

City Administrator Report to Mayor & City Council

July 21, 2016, Edition No. 229

WEEKLY UPDATE:

- Bi-State: Attached is the July 27, 2016 Commission Packet. The Commission meeting scheduled for Wednesday, July 27, 2016.
- HRDP Grant: Please see the attached information related to a grant submitted by Historical Commission (no match) for the declaration of an historical district. The request/grant was denied at this time, but provided some limited feedback.
- RAGBRAI: Please see the attached 2016 RAGBRAI map.
- Veterans Hiring Event: FYI...the attached flyer for August was provided by the Davenport Iowa Works Office. Their services cover the Muscatine Iowa area. The flyer is for an upcoming Veteran's Job Fair that is scheduled for August 16 in Davenport.
- Fire: Please see the following information provided by Chief Ewers regarding the aerial: We have ATC (American Testing Center) here doing our annual aerial ladder testing and they found a serious leak on our main aerial cylinder lift on the boom and it's leaking hydraulic fluid and not able to maintain position when elevated. It's out of service as we speak. In the process of getting EAM (Emergency Apparatus Maintenance) here tomorrow (Wednesday) to see if this something we can repair on site or if it needs to go to Minnesota. Will know tomorrow on the game plan, but for now it's out of service and unable to use. I'm in the process of lining up Davenport Fire like we have done in the past as a back up so we would be able to request them to respond if needed. Also working on Wapello Fire. We have agreements with these two departments and this is what we have done in the past. I'll keep you posted. No idea on repair cost until they diagnose. Could just be a blown seal or could be worse. Should have better understanding tomorrow when EAM (Emergency Apparatus Maintenance) gets here. From Wednesday - Had Emergency Apparatus Maintenance rep here this morning to look at aerial. It is an hydraulic issue on the main boom that operates the aerial ladder. (The issue a few years ago was with the waterway and seals) - a totally different issue and nothing to do with the warranty. It was Pierce/Reliant that did that repair, but the Bronto Aerial contract went from Pierce out of Wisconsin to EOne out of Florida. EAM is an authorized company for repairs and they are working with EOne out of Florida and their Operations Team out of Minnesota on plan of action for repair along with an estimate on what it will be to get this fixed. I will know more hopefully later today, but as of now the plan is to drive the aerial up to Minnesota. We will need to double check with DOT on any permitting due to the weight of the aerial. Initial estimate is \$ 20,000 to \$ 30,000 for repair, but will have better idea later today. The cost is due to the complexity of the issue and rental of a crane to take apart aerial ladder part from chassis in order to fix the leak and repair seals on main boom. They are suppose to call me back to confirm that they can tackle this repair, along with a better estimate of cost, and how long it would take to fix. I'm working on DOT permits now. We do have Davenport and Montpelier lined up so we can request them if needed. But

would be looking at a long response time. Also have option of renting an aerial, but at this point that is not my recommendation if we can get this fixed in one to two weeks. I'm getting pricing on this option also just so we know what it is, but rentals come out of Arkansas or somewhere around there. As a reminder, Aerial is planned for replacement at 20 years, which is next budget cycle. Initial estimates for new aerial will be around 1.1 to 1.4 million. Once I get confirmation from the next phone call that I'm waiting on I'll get back with you on this with our game plan along with approval before proceeding.

- CVB: Please see the attached powerpoint and draft marketing plan the CVB is discussing/preparing.
- RAGBRAI: The Police Department received a Mobile ATE Vehicle from GATSO (our vendor) today try out. The department will receive some training on the unit and set up requirements in advance of testing.
- Vacation: My family and I will be visiting my parents for a long weekend (leaving Friday and returning Monday). If you need to reach me, cell would be the best method.



MEETING ANNOUNCEMENT AND AGENDA BI-STATE REGIONAL COMMISSION

Wednesday, July 27, 2016, 3:30 p.m.

Scott County Administrative Center

600 West Fourth Street

Davenport, IA

FINANCIAL
(green)

ACTION NEEDED
(yellow)

INFORMATIONAL
(white)

- | | | | | | | | |
|-------------------------------------|-------------------------|---------|---|-------------------------------------|-------------------------|---------|----------------|
| X | X | X | 1. <u>Approval of the June 22, 2016 Minutes (See enclosed)</u> – John Thodos, Chair | | | | |
| X | X | | 2. <u>Treasurer’s Report (See enclosed)</u> – Frank Klipsch, Treasurer | | | | |
| X | X | | 3. <u>Finance and Personnel Committee/Financial Matters</u> – JoAnne Hillman, Finance and Personnel Committee Member | | | | |
| X | X | | a. <u>Bills</u> (See enclosed) | | | | |
| X | | X | b. <u>Report on Progress on Commission’s FY 2016 Program Budget as of 6/30/2016</u> (See enclosed) | | | | |
| X | X | | c. <u>Contracts/Grants for Consideration</u> – Denise Bulat, Executive Director | | | | |
| | | | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">I. Iowa Department of Public Health</td> <td style="width: 33%;">Complete Streets Policy</td> <td style="width: 15%;">\$9,500</td> <td style="width: 19%;">8/1/16-6/29/17</td> </tr> </table> | I. Iowa Department of Public Health | Complete Streets Policy | \$9,500 | 8/1/16-6/29/17 |
| I. Iowa Department of Public Health | Complete Streets Policy | \$9,500 | 8/1/16-6/29/17 | | | | |
| | | | II. Other Contracts/Grants | | | | |
| X | | | 4. <u>Report on Food Hub Activities</u> – Liz Hogan, Director | | | | |
| | | | 5. <u>Questions or Comments by Commissioners</u> | | | | |
| | | | 6. <u>Other Business</u> | | | | |
| | | | 7. <u>Adjournment</u> | | | | |

NEXT MEETING:

Wednesday, August 24, 2016 – 3:30 p.m.

Scott County Administrative Center

600 West Fourth Street

Davenport, IA

**MINUTES OF THE
BI-STATE REGIONAL COMMISSION**

Wednesday, June 22, 2016, 3:30 p.m.
Scott County Administrative Center
600 West Fourth Street
Davenport, IA

MEMBERS PRESENT: Thodos – Chair, Austin, Broderson, Earnhardt, Gallagher, Gradert, Heninger, Holst, Howard, Klipsch, Lawrence, O’Boyle, Raes, Schloemer, Sherwin, Sorensen, Stoermer, Sunderbruch, Tank, Washburn

MEMBERS ABSENT: Anderson, Callaway-Thompson, Conrad, Gordon, Hillman, Holmes, Looney, Maranda, Moore, Newton-Butt, Pauley, Terry

OTHERS PRESENT: Joe Taylor, Quad Cities Convention & Visitors Bureau; Scott Tunnickliff, Scott County Representative to Iowa Mississippi River Parkway Commission; Eli Degni, Citizen

STAFF PRESENT: Bulat, Grabowski, McCullough, Miller, Moritz

Chair Thodos called the meeting to order at 3:32 p.m.

1. **Approval of the May 25, 2016 Minutes.** Mr. Austin moved to approve the minutes of the May 25, 2016 meeting as presented. Mr. Washburn seconded the motion, and it passed unanimously.
2. **Treasurer’s Report.** Mayor Klipsch presented the Treasurer’s Report for the month ending May 31, 2016, noting an ending total bank and book balance of \$710,216.39. Mayor O’Boyle moved the report be accepted as written and mailed. Ms. Earnhardt seconded the motion, and it passed unanimously.
3. **Finance and Personnel Committee.**
 - a. **Bills.** Mr. Austin presented the bills totaling \$334,435.79, as listed on the following bills listing:

Bills List

Bohnsack & Frommelt, LLP, progress billing for year-end audit June 30, 2016	\$ 3,000.00
Hurt, Norton & Associates, May 2016 legislative technical service and Professional Media Services (cost reimbursed by participating member governments)	9,750.00

Rock Island County Treasurer	5,331.72
07/2016 Rent	\$4,618.38
07/2016 Internet Access	88.00
05/2016 Postage	454.60
05/2016 Supplies	49.20
05/2016 Cell Phone	121.54*

*(Partial costs reimbursed by HCEDP)

Thomas A. Skorepa, P.C., Administrator Hearing Officer, May services (cost reimbursed by MUNICES)	3,185.00
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Addendum

