



November 8, 2021

Mayor John Haila  
City of Ames  
515 Clark Ave  
Ames, Iowa 50010

Dear Mayor Haila:

Thank you for meeting with the Ames Main Street board of directors this past July. We appreciate the opportunity to discuss with you the future of downtown Ames.

Since our meeting, we have pursued the following --

**Ames Main Street Vision** – We have outlined, and the board has approved, a process for creating a future vision for the Ames Main Street. We have reviewed prior studies and work conducted related to the mission, vision, and key objectives for Main Street, identified stakeholders that will be involved in this process, current public and private sector projects, and a process for either complementing and/or identifying initiatives or projects for the next 3-5 years. We anticipate beginning this process in January and concluding in no later than mid-year. We will report back to the City Council at that time.

**Streetscape/Maintenance Items** – We are continuing to identify current streetscape and other maintenance items that we believe need attention in downtown Ames. Specifically, these items include trash receptacles, flower planters, bike racks and the decorative light pillars. Many of these items need repaired, replaced, or simply removed. We have identified approximately \$70-75,000 of improvements and would respectfully request assistance from the Ames City Council to address these items. We will review further at the City Council meeting.

**Financial Support** – We have been working on a long-term financial support plan for downtown and the Ames Main Street program. The board will review this plan at its November board meeting.

**City Support** – We understand Accreditation Agreement with the City of Ames, Ames Main Street and the Iowa Economic Development Authority will be on the agenda for consideration and approval. We appreciate the ongoing City support of our program and its efforts.

Mayor, we would welcome the opportunity to be on the November 23 agenda for 10-15 minutes. We would be pleased to update you and the Council on the items above and answer any questions about these initiatives.

Thank you for your support of Ames Main Street.

Sincerely,

A handwritten signature in black ink, appearing to read 'Steve Goodhue', written over a white background.

Steve Goodhue  
Chair, Ames Main Street