

CITY OF MUSCATINE
IN-DEPTH CITY COUNCIL MINUTES
Council Chambers – 7:00 p.m. – October 11, 2018

Mayor Broderson called the City Council meeting for Thursday, October 11, 2018, to order at 7:00 p.m. Councilmembers present: Harvey, Brockert, Brackett, Fitzgerald & Malcolm.

Robert Miller came forward to recognize special guest Max Churchill. He states Mr. Churchill has given many presentations in our community portraying Norman Baker and Mark Twain. Mr. Miller thanked Mr. Churchill for his many years of service.

The first item on the agenda was a budget basis presentation for Fiscal Year ending June 30, 2018, by Finance Director Nancy Lueck. Ms. Lueck began her power point presentation with an overview of the fund statements contained in the General Fund. She stated that revenues for the fiscal year ended June 30, 2016 totaled \$ 11,882,854.80 and total expenditures were \$18,475,380.35. She stated that revenues were under expenditures by \$6,592,525.55.

Ms. Lueck stated that operating transfers in, which includes transfers from the Employee Benefits, Road Use Tax, Ambulance, Perpetual Care Interest, and TIF funds, totaled \$7,523,648.76. She stated that operating transfers out, which includes tax levy proceeds to the Transit and Levee fund as well as transfers to the Equipment Replacement and Computer Replacement funds, totaled \$621,952.75. She stated this brings the total of other financing sources to \$6,901,696.01. She stated the fund balance for June 30, 2017 of \$4,523,959.27 coupled with revenues and other sources over expenditures and other uses brings the fund balance for June 30, 2018 to \$4,833,129.73. She stated the reserve for outstanding encumbrances is \$90,386.88 leaving an unreserved balance as of June 30, 2018 of \$4,742,742.85.

Ms. Lueck then gave an overview of the General Fund's Fund Balance Analysis which shows us where we thought it would be compared to where it actually is.

Ms. Lueck stated that there were several budgeted items that were request to be carried over to the Fiscal Year 2018/2019 budget. Those items include Engineering Drone Services, Park Maintenance Roof Replacement (storm insurance reimbursed), Soccer Complex (Bermuda Grass for Field 8), Art Center window shades, City Administrator computer equipment. The total carry forward items, which do not impact the General Fund balance, total \$27,525.

Ms. Lueck stated that revenues were under the original revised estimate by \$2,807, and she gave a brief overview of the significant revenue items. She stated that expenditures were under the original revised estimate by \$531,929, and she gave a brief overview of the significant expenditure items. Ms. Lueck stated that departments overall have done a really good Job where their budgets are concerned.

Ms. Lueck then reviewed the charts for the General Fund Balance History and the Fiscal Year-End General Fund Balances as a Percent of Expenditures.

Ms. Lueck provided a fund balance comparison of operating funds.

Ms. Lueck's presentation ended with the following summary:

The ending General Fund balance of 25% of expenditures is higher than the original 2017/2018 budget of 22.3% and higher than the 2017/2018 revised estimate of 21.6%.

There were questions and comments that were addressed by Ms. Lueck and City Administrator Gregg Mandsager.

The next item on the agenda was a discussion on the Downtown Muscatine TIF Agreement with a short presentation by Bryce Henderson of Bush Construction. Mr. Henderson stated Bush Construction would like to develop 25 apartments at 216 Sycamore Street. He states the building will also include office space, a gym, and a business lounge. Mr Henderson is asking for 100% TIF for 10 years.

Councilmember Brackett stated he would not participate in the vote because of conflict of interest, as he works for the company selling the building.

There were questions and comments from council regarding the cost of rent for apartments, timeline for the project, size of apartments, and handicap access to apartments. Mr. Henderson answered by stating the apartments would start at \$950 for a one bedroom, the project should be completed in the fall of 2019, the apartments range from 550-1200 Square Feet, and some apartments would be ADA compliant.

There was discussion between council and Mr. Henderson regarding the parking situation for tenants.

There was a consensus among council to move forward.

The final discussion item was regarding the Muscatine Community Branding and Marketing.

City Administrator Gregg Mandsager started by stating the Branding and Marketing Team was made up of seven entities. Mr. Mandsager then showed picture of what the current City of Muscatine Logo and Tagline are, followed by a picture of what the new logo and tagline would look like if adopted.

Mr. Mandsager then stated that “Pearl of the Mississippi” is not part of the current City logo and is owned by the Muscatine Chamber of Commerce.

Mr. Mandsager then stated several options that members of the committee had come up with as a possible option to discuss for the branding including; adoption of new logo and tagline, a modified tagline, co-branding of logo/taglines, as well as doing nothing and keeping the current logo/tagline.

Kevin Jenison, Communications Manager, came forward to discuss the branding and marketing. He restated what Mr. Mandsager had said about the “Pearl of the Mississippi” belonging the GMCCI and that at no time had the committee discussed removing that from the tagline for the City.