Blackhawk Bank & Trust, VISA charge card expenses related to Illinois and Iowa Intergov meetings; Finance and Personnel meeting; Chief Elected and Chief Administrative Officials Committee meeting (cost reimbursed by participating member governments); Managers and Administrators Committee meeting (cost reimbursed by participating member governments); 1 staff attending Step It Up Iowa; 1 staff membership to Association of Pedestrian and Bicycle Professionals; 1 staff attending the 2016 MidAmerica GIS Symposium; 1 staff attending the Illinois Enterprise Zone Association Spring Conference; office supplies 3,171.07

City of Buffalo, Regional Nutrition project (cost to be reimbursed by Department of Public Health grant) 4,350.00

Disbursement of funds for the following Bi-State Revolving Loan Fund Loan: Moline Promenade, Inc. 305,648.00

Mr. Austin moved approval of the bills totaling \$334,435.79 as presented above. Mr. Gradert seconded the motion, and it passed unanimously.

b. Report on Progress on Commission's FY 2015-16 Program Budget as of May 31, 2016. Mr. Austin explained the Program Budget Status Report was mailed in members' packets. The Commission is 92% through the fiscal year with 76.2% expended and within budget.

c. Contracts/Grants for Consideration. Ms. Bulat presented the following contracts and grants for consideration.

- Contract with Emergency Telephone System Board for Staff Support. The contract is for actual costs and will run from July 1, 2016 to June 30, 2017.
- Contract with Rock Island County Waste Management Agency for Staff Support. The contract is for actual costs and will run from July 1, 2016 to June 30, 2017.
- Contract with Scott County Kids for Financial Management. The contract is for actual costs and will run from July 1, 2016 to June 30, 2017.
- Contract with Scott County Housing Council for Financial Management. The contract is for actual costs and will run from July 1, 2016 to June 30, 2017.
- Contract with Rock Island Arsenal Development Group for Financial Management. The contract is for actual costs and will run from July 1, 2016 to June 30, 2017.
- Grant with Iowa Association of Regional Councils for Iowa Department of Economic Development for planning assistance to local governments. The grant is for \$11,764 and will run from July 1, 2016 to June 30, 2017.
- Contract with Scott County Emergency Management Agency for a Scott County Hazard Mitigation Plan Update in the amount of \$30,000 for the period 8/1/16 through 8/19/18.

Ms. Earnhardt moved approval of the contracts and grant amendment as presented above, and Mayor Klipsch seconded. The motion passed unanimously with Mr. Schloemer abstaining from voting on the Scott County Housing Council contract.

- d. Consideration of Recommended FY2017 Commission Planning Budget. Mr. Austin moved approval of the recommended FY2017 Commission budget plan as presented at the May 25, 2016 meeting. Mayor Raes seconded the motion, and it passed unanimously.
4. Report on Tourism Activities. Mr. Taylor informed Commissioners that hotel revenue hit \$100 million during the April 2015 to May 2016 time period. Much of that revenue is due to the Quad Cities hosting such events as the Missouri Valley Conference Women's Basketball Tournament. Other large tourism-driving events include the Great Race, the John Deere Classic, the Bix 7 Race, and many more. The Quad Cities will play host to the Iowa Tourism Conference in September 2016 as well as the Mississippi River Cities and Towns Initiative in 2018.

The QCCVB recently helped cross-country hikers using the American Discovery Trail from Delaware to California. Mr. Taylor also said that the QCTrails.org website has attracted several visitors and generated buzz about the trail systems in the region.

On July 21, Geotourism by National Geographic will roll out its national campaign on exploring the Mississippi River with the launch of a website. Also in the works is the Quad Cities Regional Heritage Resources Inventory. Local libraries are gathering information on what historical resources are available in each location. Illinois Tourism is undergoing a branding change with the launch of its new slogan "Are you up for amazing?"
5. Questions or Comments by Commissioners. Chair Thodos said that he received a call from the auditing company, and informed them that he saw no issues with Bi-State's business practices. He also said that the current Miss Illinois is from East Moline. Mayor Klipsch reminded Commissioners of the upcoming 4th of July celebration, Red, White, and Boom on Sunday, July 3 in the downtown areas of Davenport and Rock Island. Additionally, the Major League Baseball traveling Hall of Fame exhibit is in Davenport at Modern Woodman Park from July 3 to July 10. He also introduced his guest from Togo, Eli Degni. Mayor Raes reported that the Illinois governor's office has said they are committed to funding the passenger rail project from Chicago to the Quad Cities, but there is no official start date.
6. Other Business. Mr. Tunnickliff said that the Iowa Mississippi River Parkway Commission (MRPC) was formed in 1938 by President Franklin Roosevelt to develop highways and amenities along the Great River Road (GRR) and to promote tourism. The GRR includes 3,500 miles of designated roads along the Mississippi and is the third most popular travel destination in the United States.

The mission of the MRPC is to improve the quality of life along the river and to promote tourism. The MRPC works on a budget of \$40,000 annually and is made up of mostly volunteer members from communities along the 341 miles of Great River Road along the Iowa border. The MRPC is asking for help to promote the Great River Road and educate citizens about the amenities along the Mississippi River. For more information, visit www.iowadot.gov/iowabyways/IAGRR-CMP.html.
7. Adjournment. The meeting adjourned at 4:15 p.m.

Respectfully submitted,



Kimberly Callaway-Thompson
Secretary

**BI-STATE REGIONAL COMMISSION
TREASURER'S REPORT
FOR THE MONTH ENDING JUNE 30, 2016**

	<u>Balance June 1</u>	<u>Deposits</u>	<u>Withdrawals</u>	<u>Balance June 30</u>
GENERAL SAVINGS ACCOUNT BANK & BOOK BALANCE:				
Balance – June 1, 2016	\$ 662,538.33			
Add Deposits		\$ 229,042.46		
Less Transfers			\$ 269,271.31	
Balance – June 30, 2016				\$ 622,309.48
RLF SAVINGS ACCOUNT BANK & BOOK BALANCE:				
Balance – June 1, 2016	\$ 1,174.34			
Add Deposits		\$ 0.15		
Less Transfers			\$ 0.00	
Balance – June 30, 2016				\$ 1,174.49
CHECKING ACCOUNT BANK AND BOOK BALANCE:				
Balance – June 1, 2016	(\$ 56,539.51)			
Add Deposits		\$ 171,447.15		
Less Checks Written			\$ 164,861.89	
Balance – June 30, 2016				(\$ 49,954.25)
PAYROLL ACCOUNT BANK & BOOK BALANCE:				
Balance – June 1, 2016	\$ 3,043.23			
Add Deposits		\$ 97,680.56		
Less Checks Written			\$ 97,860.23	
Balance – June 30, 2016				\$ 2,863.56
INVESTMENT ACCOUNTS BANK & BOOK BALANCE:				
Balance – June 1, 2016	<u>\$ 100,000.00</u>			
State Bank of Orion 12/25/15 – 6/25/16 (.20%)				
Add Investments Made		<u>\$ 100,000.00</u>		
State Bank of Orion 6/25/16 – 12/25/16 (.20%)				
Less Investments Matured			<u>\$ 100,000.00</u>	
State Bank of Orion 12/25/15 – 6/25/16 (.20%)				
Balance – June 30, 2016				<u>\$ 100,000.00</u>
TOTAL BANK & BOOK BALANCE:				
Balance – June 1, 2016	<u>\$ 710,216.39</u>			
Deposits in June		<u>\$ 598,170.32</u>		
Withdrawals in June			<u>\$ 631,993.43</u>	
Balance – June 30, 2016				<u>\$ 676,393.28</u>
<u>PASS THROUGH FUNDS</u>				
BI-STATE RLF ACCOUNT:				
Balance – June 1, 2016	<u>\$1,062,174.55</u>			
Add Deposits		<u>\$ 218,454.35</u>		
Less Withdrawals			<u>\$ 195,419.71</u>	
Balance – June 30, 2016				<u>\$1,085,209.19</u>
MERCER-MUSCATINE RLF ACCOUNTS:				
Balance – June 1, 2016	<u>\$ 123,245.19</u>			
Add Deposits		<u>\$ 4,111.23</u>		
Less Withdrawals			<u>\$ 20.00</u>	
Balance – June 30, 2016				<u>\$ 127,336.42</u>

