

**NOTICE AND CALL OF PUBLIC MEETING**

GOVERNMENTAL BODY: THE CITY COUNCIL OF CRESCO, IOWA

DATE OF MEETING: JULY 2, 2012

TIME AND PLACE OF MEETING: 7:00 P.M. AT CRESCO CITY HALL

PUBLIC NOTICE IS HEREBY GIVEN THAT THE ABOVE MENTIONED GOVERNMENTAL BODY WILL MEET AT THE DATE, TIME AND PLACE SET OUT ABOVE. THE TENTATIVE AGENDA FOR SAID MEETING IS AS FOLLOWS:

ROLL CALL: CARMAN, BOUSKA, McGEE, McCARVILLE, LOVELESS

ACT ON THE CONSENT AGENDA: All items listed under the consent agenda will be enacted by one motion. There will be no separate discussion of these items unless a request is made prior to the time council votes on the motion.

1. Approval of the Agenda
2. Approval of the Claims
3. Approval of Minutes from June 18, 2012
4. Application for Tax Abatement under the Urban Revitalization Plan for Todd & Gena Ollendieck
5. Application for Tax Abatement under the Urban Revitalization Plan for Richard Holten & Bryan Sheehy
6. Approval of Pay Request #1 for \$74,656.39 for Skyline Construction Inc for 2<sup>nd</sup> Avenue East Reconstruction Project
7. Request for Street Closing for Alley between 3<sup>rd</sup> Street East and 6<sup>th</sup> Street East on 7/21/12
8. Request for Street Closing for Portion of 3<sup>rd</sup> Avenue East on 7/20/12

STAFF REPORTS: There may be action taken on each of the items listed below.

1. Public Works
2. Police
3. Administration

BUSINESS: There may be action taken on each of the items listed below.

1. Awarding of Hotel/Motel Tax Grant for Tourism Projects
2. Request for Sewer Adjustment for Water not Entering the Sanitary Sewer System from Barbara Mohs
3. Discussion on Bids and Possible Award of Contract for Repair of Scene Shop Roof
4. Resolution Authorizing Mayor to Enter into a Professional Agreement with Hogan Hansen PC to Conduct an Audit of the Financial Statements of the City of Cresco
5. Resolution Authorizing the Mayor and Personnel Committee to Sign an Agreement between the City of Cresco and Local 1068 American Federation of State, County, and Municipal Employees AFL-CIO
6. Discussion on Theatre Lease Agreement

COMMENTS FROM AUDIENCE:

ADJOURN:

THIS NOTICE IS GIVEN AT THE DIRECTION OF THE MAYOR PURSUANT TO CHAPTER 28A, CODE OF IOWA AND THE LOCAL RULES OF SAID GOVERNMENTAL BODY. POSTED JUNE 29, 2012.

STREET CLOSING/PARADE PERMIT

DATE 6-29-12

NAME Naive Hueber (The County Store)

PERMISSION TO CLOSE: 3rd Ave Street from 1st Beplatz to drive way

REASON FOR CLOSURE: Fundraiser for gas station

DATE: July 20th

TIME: (from) 12:00 (to) 5:00 pm

APPROVED: \_\_\_\_\_ SIGNATURE \_\_\_\_\_

PLEASE INCLUDE A MAP MARKING THE STREET OR STREETS YOU WISH TO HAVE CLOSED. PARADE REGULATIONS ARE LISTED BELOW.

60.09 PARADES REGULATED. No person shall conduct or cause any parade on any street except as provided herein:

1. "Parade" Defined. "Parade" means any march or procession of persons or vehicles organized for marching or moving on the streets in an organized fashion or manner or any march or procession of persons or vehicles represented or advertised to the public as a parade.
2. Permit Required. No parade shall be conducted without first obtaining a written permit from the City Council. Such permit shall state the time and date for the parade to be held and the streets or general route therefor. Such written permit granted to the person organizing or sponsoring the parade shall be permission for all participants therein to parade when such participants have been invited by the permittee to participate therein. No fee shall be required for such permit. Permit forms are available at City Hall. (Ord. 289)
3. Parade Not A Street Obstruction. Any parade for which a permit has been issued as herein required, and the persons lawfully participating therein, shall not be deemed an obstruction of the streets notwithstanding the provisions of any other ordinance to the contrary.
4. Control By Police and Fire Fighters. Persons participating in any parade shall at all times be subject to the lawful orders and directions in the performance of their duties of law enforcement personnel and members of the fire department.



