



To: Mayor and Ames City Council
From: Steven L. Schainker, City Manager
Date: February 11, 2025
Subject: Updated City Council Values, Goals and Tasks for January 1, 2024 to December 31, 2025

On January 6, 2024, the Mayor and City Council met in a workshop setting to establish Values, Goals, and Tasks for January 1, 2024 to December 31, 2025. As is typically the case at this meeting, the Council members offer conceptual thoughts regarding issues, seek consensus where possible (no formal votes are taken), and request that the staff follow-up with specific wording. At the March 12, 2024 Council meeting, staff presented the recommended wording and [Council adopted its Values, Goals and Tasks for January 1, 2024 to December 31, 2025](#).

As a mid-point check in, on January 11, 2025, the Mayor and City Council met in a workshop setting to review progress on the Council values, goals and tasks adopted in March 2024. The attached document reflects the additional tasks, updates to status, and other minor modifications as discussed by Council and finalized by City staff. **The goals and tasks added during the workshop were:**

- C1.T5. Engage the Ames Regional Economic Alliance to develop a Campustown-focused effort akin to the Downtown Master Plan process.
- D3. Develop additional ways in which funds can be collected for scholarships for participation in City programs.
 - D3.T1. Staff will identify a list of opportunities such as rounding up recreation registration fees, contributing to purchase transit passes, etc., which will be used to finance reduced cost programs and services for low-income residents.

If the Council is in agreement with the attachment, it would be appropriate for the City Council to adopt a motion approving the updated Values, Goals and Tasks for 2024-2025.

ATTACHMENT(S):

[UPDATED Council Values, Goals, & Tasks for Jan. 2024- Dec. 2025](#)