**BILLS TO BE CONSIDERED FOR APPROVAL
AT THE JULY 27, 2016
BI-STATE REGIONAL COMMISSION MEETING**

Blackhawk Bank & Trust, VISA charge card expenses related to Manager's & Administrator's Committee meeting (cost reimbursed by participants); 1 staff attending the National Regional Transportation conference; Northwest Municipal League Golf tournament and dinner (costs reimbursed by participants); 1 staff attending the Classifying Positions Under the Fair Labor Standards Act seminar; Thomas Skorepa, Administrative Hearing Officer, membership renewal to National Association of Administrative Law Judiciary (costs reimbursed by MUNICES); 3 staff attending the Illinois Community Development Block Grant Application workshop; office supplies	\$ 4,217.38
City of Buffalo, Regional Nutrition project (costs to be reimbursed by Department of Public Health grant)	4,020.00
Hurt, Norton & Associates, June 2016 legislative technical service and Professional Media Services (cost reimbursed by participating member governments)	9,750.00
Rock Island County Treasurer	5,718.72
08/2016 Rent \$4,618.38	
08/2016 Internet Access 88.00	
06/2016 Postage 761.19	
06/2016 Supplies 129.61	
06/2016 Cell Phone 121.54*	
*(Partial costs reimbursed by HCEDP)	
Thomas A. Skorepa, P.C., Administrator Hearing Officer, June services (cost reimbursed by MUNICES)	<u>3,745.00</u>
TOTAL	<u>\$27,451.10</u>

Additional bills for which invoices have not yet been received and will be listed on an addendum to be distributed separately.

**BI-STATE REGIONAL COMMISSION
FY 2015-16 Program Budget Status Report
Through Month of June – 100% of Year**

ADOPTED BUDGET:	\$2,057,909.00	EXPLANATION:
EXPENDED THROUGH JUNE:	\$1,868,003.77 (90.8%)	
STAFF LEVEL BUDGETED:	25.00 F.T.E.	
STAFF LEVEL MAINTAINED:	22.50 F.T.E.	

MEMBER GOVERNMENTS SERVED DIRECTLY AND ACTIVITIES DURING JUNE:

ALEDO – MMRLF Coord.; Transit Mobility/HSTP Planning; ITEP Grant Asst.; Economic Profile; Website Support.
 ALPHA – HCEDP Participation; Transit Mobility/HSTP Planning.
 ANDALUSIA – RICWMA Staffing; MPO Trans. Coord. & LRTP; Riverfront Council; Website Support.
 ANDOVER – HCEDP Participation; Transit Mobility/HSTP Planning; USDA Grant Inquiry; Website Development.
 ANNAWAN – Joint Purchasing Council Inquiry.
 ATKINSON – HCEDP Participation; Transit Mobility/HSTP Planning; Website Support.
 BETENDORF – Air Quality Asst.; Drug/Alcohol Testing Consort.; I-74 Bridge Coord.; IAQC Transit Planner Coord. and FTA 5339 Grant; Joint Purchasing; QCICNet; Riverfront Council; RLF Loan Admin.; Scott Co. Housing Council; Solid Waste Coord.; Trail Coord. and Trails Counting; REAP Plan Update; Park/Rec Plan Update; MPO Trans. Coord. & LRTP.
 BLUE GRASS – Reg. 9 Transp. Coord.; Solid Waste Coord.; Mapping Asst.; Website Support; Grants Inquiry.
 BUFFALO – Riverfront Council; Solid Waste Coord.; Trail Planning & Related Funding Asst.; IDPH Nutrition Grant; RDA Grant Application.
 CAMBRIDGE – HCEDP Participation; Transit Mobility/HSTP Planning.
 CARBON CLIFF – Joint Purchasing; RICWMA Staffing; MPO Trans. Coord. & LRTP; Trail Planning; Grant Inquiry; Mapping Asst.
 COAL VALLEY – Joint Purchasing; MUNICES Coord.; RICWMA Staffing; Floodplain; Mapping Asst.
 COLONA – Joint Purchasing; Floodplain; Funding inquiry.
 CORDOVA – RICWMA Staffing; Riverfront Council; Website Support.
 DAVENPORT – Air Quality Asst.; IAQC Transit Planner Coord.; CitiBus Routes Advisory Group & FTA 5339 Grant; Joint Purch.; QCICNet; Riverfront Cncl.; RLF Loan Admin.; Scott Co. Housing Cncl.; Solid Waste Coord.; Dav. Schools Haz. Mit. Plan; Trails Planning & Count Collection; PICH-Safe Routes to Schools Planning; MPO Trans. Coord. & LRTP Coord.; Floodplain Grants. Asst.; Complete Streets & SRT Grant Inquiries.
 EAST MOLINE – Air Quality Asst.; E9-1-1 Coord.; IL QC Intergov. Comm.; Joint Purchasing; MUNICES Coord.; QCICNet; RICWMA Staffing; Riverfront Council; RLF Admin.; RMS Coord.; Interop. Proj.; MPO Trans. Coord. & LRTP; Trail Planning; Zoning Ordinance; Floodplain.
 ELDRIDGE – Drug & Alcohol Consort.; Solid Waste Coord.; Website Support; Trails Planning & Research; MPO LRTP Projects Coord.
 GALVA – HCEDP Participation; Transit Mobility/HSTP Planning.
 GENESEO – HCEDP Part.; Transit Mobility/HSTP Planning; Trail Planning/Grant App. Site Visit & Follow-up.
 HAMPTON – MUNICES Coord.; RICWMA Staffing; Riverfront Council.
 HENRY COUNTY – HCEDP Participation; Joint Purchasing; Transit Mobility/HSTP Planning; Trail Coord.; Legislative Priorities Asst.; Floodplain Coord.; MPO Trans. Coord. & LRTP; Fact Sheet Update; Grant Inquiry.
 HILLSDALE – Transit Mobility/HSTP Planning; Floodplain.
 KEWANEE – Transit Mobility/HSTP Planning; Juvenile Detention Facility Data Asst.; CDAP Grant Inquiry.
 LECLAIRE – Joint Purchasing; Riverfront Council; Solid Waste Coord.; MPO Trans. Coord. & LRTP; Trails Planning; Comprehensive Plan & Mapping.
 LONG GROVE – Reg. 9 Trans. Coord.; Solid Waste Coord.; Website Support; Joint Purchasing Council Inquiry.
 MCCAUSSLAND – Reg. 9 Trans. Coord.; Solid Waste Coord.
 MILAN – E9-1-1 Coord.; IL QC Intergov. Comm.; Joint Purchasing; MUNICES Coord.; QCICNet; RICWMA Staffing; MPO Trans. Coord. & LRTP; RLF Admin.; RMS Coord.; Interoperability Project; Cons. Dispatch Study Asst.; Hennepin Canal Trail Event Map & Logo.
 MOLINE – Air Quality Asst.; E9-1-1 Coord.; Joint Purch.; I-74 Bridge Coord.; IL QC Intergov. Comm.; MUNICES Coord.; QCICNet; RICWMA Staffing; Riverfront Cncl.; RLF Adm.; RMS Coord.; Trails Coord.; MPO Trans. Coord. & LRTP; PICH-Safe Routes to Schools Planning; Interop. Proj.
 MUSCATINE CITY – Air Quality Asst.; Joint Purch.; Reg. 9 Transportation Coord., Including Freight; MMRLF Coord.; Solid Waste Coord.; Trail Planning/ADT Coord.; Trails Use Count Collection; Riverfront Planning.
 MUSCATINE COUNTY – Air Quality Asst.; Joint Purch.; Reg. 9 Coord, LRTP; Solid Waste Coord. & Plan Update; Trails Planning/ADT Coord.; Transit Mobility Coord.; MMRLF Coord.
 NEW BOSTON – Transit Mobility Coord./HSTP Planning.
 OAK GROVE – E9-1-1 Coord.
 ORION – HCEDP Participation; Website Support; Transit Mobility/HSTP Planning; Fact Sheet/Community Profile Development.
 PORT BYRON – RICWMA Staffing; MPO Trans. Coord. & LRTP; TAP Funding Coord.; Riverfront Council.
 PRINCETON – Riverfront Council; Solid Waste Coord.; MPO Trans. Coord. & LRTP; Trail Planning; Sidewalk/Trails Meeting.
 RAPIDS CITY – RICWMA Staffing; Riverfront Council.
 RIVERDALE – Riverfront Council; Solid Waste Coord.; Trails Coord; Website Support.
 ROCK ISLAND CITY – Air Quality Asst.; E9-1-1 Coord.; IL QC Intergov. Comm.; Joint Purch.; MUNICES Coord.; QCICNet; Riverfront Cncl.; RICWMA Stfg.; RLF Loan Admin.; RMS Coord.; Interop. Proj.; PICH-Safe Routes to Schools Planning; Trails Coordination & Counts Collection; MPO Trans. Coord. & LRTP Projects Coord.; ITEP Grant App.
 ROCK ISLAND COUNTY – Air Quality Asst.; E9-1-1 Coord.; IL QC Intergov. Comm.; Joint Purchasing; LEPC Committee; MUNICES Coord.; QCICNet; RICWMA Stfg. & Website Support; RMS Coord.; Trail Coord.; Transit Mobility/HSTP Planning; Passenger Rail; Floodplain Coord. Efforts; Haz. Mit. Planning Coord.; QC Health Initiative, Safe Routes to Schools Planning; Highway Safety Planning; MPO Trans. Coord. & LRTP Projects Coord.; Graphics Asst. – Sheriff Dept. Business Cards, Zoning Doc Asst.; Enterprise Zone App.
 SCOTT COUNTY – Financial Mgmt – Scott Co. KIDS and Scott Co. Hsg. Cncl.; Scott Co. Kids Community Plan; Air Quality Coord.; I-74 Bridge Coord.; Joint Purch.; QCICNet, Reg. 9 Transportation Coord. & MPO LRTP; Transportation Planning Orientation; RLF Admin.; Solid Waste Coord. and Plan Update; Local Food Systems Coord.; Trail Planning/ADT Coord.; REAP Plan Update; Transit Mobility/HSTP Planning; Interop. Project; QC Health Initiative Safe Routes to Schools Planning; Countywide IT Survey.
 SHERRARD – Joint Purchasing; Transit Mobility/HSTP Planning; Website Support.
 SILVIS – E9-1-1 Coord.; IL Intergov. Comm. Coord.; Joint Purch.; MUNICES Coord.; QCICNet; RICWMA Stfg.; RMS Coord.; Trails Plan.; ITEP Grant and TAP Funding Coord.; RLF Loan Admin.
 VIOLA – Transit Mobility/HSTP Planning.
 WALCOTT – Reg. 9 Transportation Coord.; RLF Admin; Solid Waste Coord.; Trail Coord.
 WEST LIBERTY – Air Qual. Coord.; Reg. 9 Transportation Coord.; Trails Plan/ADT Coord. Solid Waste Coord.; Musc. Co. Haz Mit Plan; MMRLF; Comprehensive Plan Proposal.
 WILTON – Air Qual. Coord.; Reg. 9 Transp. Coord. & TAP Project Management Process; Solid Waste Coord.; Muscatine Co. Haz Mit Plan; MMRLF.
 WINDSOR – Transit Mobility/HSTP Planning; CDAP Grant Application Asst. & Mapping.
 WOODHULL – HCEDP Participation; Transit Mobility/HSTP Planning.