Cresco Tourism Advisory Committee  
Travel & Tourism grant recommendations  
28 June 2012 meeting summary

2<sup>nd</sup> Quarter 2012 Travel & Tourism Dollars  
**Available funds this Qtr: \$3,076.29**  
Funds requested: \$10,575.00

- I. Members present: Bootie Kapler, Amy Bouska, Teresa McGee, Zahid Ali.  
Members absent: Joie Lukes, Linda Thompson.  
HCBT present: Anna Schmauss, Spiff Slifka.

II. Recommendations

1. Howard County Agricultural Society, Mighty Howard County Fair
  - a. requesting \$2,000.00
  - b. Committee is in favor of marketing the Fair and Cresco outside the area, but this project (the Fair) was over before the Committee could meet and make recommendations. Recommend to have Fair apply for funding during last Qtr 2012 (Dec) or 1<sup>st</sup> Qtr of 2013 (Mar).
  - c. **Committee recommends awarding \$0.00**
  
2. Howard-Winneshiek Genealogical Society, Microfilm reader/printer
  - a. requesting \$1,0000.00
  - b. Committee understands the need for the reader/printer, but due to limited funds this quarter recommends re-applying at another time.
  - c. **Committee recommends awarding \$0.00.**
  
3. National Night Out, Howard County Peace Officers
  - a. requesting \$1,475.00
  - b. Committee likes this project especially partnering with the Chamber of Commerce and their Family Fun Night. Due to limited funds, Committee felt they could not fund entire project.
  - c. **Committee recommends awarding \$526.29.**
  
4. Fine Arts Council, Annual Art Show
  - a. requesting \$500.00
  - b. This annual Art Show rates high in tourism and lodging at our local hotels/motels.
  - c. **Committee recommends awarding \$500.00.**

5. Cresco Theatre Commission, Illuminated Display Case for outside Opera House
  - a. requesting \$1,500.00
  - b. Committee would like to see the ongoing projects completed at the Opera House (e.g. sidewalk, new seats, concession counter, etc...) before recommending funds to this project. Committee recommends re-applying at another time.
  - c. **Committee recommends awarding \$0.00.**
  
6. HCBT, Cresco and Howard County video
  - a. requesting \$2,000.00
  - b. Committee is very enthusiastic about this project and its many uses by marketing Cresco and Howard County with video placed on websites, You Tube, flash disks, DVDs, through QR codes etc... would be good tourism and business. Due to limited funding this quarter, Committee recommends \$2,000 from Reserve Funds for this project.
  - c. **Committee recommends awarding \$2,000.00 out of Reserve Funds.**
  
7. Cresco Chamber of Commerce, Norman Borlaug Harvest Fest
  - a. requesting \$2,000.00
  - b. Committee supports the Harvest Fest and believes it meets the definition of tourism and recommends the full request for this event.
  - c. **Committee recommends \$2,000.**

III. Regular Business

- a. Committee will meet with Michelle and work with the on-line application process.
- b. Committee would like Travel & Tourism recipients to be reminded in their letter from the City to include information that they are funded by Cresco Travel & Tourism dollars (e.g. use in radio or print advertising, a City logo on hardcopy projects; brochures, etc...).

**Tourism Advisory Committee Evaluation**

Application	Time Sensitive or Need	Application meets Tourism Definition	Lodging	Qtr 1 Funds recommendation
Fair	-	-	-	\$0.00
Genealogy	M/L	L	M/L	\$0.00
National Night Out	H	M	L	\$526.29
Fine Arts Council	H	H	H/M	\$500.00
Cresco Theatre Comm	L	M/L	L	\$0.00
HCBT	H	H	H	\$2,000.00*
Chamber	H	H	H	\$2,000.00
<b>Total</b>				<b>\$3,076.29 + RF</b>

H=high, M=medium, L=low

\* recommends funding out of Reserve Fund (RF)

City of Cresco  
Hotel/Motel Tax

Updated 6/11/12

Awarded but  
Not Paid Yet

1st Qtr Awards - April 2011

Theatre Projector & Restoration-fundraiser 441.36 partial pd

1st Qtr Awards - April 2012

Jaycees Motorcross races	2,100.00
Cresco Comm Theatre mkt bus tours	500.00
How-Winn Alumni & Foundation mailing	700.00
Cresco Chamber Family Fun Nights	915.30

