

**MINUTES OF THE SPECIAL MEETING
OF THE AMES CITY COUNCIL**

AMES, IOWA

JANUARY 17, 2014

The Ames City Council met in special session at 3:40 p.m. on the 17th day of January, 2014, in the Parks and Recreation Activity Room, 1500 Gateway Hills Park Drive, pursuant to law with Mayor Ann Campbell, Council Members Gloria Betcher, Amber Corrieri, Tim Gartin, Matthew Goodman, Chris Nelson, and Peter Orazem; and *ex officio* Member Alexandria Harvey present. City Manager Steve Schainker, Assistant City Managers Bob Kindred and Melissa Mundt, City Attorney Judy Parks, and City Clerk Diane Voss were also in attendance.

CITY COUNCIL GOAL-SETTING WORKSHOP. Facilitator Donna Gilligan noted that this was a continuation of the goal-setting workshops held on January 4 and 11, 2014. She reviewed the list of objectives established at the January 11 workshop with the priority ranking each had received. Council Member Betcher noted that the Council members might not have been consistent in their rankings for the projects that were in progress. Some felt those should receive a higher rank and some felt that, since they were in the works, they should be ranked lower.

City Manager Schainker gave a summary of the six goals, objectives, and specific tasks. He also identified which department would be responsible for working on the tasks.

Discussion ensued on each goal, objective, and tasks.

GOAL: PROMOTE A SENSE OF ONE COMMUNITY

Objective: Review “One Community” Report to identify action steps to improve community involvement and integration

Task 1: Share the Report with the City Council

Task 2: Staff will prepare a report summarizing actions taken

Task 3: Council discussion to give direction if further actions are desired

Objective: Develop a process for neighborhood engagement to proactively address community issues

Task 1: Staff report regarding existing processes (policies, code, and practices) for public engagement, as well as research regarding how other cities approach community issues

Task 2: Council discussion to give direction if further actions are desired

Objective: Work with the Ames Community School District to identify mutual goals

Task 1: Schedule a joint workshop between Ames City Council and School Board to discuss goals

GOAL: STRENGTHEN DOWNTOWN & CAMPUSTOWN

Objective: Develop a facade grant program for Campustown

Task 1: Appropriate funding for FY 2014/15

Task 2: The planning staff will work with Campustown Action Association to define program goals

- Task 3: Retain consultant to assist staff in developing possible program guidelines and eligibility criteria
- Task 4: Planning staff will work with Campustown Action Association to develop final recommendations to City Council regarding pilot facade projects
- Task 5: Create tax abatement program that supports investment in existing buildings in conjunction with the facade program

Objective: Consult with Main Street Iowa (IEDA) regarding Downtown betterment and funding

- Task 1: The City manager will personally meet with representatives of Main Street Iowa to discuss funding opportunities
- Task 2: The City Manager will provide a written report regarding the outcome of the discussion

Discussion occurred regarding changes to the first objective and tasks for the Goal pertaining to sustainability efforts.

GOAL: EXPAND SUSTAINABILITY EFFORTS

Objective: Research what other cities are doing to promote sustainability

- Task 1: Staff report regarding existing processes
- Task 2: Incorporate into the City's Sustainability Coordinator contract an assignment to research what other communities are doing to consider "environmental impacts" in policies

Objective: Build energy efficiency strategy into transportation planning

- Task 1: Retain a consultant to develop the Long-Range Transportation Plan (1st Quarter 2014)
- Task 2: Council formally incorporates energy efficiency as a goal of the Long Range Transportation Plan (2nd Quarter 2014)
- Task 3: Staff and consultant will engage the public to identify specific projects that will achieve the energy efficiency goal (3rd Quarter 2014)
- Task 4: Council approves the proposed projects in the Long-Range Transportation Plan (4th Quarter 2014)

Objective: Explore options for parking standards that improve storm water management

- Task 1: Hold a workshop regarding the post-construction storm water ordinance, which includes discussion related to parking lots (1st Quarter 2014)
- Task 2: The Planning Director will develop options regarding possible modifications to the parking lot requirements (spaces and landscaping)
- Task 3: Staff will meet with developers, commercial owners, and other interested parties to receive feedback regarding proposed options
- Task 4: Council discussion to select desired option(s) for implementation

GOAL: EXPAND SUSTAINABILITY EFFORTS (Continued)

Objective: Develop a greenbelt trail plan

- Task 1: Retain a consultant to develop the Long-Range Transportation Plan (1st Quarter 2014)
- Task 2: Staff will present to Council the existing trail plan(s)
- Task 3: Council formally incorporates the goal(s) of a greenbelt trail system in the Long-Range Transportation Plan (2nd Quarter 2014)
- Task 4: Staff and consultant will engage the public to identify specific projects that will achieve the greenbelt trail system goal(s) (3rd Quarter 2014)
- Task 5: Council gives direction regarding greenbelt trail projects to be incorporated into the Long-Range Transportation Plan (4th Quarter 2014)

GOAL: ADDRESS HOUSING NEEDS

Objective: Explore ways to encourage the availability of all types of housing

- Task 1: Provide an overview of existing housing stock by value, zoning codes, and land availability (staff will provide that data)