Bi-State Report – June

COMMUNITY/ECONOMIC DEVELOPMENT: Submitted five-year update of regional *Comprehensive Economic Development Strategy (CEDS)* to Economic Development Administration. Conducted cost-of-living survey. Provided information to Henry County Economic Development Partnership (HCEPD) board. Monitored scheduling for Enterprise Zone application, December 2016. Attended IA RELAT meetings. Attended Iowa Regional Council meeting. Assisted members with legislative priorities. Communicated with Mercer and Muscatine Counties' economic development officials to discuss development efforts and strategies. Hosted APA planning and bike/pedestrian webinars for members.

DATA/GRAPHICS/MAPPING/ON-LINE SERVICES

Data Center: Staff responded to 6 data and map requests in June 2016 including 2 from local governments, 1 from businesses, 2 from private citizens, and 1 from non-profits. The data section of the Bi-State website had 37 page views. The data warehouse site (www.greaterqcregion.org) had 399 visits and 523 page views.

Graphics/GIS/Mapping: 2045 Quad Cities Long Range Transportation Plan printing coordination; Be Healthy QC (PICH) Grant – QCTrails.org Website; Metrolink Service Area Map for Project Now (HSTP); QC Marathon Map Asst.; QC Street Map (Folded & Wall Versions) Distribution; QC Urban Travel Model Data and GIS Assistance; Region 9 & Urban Transportation Improvement Program (TIP) Mapping; Update/Maintain GIS Data for Street Centerlines, Traffic Counts, MPA Boundary, Federal Functional Class Routes, Urban Areas, Corporate Limits, Landmarks, Rail, Trails, and other layers.

www.bistateonline.org: Total pages viewed for June 2016 was 1,955 and top pages viewed included: Home Page (683); Our Staff (96); Search (96); Who We Are (45); QC Metro Area Transportation Improvement Program (TIP) (42); Environment (41); Joint Purchasing Council (37); Long Range Transportation Plan (33); and Average Daily Traffic Counts (31).

ENVIRONMENTAL, RECREATION, RIVERFRONT SERVICES: Responded to inquiries & assisted with trail/recreation project funding assistance/grants and trail use counting. Addressed DNR comments on Iowa Region Solid Waste Plan update and received plan approval. Served Rock Island County Waste Management Agency (RICWMA) with coordination of meetings, oversight, and management of waste disposal and recycling programs, including drop-off recycling program RFP process; reporting; and overall agency administration. Responded to RICWMA telephone inquiries from general public & media concerning solid waste and recycling issues. Continued coordination of issues related to Bi-State Region Clean Air Partnership and strategies for emission reduction. Continued multi-jurisdictional hazard mitigation planning. Attended River Action & RiverVision meetings. Organized and held bi-monthly meeting of Quad City Riverfront Council.

INTERGOVERNMENTAL FORUMS AND REGIONAL SERVICES: Continued assistance to the Joint Purchasing Council (JPC). Worked on the following bids: food service supplies, copier/plotter paper, calendars, printer and utility supplies. Staffed Quad Cities Area intergovernmental forums and meetings of area recreation directors, managers, administrators, and chief elected officials. Continued coordination and planning for the awarded Department of Justice interoperability grant. Assisted with Rock Island Arsenal issues.

REVOLVING LOAN FUND (RLF): Administered Bi-State RLF Program: Prepared meeting agenda, minutes and financial summary report. Provided information to potential applicants from Bettendorf, Davenport, Moline, and Scott County. Continued receiving job creation information from active companies. Administered Mercer/Muscatine RLF Program (MMRLF): Prepared financial summary report. Provided information to potential applicants in Muscatine and West Liberty. Worked with Aledo, Muscatine City and County, West Liberty, and Wilton to identify potential projects for gap financing.

TRANSPORTATION PLANNING, PROGRAMMING AND PROJECT DEVELOPMENT: Attended related meetings, presented information, and continued staff coordination of river crossing issues. Prepared adopted LRTP for publication. Held Iowa interdisciplinary traffic safety meeting, and monitoring I-80/I-74 incident management planning. Conducted travel time surveying of congested corridors. Prepared monthly reports of federal transportation programs and coordinated related funding/reporting. Monitored air quality emission issues and exceedances. Continued "Make Air Quality Visible" strategic plan implementation. Worked on connections of American Discovery Trail (ADT)/Grand Illinois Trail and Mississippi River Trail and attended related meetings, as well as other trails and bike-sharing planning and grant assistance, including grant assistance for IL Transportation Enhancement Program (TEP). Facilitated issues related to Bi-State Regional Trails Committee. Participated in Partnership in Community Health (PICH) grant facilitation. Coordinated Bi-State Drug and Alcohol Testing Consortium random testing program. Monitored MPO and Iowa Region 9 FY16 Transportation Planning Work Programs and finalized FY2017 documents. Monitored MPO & Region 9 FFY16-19 Transportation Improvement Programs (TIP) including facilitating TIP revisions and maintenance of data entry in Iowa TPMS as part of transportation improvement programming. Prepared MPO & Region 9 FY2017-2020 TIP documents. Administered IAQC and Illinois Region 2 transit coordinator positions. Continued efforts to implement FTA 5339 grant process. Held meeting with intercity bus carrier. Monitored status of implementation of passenger rail service to Chicago. Attended area Air Service, IL Statewide Public Transit Plan, Illinois Greenway & Trails meetings. Participated in webinars, workshops, and conferences on various transportation topics.