Committed not yet pd	4,656.66
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Fund Balance	19,780.45
Less Committed not yet pd	(4,656.66)
<b>Available fund balance</b>	<b>15,123.79</b>

<b>Current Qtr Tax Rec'vd</b>	<b>3,076.29</b>
(Included in available fund balance above)	

Projects not completed or reduced expense

Chamber	Flag Program - not done	211.00
Boyscouts	Kiwanis project - not done	332.16
Chamber	Tri State Bike - less cost	57.00
HCED & Creger	Haunted House - less cost	3.99
FIT Running Club	Turkey Trot - less cost	4.29
Chamber	Holiday Parade 2011 - less cost	98.00

## City of Cresco Tourism

Timestamp	Project Name:	Date:	Organization/ Agency Requesting Funding:	Contact Person and Title:	Address:	Phone:	Email:	Amount Requested	Total Projected Expenses:	Event Date (if applicable)	Project Completion Date
2012 21:17:14	Mighty Howard County Fair	4/4/2012	Howard County Agricultural Society	Tom Barnes	PO Box 83, Cresco	563-547-4996	tbarnes@mhcfair.com	\$2,000 (for advertising)	\$16,500 advertising budget	June 19-24, 2012	6/24/2012
2012 15:59:55	Microfilm Reader/Printer/S canner	5/17/2012	Howard- Winneshiek Genealogical Society	Jan Wearda, President	215 6th Ave. East, Cresco, IA 52136	563-547-5817	janwearda@yahoo.com	1000	\$10,500--SEE SEPARATE BUDJET	NA	8/30/2012
2012 23:30:21	Nationla Night Out	5/31/2012	Howard County Peace Officers	Lieutenant David Godman	23153 Kings Rd Cresco IA	507-421-7496	dg086@yahoo.com	1475	1475	August 7th 2012	August 7th 2012
2012 9:05:31	Annual Art Show	6/5/2012	cresco Area Fine Arts Council	Loraine Hubka, chair	Cresco, IA 52136	5635472962	wlhubka@lowatel.com.net	550	3500	8/5/2012	8/5/2012
2012 16:45:15	Illuminated Display Case for 1914 Historic Opera House	6/6/2012	Cresco Theatre Commission	David Gosch, Board Member	115 2nd Ave W, Cresco, Iowa 52136	563.547.4392	davidbgosch@live.com	1500	3000	spring/summer 2012	spring/summer 2012
2012 17:09:43	Howard County video	6/6/2012	Howard County Business & Tourism	Spiff Slifka, Tourism Director	101 2nd Ave SW, Cresco IA 52136	563.547.3434	spiff@howard-county.com	2000	2000	spring/summer 2012	spring/summer 2012
2012 9:38:16	Norman Borlaug Harvest Fest	6/14/2012	Cresco Chamber of Commerce	Anna Schmauss, Events Coordinator	101 2nd Ave. SW	563-547-3434	anna.schmauss@cedausa.com	2000	11000	September 14- 16, 2012	September 16, 2012

Describe the project. Will the project occur if not funded by the tourism grant?

How does this project promote Cresco tourism and how does it increase lodging use within the community?

Requested funds to be used for extra promotional efforts for the Mighty Howard County Fair. The Fair has contracted with national country entertainer and therefore wants to expand advertising into markets not usually targeted in previous years. Tourism grant will be used to supplement television advertising package. If tourism grant is not received, advertising will be limited to radio and print venues.

The Mighty Howard County Fair draws an estimated 32,000 to 36,000 people each year. Both motels are booked full during the week of the Fair. In addition, events held on the fairgrounds during the year, such as wedding receptions, reunions, etc., usually result in lodging needs in Cresco for out of town guests.

The goal of the Howard-Winneshiek Genealogical Society is to purchase a new microfilm reader/printer/scanner which is compatible with electronic information storage devices such as computers, smartphones, flash drives, etc. This will be in keeping with the Society's mission of preserving and sharing, both in hard copy and microfilm format, information of our communities and our people. Will our project occur if not funded by the tourism grant? Each of our sources of funding is vital to us in reaching our goal.

