

Population Growth
Community Project Teams
March 26, 2013

1. What is the overview/goal(s) of your team's project:

- Identifying why people who work in Muscatine choose to live in other communities.
 - How can we take a next step to meet/correct that need?
- Notes from easel:
 - Focus: More of our professional workforce lives in Muscatine.
 - Quantify the leakage of professional workers.
 - Find out why professional works choose to live here.
 - Quantify workers who work in Muscatine, but live elsewhere.
 - Is there a way we can move forward with building amenities that professional employees want?

2. Identify who should be asked to help (individuals, groups, etc.):

- Local industry: Gary Carlson, HNI, Kent Corp., Chamber (Richard Florida, Peter Kageyama), YPN

3. Identify your team's project leader(s) and project committee members:

- Andrew Anderson
- Andrew Fangman
- Tony Joseph
- Rosa Mendoza
- Nick Gow

4. Identify next steps:

- Ask if students can design a way to collect data on why people stay in a community/why not.
- Is this a perception problem or are there really missing amenities?
- Could there be incentives the major corporations in Muscatine could offer?

Blue Zones
Community Project Teams
March 26, 2013

1. What is the overview/goal(s) of your team's project:

- Move towards certification..
 - Restaurants
 - Grocery stores
 - Smoke-free public housing (Public Health)
 - Complete streets
- Notes from easel not included in above:
 - Behavioral changes

2. Identify who should be asked to help (individuals, groups, etc.):

- P9
- Leadership Co-Chairs/Committees
- Blue Zones Staff

3. Identify your team's project leader(s) and project committee members:

- Sara Fitzer-Huston
- Jim Hayes
- Mary Odell
- Shane Orr

4. Identify next steps:

- Blueprint = Plan
- University of Iowa—2 teams working with restaurants (Dietetics Interns Project, and Communication Project).

Transportation
Community Project Teams
March 26, 2013

1. What is the overview/goal(s) of your team's project:

- Complete Street Models (underway now):
 - Colorado Street—August 2013
 - Cedar Street—September 2013
 - Mississippi Drive Corridor
- Landscaping
- Sidewalks—Existing and Proposed
- Community Pride
- Signage—Welcome
- On-Street Biking—Safety Bike Lanes
- Communication and Convention and Visitors Bureau
- 2016 STP Federal Funding:
 - Highways 38/61
 - Mulberry Avenue
 - Lucas Street
 - Houser Hill
 - Houser Street
 - Existing
- University of Iowa projects/expertise/research needing U of I assistance:
 - City Trails Plan-Master
 - Prioritize above streets.
 - Major street landscaping master plan.

2. Identify who should be asked to help (individuals, groups, etc.):

- Terry Lyon, Running Friends
- Del Wagner, Running Club
- John Sayles, Trails Committee
- City of Muscatine, Parks and Rec.
- Connie Mann, Bike Club
- Blue Zones Representative/staff
- Convention and Visitors Bureau
- YPN

3. Identify your team's project leader(s) and project committee members:

- Randy Hill
- John Sayles, Trails
- Terry Lyon, Running Club
- City Folks--All
- Chuck VanHecke, CVB
- Sarah Lande
- Bob Allbee
- Joni Axel
- Tom Spread

4. Identify next steps:

University of Iowa assistance:

- Funding:
 - Enhancement
 - State Recreation
- City-wide trail master plan—MAGIC (electronically)
- Kiosks Plan for Communications—Need tourism communications.
- Roadways into complete streets:
 - Ride to work—a bike
 - Complete Streets—Make a Plan
 - Sidewalk Survey

Mississippi Riverfront
Community Project Teams
March 26, 2013

1. What is the overview/goal(s) of your team's project:

- Make riverfront a destination.
- Take riverfront improvements to next level:
 - Band Shell
 - Open up to vendors
 - Re-use municipal sprinklers (late summer brown space)
 - Pedestrian accessibility across Mississippi Drive.
 - Implement/Build it
 - Funding is part of process
 - Consider public art

2. Identify who should be asked to help (individuals, groups, etc.):

- Architects: Bankhead & Assoc.; Matthew Gordy, Assoc. Professor, L.A., ISU
- Fundraising: All performing arts groups
- U of I Hancher Auditorium
- MSO
- Pearl City Players
- Food Vendors
- Friday night movies (like Tipton?)
- Festival Groups: Great River Days, Parks & Rec.
- Corporate Muscatine
- Grants, National Foundations, McKnight Foundation
- P.A. systems will be provided by entertainers, so just need electrical power.