IOWA DEPARTMENT OF CULTURAL AFFAIRS

MARY COWNIE, DIRECTOR
CHRIS KRAMER, DEPUTY DIRECTOR

TERRY E. BRANSTAD, GOVERNOR
KIM REYNOLDS, LT. GOVERNOR

July 1, 2016

Diana Broderon
City of Muscatine
215 Sycamore Street
Muscatine, IA 52761

RE: HRDP Grant Application
City of Muscatine
Nomination of the Fair Oaks Historic District to the NRHP

Dear Diana,

Thank you for applying to the State Historical Society of Iowa, a Division of the Department of Cultural Affairs, for support of your historical resource development project.

Your Historical Resource Development Program grant application received careful consideration as one of many requests for funding. While we are not able to fund your project at this time, we applaud your efforts to interpret, preserve, and enhance Iowa's historical resources. We encourage you to seek out future opportunities for support of your project from the State Historical Society of Iowa and Iowa Department of Cultural Affairs.

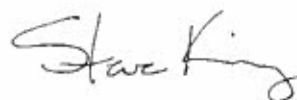
Enclosed you will find comments from the review panel regarding your grant application. If you have questions regarding this funding decision, please contact State Historical Society of Iowa Grants Manager Kristen Vander Molen at kristen.vandermolen@iowa.gov.

Thank you for seeking support from the State Historical Society of Iowa and we wish you every success in your endeavors to preserve Iowa's history.

Sincerely,



Mary Cownie
Director



Steve King
Deputy State Historic Preservation Officer

City of Muscatine	\$13,750
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Comments:

- Like this grant to be used for districts – this gets preservation activity happening in the area.
- Seems like a likely district.
- Muscatine seems like an active place for historic preservation.
- Will some of the individual homes be available for viewing during some form of annual tour?

2016 RAGBRAI MUSCATINE

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Voice of Muscatine

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KWPC AM 860 & FM 95.1



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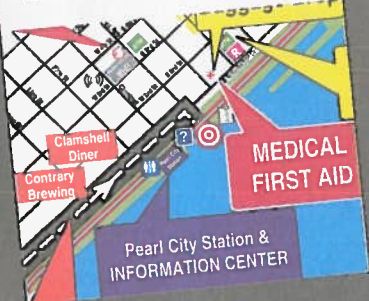
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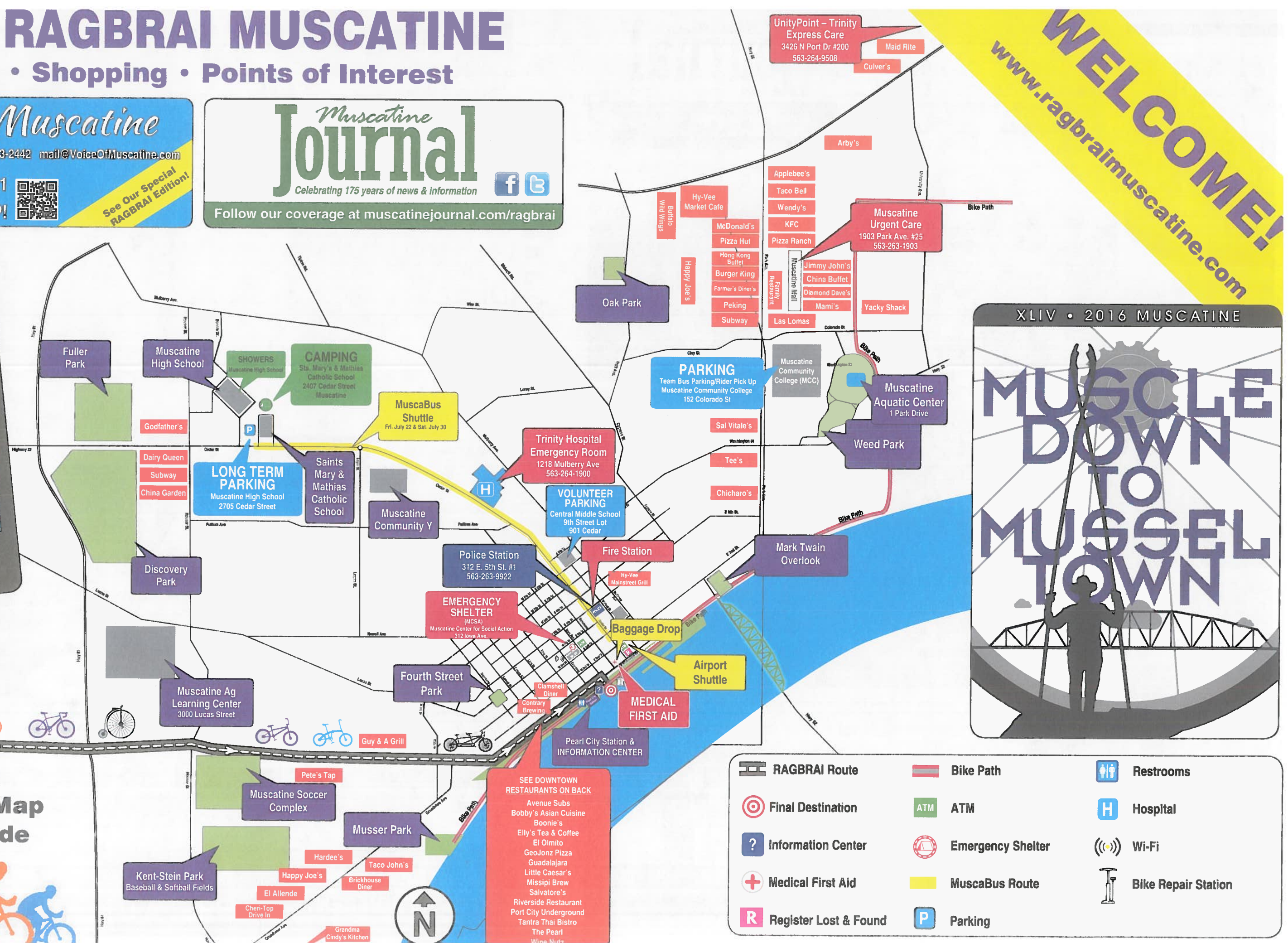
Follow our coverage at muscatinejournal.com/ragbrai

WELCOME!
www.ragbraimuscatine.com

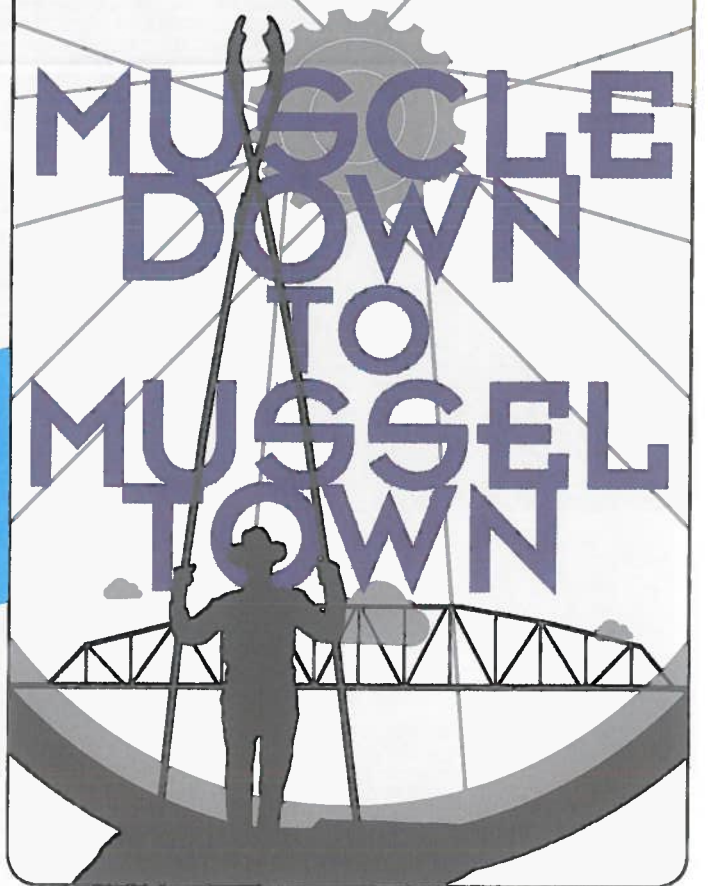
Text "BIKE"
563-263-8600
for this map!