A genealogist will travel however many miles it takes just to walk in the footsteps of an ancestor and to finally stand before his/her gravesite. A look at our guest book reveals names of researchers from various states along with area citizens who have done just that. Armed with information about an ancestor from our collection, the researcher is likely to experience the business places, schools, churches, places of residence, cemeteries, local points of interest, museums, etc. which may have existed at the time of his/her ancestor. But a visit can't be all work and no play. Our wellness center, golf course, parks, theater, etc. provide opportunities to relax. Then there are the local celebrations, many of which celebrate the area ethnic groups and their traditions. Celebrations of the lives of individuals born and raised in our county also occur. It takes many organizations working together for the common goal of encouraging tourism. Tourists bring money to the local community resulting in more funds being available to our businesses and organizations to encourage even more tourism. How will it increase lodging use within the community? When can we provide

See Attached A

It's America's Night Out Against Crime!  
National Night Out is our opportunity to enhance the partnership between citizens, businesses and law enforcement communities in efforts to make Cresco a safer place to live, work and raise our families. Our goal is to involve as many citizens, businesses and neighborhoods as possible in our fight to rid our communities of crime. To do this ... WE NEED YOUR HELP!

On August 7, 2012 Cresco neighborhoods and businesses are being invited to join forces with thousands of communities nationwide for the "29th Annual National Night Out" crime and drug prevention event. National Night Out, which is sponsored by the National Association of Town Watch (NATW), will involve over 35 million people. August 7th will be a night that citizens across America can send a powerful message about neighborhood unity, awareness, safety and the police-community partnerships. Help us put the UNITY back into COMMUNITY.

National Night Out is an event enjoyed by people of the community and surrounding areas. This event will showcase our area law enforcement by educating the public of the services we offer as well as becoming more aware of our neighbors. We feel this is important to the community as it brings consciousness of our surroundings and of self. We will have entertainment to include, but not limited to, inflatable bouncy houses, games and prizes for the area children. We feel this event would be both educational and beneficial to our community and we look forward to making this an annual event.

National Night Out is designed to:  
Heighten crime, drug and violence prevention awareness  
Generate support for, and participation in, local anti-crime efforts  
Strengthen neighborhood unity and spirit and enhance police-community

Advertisement-----\$300  
Entertainment-----\$400  
Inflatable Bouncy house-----\$275  
Give aways-----500

This project will take place at the Kessel Park, where local law enforcement will display

<http://www.nationaltownwatch.org/mno/>  
51st Annual Fine Arts Show to be held August 5th at Beadle Park, Cresco, IA. This grant would be used for postage, advertising, supplies and purchasing four 18x24 signs and stakes which will be installed north, south, east and west of Cresco two weeks prior to our show.

This event held the same day as the Fly In Breakfast brings people to Cresco.

The Theatre Commission is looking to bring back lighted display cases to be installed on the outside of the Opera House and used to promote movies and live performances. Along with the new projector and the outside sidewalk project, the Commission would like to install these illuminated cases that once used to grace the outside of the building. Through the Howard County Community Foundation grant we were awarded \$1,500 for this project and would like to secure the necessary funds to finish this project.

No, we will not be able to complete the project with out this tourism grant. We will only be able to fund one case and the original look had two illuminated cases on the outside of the building. We would like to finish the project with two cases displayed outside.

Expenses:	Income:
2 Illuminated Cases \$2,200	Howard County Foundation \$1,500
Wiring & Installation \$ 800*	Cresco Travel & Tourism \$1,500
Total \$3,000	Total \$3,000

\* any additional costs to wiring and installation due to historic building demands will be in

To keep residents and visitors coming to our theatre for movies and live performances, our Opera House is going through some needed restoration and upgrades. Without these upgrades we may lose dollars to other counties and even neighboring states. Being able to better promote the events and activities taking place within the theatre we will attract more people and bring back that continued historic feel to the outside of the Opera House. Making the Opera House even more of a destination place for Cresco will keep our dollars spent locally and we should see more traffic in our restaurants, retail and specialty shops. Especially with our live performances we do have the opportunity to welcome and encourage more people to stay in our hotels/motels and bed and breakfast/guest houses.

See Attached C

Howard County Business & Tourism (HCBT) would like to develop short 'videos' to promote Cresco and Howard County for the city of Cresco, Cresco Chamber, and Howard County websites. This video would be uploaded on YouTube and could be downloaded on flash disks for business recruitment and tourism. The idea is to showcase quality of life in our area, testimonials from residents, business & industry information to encourage relocation to our area and help with filling jobs in hard to fill positions. i.e. Doctors, medical professionals in general. We believe these videos will help tell our story and gain the interest of visitors and new residents to our community. This project may or may not occur without funding. If it does occur it will take longer to complete as we try to raise funds.