3. Identify your team's project leader(s) and project committee members:

- Mayor Dwayne Hopkins
- Kelly Garvin
- Judi Holdorf
- Janet Morrow
- Tom Bankhead
- Mary Jo Stanley
- Ann Meeker
- MSO
- Pearl City Players
- KWPC Radio
- Mississippi Valley Blues Society
- Great River Days
- Civic Chorale
- Ballet
- Drum Corp.
- Joni Axel
- Melanie Alexander
- Sarah Lande
- Architect: 8%-15% of total project in-kind
- Muscatine Community School District
- MCC Music Teachers

4. Identify next steps:

- Council approval
- Fundraising/Sustainability (\$350,000-\$400,000)
- Endowments/Community Foundation
- Tying this project into all initiatives for sustaining communities.
- University of Iowa Students:
 - Operational budget to pay for itself
 - How to run a fundraiser campaign/naming opportunities (benchmarking with other communities who have successfully completed)
 - Research other types of grants?
 - Marketing plan.

Dog Park
Community Project Teams
March 26, 2013

1. What is the overview/goal(s) of your team's project:

- To create a sustainable dog park.

2. Identify who should be asked to help (individuals, groups, etc.):

- Sarah Lande
- Rochelle Conway
- Erin Dindinger
- Patti Fuller-Bloechl
- Ag Learning Center
- Rich Klimes
- Muscatine area veterinarians
- Muscatine Humane Society
- Anyone else/groups who may have an interest

3. Identify your team's project leader(s) and project committee members:

- Co-Chairs: Erin Dindinger and Patti Fuller-Bloechl
- CIAT – Sarah Lande, Rochelle Conway
- Roger Lande
- Ruth Ann Meloy

4. Identify next steps:

- Hold a community interest meeting
- Form task group/citizens committee
- Seek approval from property owner
- University of Iowa Assistance:
 - Develop cost estimate
 - Fundraising for the park
 - Survey/research best practices of dog parks
 - Financial sustainability plan
 - Design and graphics materials for presentations
 - Urban planning for location

Technology
“Connected Community in Iowa”
Community Project Teams
March 26, 2013

1. What is the overview/goal(s) of your team’s project:

- To provide public wi-fi to draw business industry to Muscatine and to make public spaces more desirable and usable.
 - First connected community in Iowa.
 - Communications
 - Wi-fi currently at Library, MHS, soccer complex, McDonald’s, Salvatore’s, and Clarion.

2. Identify who should be asked to help (individuals, groups, etc.):

- Bill Riley, County
- John Krueznstein, City
- Scott Compstock, Muscatine Schools
- GMCCI representative
- Transportation Team Members (Trails)

3. Identify your team’s project leader(s) and project committee members:

- Rich Hines
- Diane Campbell

4. Identify next steps:

- University of Iowa:
 - Needs assessment to identify locations for wi-fi
 - Feasibility study
 - Grant possibilities for funding
 - Communication plan to promote the wi-fi availability and marketing

Community Pride
Community Landscaping
Community Project Teams
March 26, 2013

1. What is the overview/goal(s) of your team's project:

- Pride:
 - Litter
 - Up keep of buildings, yards, homes
 - Visual Highlights
 - Cultural activities in community (seen out in community)
- Landscaping:
 - Develop/promote design plans for ornamental trees
 - Entryways of community
 - City adopt design standards for new areas
 - Add public art to landscaping

2. Identify who should be asked to help (individuals, groups, etc.):

- Master Gardeners
- City of Muscatine
- Keep Muscatine Beautiful
- Branching Out

3. Identify your team's project leader(s) and project committee members:

- Laura Liegois
- Melanie Alexander
- Rochelle Conway
- Steve Boka

4. Identify next steps:

- Identify sustainable programs
- Get residents' involvement (at large)
- Educate residents on programs (current)
- Engage community to determine new programs to fill weakness.
- Practical, achievable, best use of assets
- Engage all the community population
- University of Iowa
 - Public Art – process, concepts, funding, maintenance

**Community Economic/Retail Marketing
Historic District/Downtown
Community Project Teams
March 26, 2013**

1. What is the overview/goal(s) of your team's project:

- We need to educate our community about how spending money locally impacts our community.
- We need to educate our community that having a thriving, vibrant, walkable city center that provides a wide choice of housing options and the amenities people want enhances the community and supports efforts by our companies to hire well-qualified people who will choose to live in Muscatine. It also helps keep young people here.
- We need a recruitment strategy to help us recruit appropriate retail and/or develop our own "home grown" entrepreneurs.
- Two areas that Muscatine is well suited to take advantage of are eco-tourism and historic architecture tourism. We need to explore this and decide how to market the concepts in an engaging way. Make a plan to market Muscatine in general.
- We would like to explore ideas for low-cost facade improvement. We need more folks improving the appearance of their properties.

2. Identify who should be asked to help (individuals, groups, etc.):

- Downtown Action Alliance
- Historic Preservation Commission
- City of Muscatine
- MCC Entrepreneurship Program

3. Identify your team's project leader(s) and project committee members:

- Ann Meeker
- John Beckey
- Mary Wildermuth
- Jane Reischauer
- Jeff Boldt
- Betty Collins
- Pam Collins
- Becky Each
- Haydee King
- Toni Klaren

4. Identify next steps:

- Define more succinctly which items we want to focus on and how University of Iowa can assist us. Ideas may be "buy local" campaigns, retail business recruitment, or tourism.