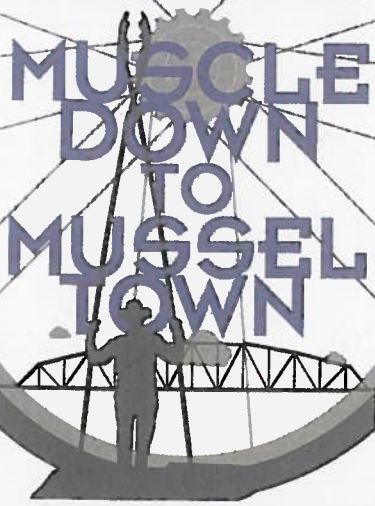


**Detailed
Downtown Map
on other side**



XLIV • 2016 MUSCATINE





Voice of Muscatine

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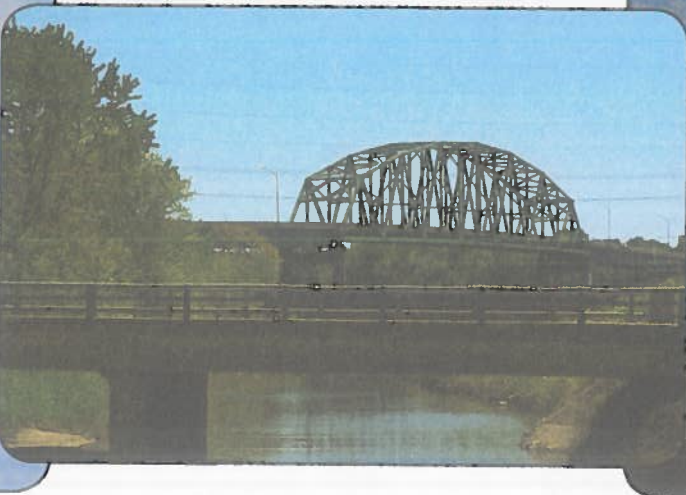
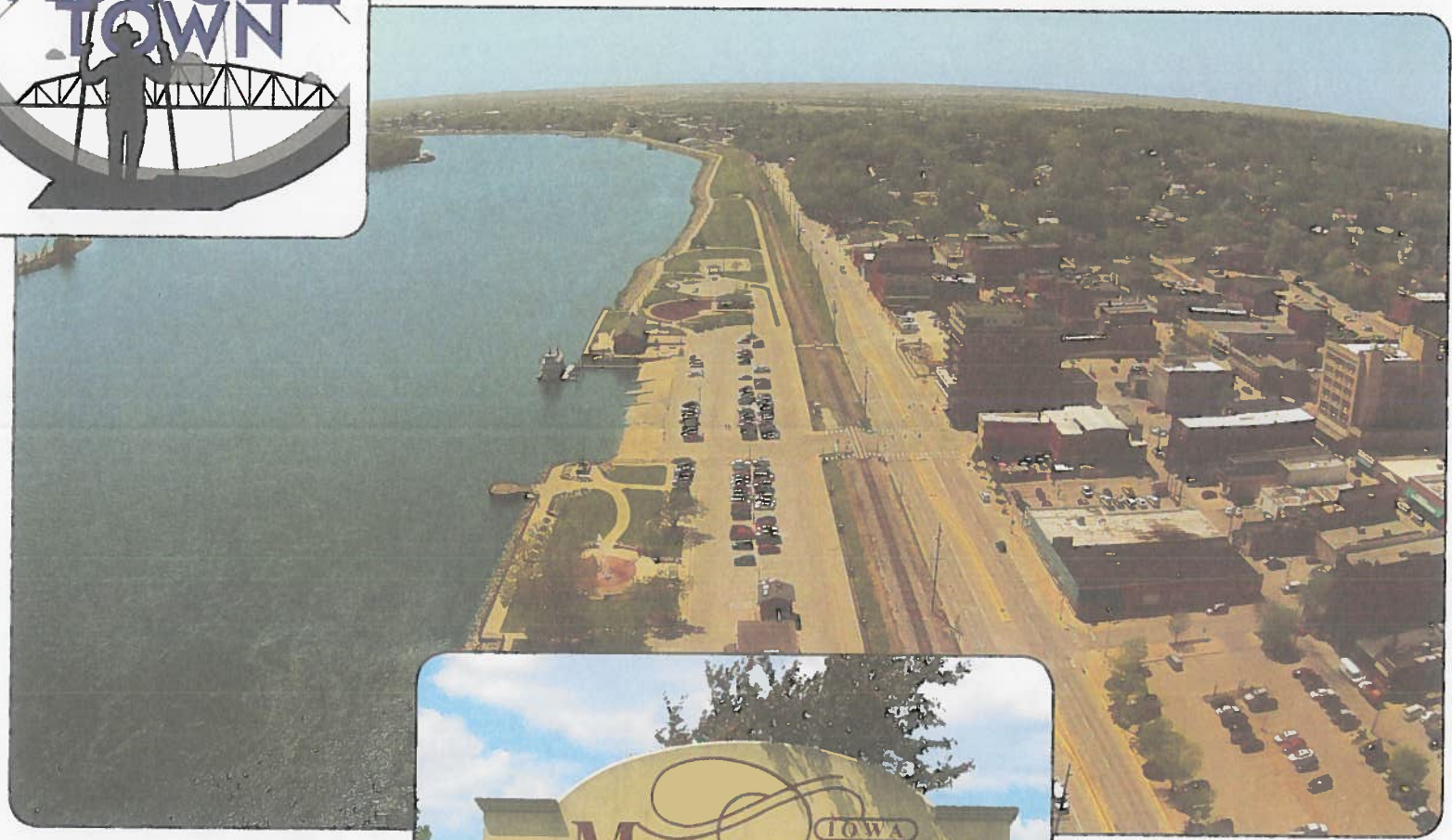
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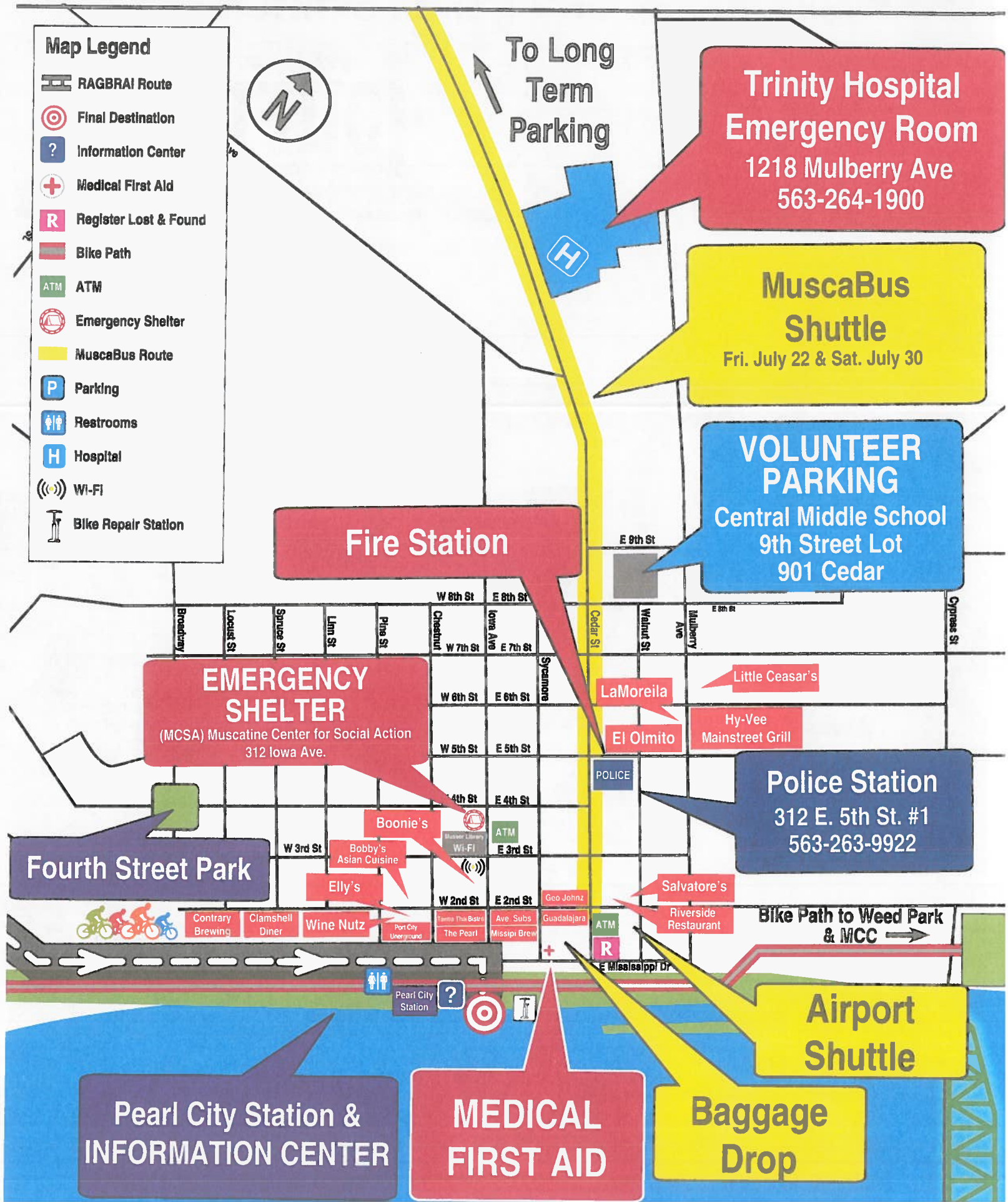
Muscatine Journal