Having professional videos that will be available in many forms will promote Cresco and we believe this video will encourage more people to visit our area. This in turn will bring more people to stay in Cresco and use our lodging, our retail and specialty shops, and restaurants.

The 5th Annual Norman Borlaug Harvest Fest is scheduled for Friday, Saturday, and Sunday, September 14-16 in Cresco. The Fest is a tribute to Dr. Borlaug and his accomplishments. We raise funds through sponsorships by Chamber Members. We sell merchandise & beverages and have vendor & activity fees. The fest will occur without the tourism funding, but we are trying to draw a larger regional crowd again this year by booking the El Caminos to play in the Harvest Fest tent on Saturday night.

The Harvest Fest is our community festival but it also has potential to draw tourists from all over the region that would like to pay tribute to Dr. Borlaug and generally have fun. This is a three day event with a wide variety of activities offered. Our hopes are that many people will stay for the entire weekend and use our lodging. People will definitely be eating and buying goods and services at our local businesses and ultimately help the non-profit organizations that use this event as a fundraiser.

## City of Cresco Tourism Grant Applications June 2012

### Attachment A:

When we can provide information and experiences genealogists are seeking, they will not be able to get everything accomplished in one day and will spend a weekend or even more time here. If we satisfy their needs and wants, they may make a visit to the area of their ancestors an annual tradition. Obviously, lodging will be a necessity.

### Attachment B:

will display there patrol cars and interact with childrend and adults. I found it imperative that our local law enforcement has good public relations with our community. The funding that am requesting is very important, and with out it our the project will not go as plan with lack of funds.

### Attachment C:

building demands will be in-kind from the electrician and Theatre Commission volunteers"

See separate sheet for Howard-Winneshiek Genealogical Society budget

HOWARD-WINNESHIEK GENEALOGY SOCIETY  
Digital Microfilm Reader/Printer Budget  
2012

Income

Grants

Howard County Community Foundation (confirmed)	\$1,350
Grace Hughes Foundation (pending)	\$2,000
Cresco Travel and Tourism (pending)	\$1,000
Alliant Energy (pending)	\$3,000

Society-sponsored Fund Drive

Letters to community members (pending)	<u>\$3,150</u>
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Total Income as Budgeted	\$10,500
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Expenses

Fund Drive

Stamps	\$125.00
Envelopes, paper, and ink	\$ 20.00
Advertising	\$150.00

Cost of New Machine

Estimated at	<u>\$10,350</u>
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Total Expenses	\$10,500
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RESOLUTION NUMBER 071202

**RESOLUTION AUTHORIZING THE MAYOR AND PERSONNEL COMMITTEE TO SIGN AN AGREEMENT BETWEEN THE CITY OF CRESCO AND LOCAL 1068 AMERICAN FEDERATION OF STATE, COUNTY, AND MUNICIPAL EMPLOYEES AFL-CIO**

The City Council of the City of Cresco met in regular session on July 2, 2012, at 7:00 P.M.

Council member \_\_\_\_\_ moved the adoption of the foregoing Resolution Authorizing the Mayor and Personnel Committee consisting of Council Members Amy Bouska and Teresa McGee to enter into an Agreement between the City of Cresco and Local 1068 American Federation of State, County, and Municipal Employees AFL-CIO. This contract is in effect from July 1, 2012 through June 30, 2015. Council member \_\_\_\_\_ seconded said motion. A roll call vote was requested by the Mayor and said roll call vote resulted as follows:

Ayes: \_\_\_\_\_  
Nays: \_\_\_\_\_  
Absent: \_\_\_\_\_

Thereupon, the Mayor declared said Resolution duly passed and announced that the agreement dated July 2, 2012, between the City of Cresco and Local 1068 American Federation of State, County, and Municipal Employees AFL-CIO is approved and that the Mayor and Personnel Committee are authorized to execute the agreement on behalf of the City of Cresco.

PASSED AND APPROVED THIS 2<sup>ND</sup> DAY OF JULY, 2012.

BY: \_\_\_\_\_  
Mayor Mark Bohle

ATTEST: \_\_\_\_\_  
City Clerk Michelle Girolamo