Objective: Investigate ways to increase availability of affordable housing (income levels, housing prices, rental rates, rental, ownership)

- Task 1: City Council will provide options for definition of “affordable housing” after which the City Council will select the definition for this objective
- Task 2: Staff will provide creative strategies to generate affordable housing

Objective: Reevaluate building and zoning codes to determine if changes should be made to improve the existing housing stock at a lower cost

- Task 1: Staff will provide an analysis regarding impact of existing codes on the owners’ ability to renovate or expand existing housing (rental and owner-occupied)
- Task 2: Staff will meet with developers, builders, realtors, and AMOS to solicit their input and suggestions
- Task 3: Council discussion to give direction if further actions are desired

Ex officio Member Alexandria Harvey told the City Council that discussions had occurred at Iowa State University (ISU) Government of the Student Body (GSB) meetings regarding the need for a Tenant/Landlord Service. The Council then concurred to add the following Objective.

Objective: Explore, with the GSB, ISU, and Ames Rental Association, the creation of a Tenant/Landlord Service, including education and complaint and conflict resolution

- Task 1: Respond to future proposal of the GSB that it host a dialogue among ISU, ARA, GSB, and City Council

Ex officio Member Harvey proposed that the GSB create an action plan to bring to the City Council.

GOAL: STRENGTHEN HUMAN SERVICES

Objective: Increase the accountability of funded services

- Task 1: Staff report regarding current accountability mechanisms in the ASSET process
- Task 2: City Council will raise the issue of accountability at the ASSET Joint Funders' meeting and will request that ASSET funders direct their administrative staffs to develop recommendations for improving accountability (1st Quarter 2014)

Objective: Proactively engage with the ASSET funders in understanding the needs in the community (including mental health and youth needs)

- Task 1: Staff will provide a report to the City Council regarding the most recent (2010) Story County Community Health Needs Assessment (1st Quarter 2014)
- Task 2: Staff will provide Council with a written overview summarizing what a Youth Master Plan is (1st Quarter 2014)
- Task 3: City Council will review the most recent Story County Community Health Needs Assessment, including mental health and youth needs, and determine if the assessment tool is adequate
- Task 4: City Council will communicate suggestions to improve the assessment tool to the ASSET funders

GOAL: PROMOTE ECONOMIC DEVELOPMENT

Objective: Review and update the economic development policy

- Task 1: Staff will provide City Council with a report outlining the existing economic development policy and tax abatement incentive programs

Objective: Pursue the Industrial Park opportunity

City Manager Schainker noted that the first thing to be done would be to work on completing the Research Park.

- Task 1: Staff will provide a report outlining the issues (rural water, transportation, annexation, Urban Fringe planning, financing, utilities)
- Task 2: Staff will attempt to negotiate with Central Iowa Rural Water Association to resolve rural water issue
- Task 3: Staff will finalize conceptual design plan for new park
- Task 4: The City Council will approve funding strategy for new industrial park

Objective: Examine the LUPP for relevancy and effectiveness

- Task 1: Appropriate funding for LUPP consulting assistance in City Budget (1st Quarter 2014)
- Task 2: Planning Director will review the existing LUPP and Urban Fringe Plan with the City Council in a workshop setting
- Task 3: After completing Task 2, if the Council determines that elements of the LUPP are no longer relevant or effective, then the City Council will be asked to determine the scope for either updating or totally rewriting the LUPP
- Task 4: The Council will retain a consultant to work with staff to develop a community-wide process to accomplish the scope identified in Task 3

Objective: Develop a brand communication plan

- Task 1: Public Relations Officer will present report regarding the accomplishments of the joint Communications Team to date
- Task 2: Expand Communications Team by adding ISU Research Park, industrial, retail, and human services representatives to better reflect the community segments
- Task 3: The Communications Team will incorporate the Sesquicentennial message (“Ames: A Smart Choice for 150 Years”) and connect community history in all marketing endeavors
- Task 4: Each Team member intends to work within its organization to promote the community vision and present a unified voice for Ames

Objective: Identify characteristics of the type of community that supports ISU’s technology transfer efforts

- Task 1: Mayor and City Manager will ask ISU leadership how the City can support ISU’s efforts

Facilitator Donna Gilligan noted that the goal is that the objectives and tasks will be accomplished in two years; however, what she was hearing from the discussions of those present was that, in reality, all may not be completed in that time period. Assistant Manager Bob Kindred pointed out that there are many tasks that had already been assigned to staff. He added that the tasks being created from this goal-setting process did not include those or the ones that will be assigned in the future.

COMMENTS: Mayor Campbell explained the performance assessment of the City Manager and City Attorney, which is conducted annually. She said that Council Members Goodman and Nelson had agreed to take the lead on those evaluations.

The Mayor advised that the National League of Cities Conference would be held in Washington, DC, in early March. If a Council Member is interested in attending, he/she should contact the Mayor’s Secretary Jill Ripperger, to get registered for the Conference.

All Council members were encouraged by Mayor Campbell to attend the NAACP Banquet which is scheduled to occur on February 7.

ADJOURNMENT: The Special Meeting adjourned at 5:40 p.m.

Diane R. Voss, City Clerk

Ann H. Campbell, Mayor