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Downtown Muscatine Map





Veteran Employment & Resource Fair

Event assisting current and former service members and their dependents with resume, employment, and resources through the partnership of Home Base Iowa (HBI), IowaWORKS, Great River HR Association, and National Guard Family Assistance Center. We invite you to attend, network with employers, and connect with useful resources.

August 16, 2016

Resume Assistance 11 to 1 p.m.

Employment & Resource Fair 1 to 3 p.m.

National Guard Armory
3615 N Brady St, Davenport, IA 52806

Employers RSVP to mark.holloway@iwd.iowa.gov or 563.445.3200, option 2
DUE TO LIMITED SPACE PLEASE RSVP BY AUGUST 1, 2016



Marketing Plan Recommendation for 2016/17

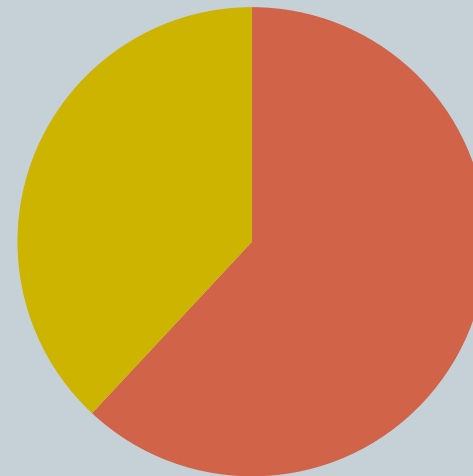


7/13/16

Past Marketing Endeavors

- **2015/16 Marketing Campaigns included:**
 - Email (e-newsletter)
 - Website
 - Search Engine Marketing
 - Remarketing from TravelIowa.com
 - Digital retargeting with WQAD
 - Facebook
 - Iowa Outdoors Ads
 - Iowan
 - AAA Living Magazine
 - Ad in QC Activity Guide
 - Iowa Travel Guide

**Marketing Costs:
\$16,016.93**



■ Digital:
\$9,922.93
■ Print:
\$6,094

Proposed Goals and Objectives



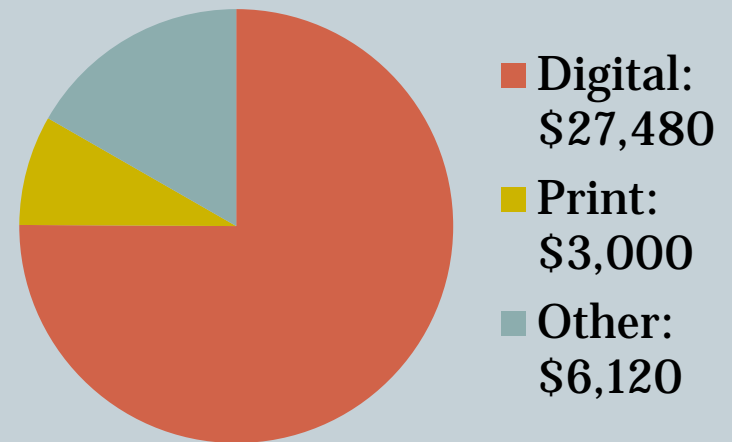
- Focus our marketing budget primarily on digital efforts, with the exception of continuing to enhance our own print materials.
- Use marketing materials across multiple platforms
- Investigate the use of a marketing agency and/or advertising agency to aid and bolster our marketing efforts and to help create our materials
- Strengthen our brand, with the use of the guidelines to be obtained from the citywide branding and marketing project
- Incorporate additional revenue opportunities into our marketing plan
 - Emphasize the crafting of co-op marketing opportunities in order to partner with local businesses to increase their exposure and stretch our advertising budget
 - Create advertising opportunities for local businesses in our materials
- Craft digital ads with the specific purpose of driving room bookings in Muscatine lodging establishments

FY 2016/17



- **Budget: \$36,600**
- **Proposed breakdown**
 - **Digital**
 - ✦ Constance Contact (email marketing): approx. **\$168/yr**
 - ✦ VisitMuscatine.com CivicPlus platform: approx. **\$2,745/yr**
 - ✦ VisitMuscatine.com tweaked to allow for ads to be displayed: **\$300**
 - ✦ VisitMuscatine.com domain name: approx. **\$50/yr**
 - ✦ Online directory with Sports Destination Management Magazine: **\$1,295**
 - In keeping with our goal to “Target marketing to particular groups including ... visitors to soccer complex and Kent-Stein”
 - ✦ Google and Facebook: **\$22,922** (including McDaniels Marketing administration costs)
 - **Other**
 - ✦ Airing commercials for nine months on KWQC: **\$6,120**
 - **Print**
 - ✦ Our own print materials (i.e. itineraries, etc.): **\$3,000**
 - In keeping with our goal to “Craft material to guide [visitors] including ... literature about seasonal itineraries”

Marketing Costs



Why Digital Marketing?