Mr. Jenison stated that the word “Muscatine” is powerful in itself because there is only one Muscatine in the state, country and world.

Mr. Jenison discussed marketing our city involves focusing on the story of Muscatine and highlighting the programs that benefit the citizens of Muscatine along with the improvements that are being made in the City’s infrastructure. He states the branding is a tool to show that all entities in the City of Muscatine are working together to make Muscatine what it is.

Greg Jenkins, President of GMCCI, came forward to state the reason for this marketing is to improve Muscatine by providing tools to market Muscatine to make it a better place. He stated he respects and acknowledges those that hold “The Pearl of the Mississippi” dear to their heart and that Northstar is looking at additional options. He also stated that many people have come forward with positive feedback on the new logo and marketing ideas.

Robert Miller, 2436 Sunflower Ridge, came forward to discuss the Muscatine branding and marketing. He stated he had not been aware before tonight that the committee was considering other options to include “Pearl of the Mississippi” in the tagline. Mr. Miller suggests that the citizens and the committee work jointly to try to keep “Pearl of the Mississippi”.

Max Churchill – 404 Parkington Drive, came forward stating he feels that it is important to keep “Pearl of the Muscatine” as part of the Muscatine tagline. He stated the Pearl Button Museum is the number one tourist attraction in the City of Muscatine.

Mary Beverage, 1416 Mulberry, came forward stating she feels the people of Muscatine should be the stakeholders in the branding and should have a say in what the logo and tagline are. Ms. Beverage stated she had over 500 signatures of citizens wanting to keep the “Pearl of the Mississippi” in the tagline. Ms. Beverage suggested counsel members read the book Destination Branding for Small Cities before deciding on the future of the logo and tagline.

Jane Daufeldt, 2223 5th Ave, came forward to state that it was the mother of pearl that attracted people to Muscatine. She stated that Muscatine became known as the pearl button capital of the world and created the pearl rush to Muscatine. She states she feels that our history needs to be preserved or Muscatine will become just another town on a bend on an unknown river.

Michael Baxter, 1599 Vail Ave, came forward stating he feels promoting Muscatine is fine but don’t tamper with the name “Pearl of the Mississippi”. Mr. Baxter states the those that work on the river know Muscatine as the “Pearl of the Mississippi”.

Chris Clark, 2429 Longhurst, came forward stating she likes the new logo and states it reminds her of a quilt and how all the pieces come together to make all the pieces in town important. She then stated that she feels the tagline “Pearl of the Mississippi” should be kept because the one word “Pearl” states that Muscatine is valuable and beautiful.

Grace Steckman, 1604 Foster Street, came forward to state she feels like the new logo is confusing and prefers the old “sunset” logo. She states that Muscatine is unique because of the Pearl Button Museum.

Roger Roth, Clark House, came forward to ask what logo was used with the tagline of “Pearl of the Mississippi”. He states that the word “Pearl” describes Muscatine.

Sally Flatland, 3005 West Fulliam Ave. came forward stating she recently moved here and that she feels “The Pearl of the Mississippi” caught her attention when she moved here and caused her to look it up and find out what it meant. She also stated the new tagline is negative in her opinion.

Councilmember Brackett stated when he first was shown the campaign he had reservations but was willing to put aside his feelings to move forward, but now that he so many residents are mirroring his feelings he feels the new logo is not the product it should have been.

Councilmember Harvey stated that the old logo does not convey a beautiful sunset. Mr. Harvey states he would like to see the new logo with a pearl placed on the bend of the river and use the combined tagline.

Mayor Broderson stated she had been interviewed by Northstar regarding the good and bad about Muscatine, but didn’t realize they were working on a new tagline at that time. She stated she is pleased to see there are options being considered to include “Pearl of the Mississippi” as it is important to her history.

City Administrator Gregg Mandsager read a statement submitted from Councilmember Saucedo stating he feels the current logo and tagline should be kept and the new logo and tagline only be used for marketing.

Under Communication:

Councilmember Harvey stated this weekend is the last 2nd Saturday event and encouraged citizens to attend.

Councilmember Malcolm stated he is on standby for disaster relief in Florida due to the hurricane and to please keep them in your prayers.

Councilmember Brockert stated the Riverbend Neighbors meeting will be held Monday at 7 p.m. at the South end Fire Station.

Councilmember Brackett stated his reason for not holding office hours last week was due to being in a wedding. He then stated next Friday October 19th is the Over the Edge fundraiser.

City Administrator Mandsager encouraged citizens to watch the notifications regarding the river flooding and road closures.

Mayor Broderson thanks the citizens of Muscatine for coming to voice their thoughts tonight.

Mayor Broderson stated she had been hosting the Muscatine 6th graders to tour the City Hall and learn about local government.

Mayor Broderson stated that Firefighter Brian Wright is retiring after many years of service and has accepted a position as the Emergency Manager for Muscatine County.

Meeting adjourned at 9:00 p.m.

Gregg Mandsager, City Administrator