdoor movie showing. CAA will be holding free activities for families before and during the movie, which will start approximately 8pm. Participants will be invited to bring their lawn chairs and enjoy the movie. We will be applying for a noise permit for the screening.

At this time, CAA asks the Ames City Council to consider the following requests:

1. CAA requests a resolution approving the closure of Welch Lot T from 12pm to 12m on July 11-12
2. CAA requests a resolution approving the waiver of parking meter fees for Welch Lot T
3. CAA requests a motion approving a Blanket Temporary Obstruction Permit for Welch Lot T

Thank you for your consideration of these requests and continued support of Campustown. We look forward to seeing you on July 11.

Sincerely,

Liz Jeffrey
CAA Promotions Chair

Anne Taylor
CAA Board President

Kim Hanna
CAA Director