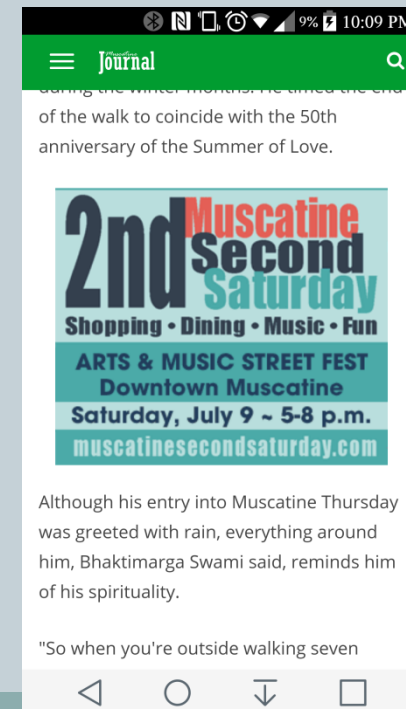
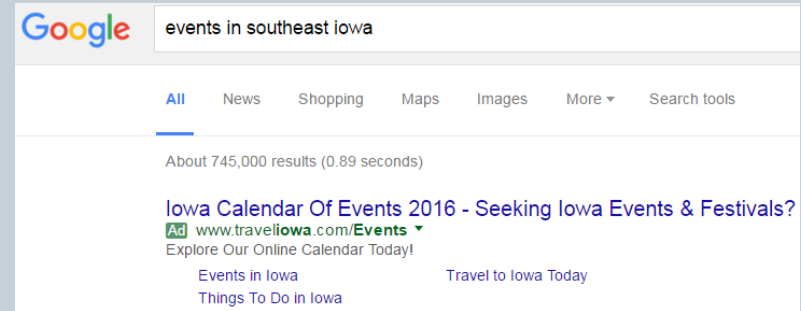


- **The traveler:**
 - 87% of travelers use the internet for the bulk of their travel planning
 - 65% of leisure travelers and 69% of business travelers report that they begin researching online before they decide where or how they want to travel
- **The marketer:**
 - Digital marketing allows greater control over targeting your audience and allows you to adjust your ads and budget as they run
 - Powerful metrics: Know how many people saw the ad and how many people engaged with it and how they engaged, see which demographics engaged
 - Use metrics to measure an ad's success and to drive future advertising efforts; refine your audience and their interests; tailor your website, blog and other publications to your audience's interests; help in destination development work

Sources: McDaniels Marketing Agency, 2017; The 2014 Traveler's Road to Decision study

Why Google: Three-Pronged Approach

- **Search Engine Marketing:** Promotion of websites by increasing their visibility in search engine results pages
- **Retargeting:** Displaying ads to people who have visited your site as they visit other sites
- **Display ads:** Ads on websites



Why Google: More on the Three-Pronged Approach



- **Can target by**
 - Location (proposed locations include: Chicago, IL; Des Moines, IA; Indianapolis, IN; Kansas City, KS/MO; Omaha, NE; St. Louis, MO)
 - Age
 - Keywords
 - Device
 - Language
 - Interests (display only)
 - Site Visitors (retargeting, display only)
 - Specific Site Placements (display only)
 - Topics (display only)

Why Google: Search Engine Marketing



Visit Muscatine, IA - Google AdWords - Top Keywords

Last Month

401 Clicks

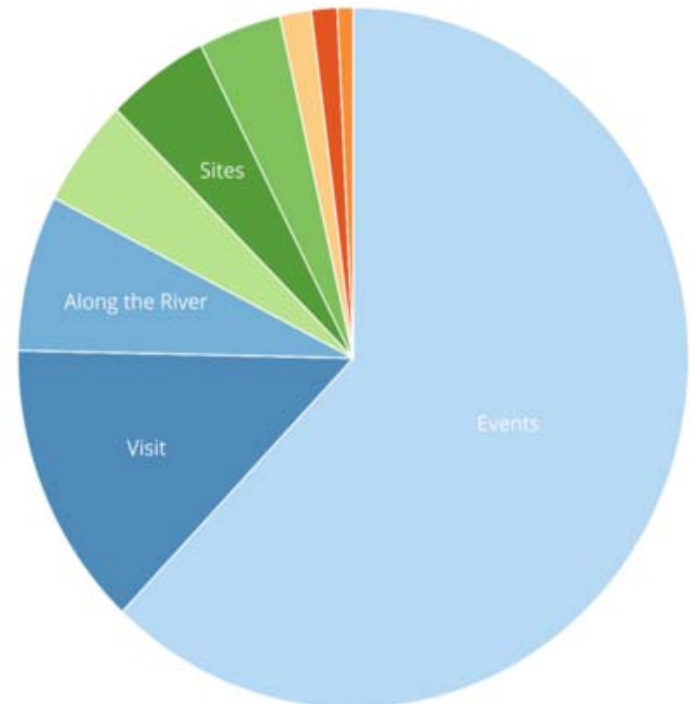
Keyword	Clicks	Impressions	*Calculated CTR
iowa events calendar	69	701	9.84%
2016 iowa events	40	504	7.94%
concerts in iowa	33	340	9.71%
muscatine iowa	33	4,203	.79%
events in iowa	24	505	4.75%
eagle watch iowa	21	467	4.50%
festivals in iowa	13	282	4.61%
muscatine stores	12	327	3.67%
parks in iowa	12	663	1.81%
muscatine county fair	11	180	6.11%
things to do in muscatine	10	77	12.99%
muscatine events	9	57	15.79%
mississippi river iowa	8	369	2.17%
muscatine aquatic center	8	141	5.67%
mississippi river muscatine	8	99	8.08%
muscatine farmers market	8	90	8.89%
mississippi river tours iowa	8	231	3.46%
events in muscatine	7	56	12.50%
deep lakes park	6	280	2.14%
wildcat den state park	5	29	17.24%
nichols iowa	4	190	2.11%
restaurants in muscatine	4	95	4.21%
upcoming iowa events	4	67	5.97%
boating in iowa	3	618	.49%

Visit Muscatine, IA -Google AdWords - Clicks by Ad Group

Last Month

401 Clicks

Events	62.1%
Visit	13.2%
Along the River	7.2%
Attractions	5%
Sites	5%
Shopping	4%
Where to Eat	1.5%
Sports	1.2%
Places to Stay	0.7%



Why Google: Retargeting



- *Retargeting works by keeping track of people who visit your site and displaying your retargeting ads to them as they visit other sites online. Retargeting converts window-shoppers into buyers. Generally, 2% of shoppers convert on the first visit to an online store. Retargeting brings back the other 98% – [AdRoll](#).*
- Website visitors who are retargeted are 70% more likely to convert
- Increases brand awareness
- Customizable: Can create retargeting lists based on site visitors' behavior

Why Facebook?



Boost Post

BUDGET AND DURATION

Total budget ⓘ
\$10.00

Estimated People Reached ⓘ
430 - 1,100 people

Refine your audience or add budget to reach more people to matter to you.

Duration ⓘ
1 day 7 days 14 days

Run this ad until Jul 14, 2016

You will spend **\$3.33** per day. This ad will run for 7 days, ending on Jul 14, 2016.

PAYING FOR YOUR AD

[Terms & Conditions](#) | [Help Center](#)

Create Audience

Select the location, age, gender and interests of people you want to reach with your ad.

Name
Add audience name ...

Location
Cities ▾ +25 miles ▾
Bettendorf, IA, United States ×
Cedar Rapids, IA, United States ×
Davenport, IA, United States ×

Age
18 ▾ - 65+ ▾

Gender
All Men Women

Interests
Visual arts × Music × Arts and music ×
Festival × Performing arts ×
+ Bass guitar + Painting + Sculpture
+ Drawing + Illustration

Cancel Save

MOBILE NEWS FEED

Like Page

Emily Wenger; thanks so much

reet fest draws crowd
usicians and artists gathered to

Cancel Boost



Larry Peine

Invited



Ways We Can Use Facebook and Google Advertising



- Drive people to website
- Drive people to blog
- Promote Visitors Guide
- Promote events
- Promote attractions
- Promote lodging establishments (Ads can be crafted to drive room bookings in Muscatine lodging establishments)
- Promote e-newsletter
- Co-op with local businesses
- Counterparts for each other
 - Facebook can be used for retargeting as well as Google
 - Run same ads on both platforms
- Facebook can increase viewership of commercials

Why McDaniels?



- Highly recommended by QC CVB
- Has done incredible work with other CVBs
 - Including: Galena, Henry County, McHenry County, and more
- Help from an expert
- Opportunity to learn from an expert and apply knowledge to other CVB marketing efforts
- Time-saving
 - With other duties to consider, including revamping the Visitors Guide and the website to complement these marketing efforts and developing co-op opportunities and a partnership program, saving time is a priority.

Other Marketing Efforts



- **Search Engine Optimization on VisitMuscatine.com**
 - High quality scores with Google help drive down costs per click in Google advertising
- **Visitors Guide – Ads cover the cost of printing**
 - Make more “advertorial” in style
- **Design a partnership program**
 - Ads on our website
 - Coupons on our website
 - Ads in our e-newsletters
 - Featured partner listings on our website
 - PDF brochure on our website
- **Integrate co-op opportunities into all possible advertising venues**