



# MEMO

To: Mayor and City Council  
Date: March 19, 2024  
From: Geoff Huff, Chief of Police  
Subject: Special Penalty For Game Day Parking and Special Events

Municipal Code Section 18.7A (Special Penalty for Game Day Parking) currently authorizes an increased penalty for illegally parked vehicles occurring on the date of Iowa State University home football games from the hours of 6:00 a.m. to midnight. Section 18.7A limits the special penalty **only** to ISU home football game days. The special penalty applies to all parking violations within the Game Day Parking Area except for violations of Section 18.18(1) (persons with disabilities parking).

Staff has met with Iowa State about other special events coming to the Ames area, such as the planned large stadium concert in May 2024. Staff anticipates this concert to attract attendance much like a football game in terms of parking, tailgating, etc. Staff also anticipates an increase in special events in the stadium and new CYTown areas as time goes on.

**Given the upcoming large concert and potential for additional similar events, staff is requesting that the Council indicate whether the Game Day Parking ordinance should be modified to allow it to apply on additional days when designated by resolution of the City Council.**

If Council is interested in this change, staff will prepare an ordinance for discussion on a future meeting agenda. Staff will also provide a plan to address the existing signs and how they may be modified, and/or other strategies to notify the public of increased fines outside of ISU football games when authorized by Council resolution.