
City Administrator Report to Mayor & City Council

2017-05-12, Edition No. 265

WEEKLY UPDATE:

- Interactive Map: Please note that the "Interactive Map" for ongoing Road Closures and Detours is now available on the City's website at the following link: <http://muscatineiowa.gov/216/Construction-Projects>.
- MFPSI: Please find attached the MFPSI Board Meeting Agenda for the forthcoming meeting on May 18, 2017.
- Fireworks: Reminder that will will be bringing forth discussion on the use and sale of fireworks for the May 18th regular meeting.
- Bi-State: Please see the attached letter on Bi-States budget and dues for the coming year.
- Riverside Park Info: Attached is a PDF copy of presentation from the May 10th public meeting. Given eh weather, we were pleasantly surprised by the turnout. We received number of good comments and positive feedback for the plan as presented. The information can presently be found on the City's website at the following link: <http://www.muscatineiowa.gov/DocumentCenter/View/14594>
- CSO: Attached please find the April 2017 West Hill Project progress report provided by Karmen Heim, P.E., Senior Environmental Engineer, Stanley Consultants
- OpenGov: This past Thursday we heard a kickoff with OpenGov to begin the implementation process. We will begin with five years of budget metrics with the goal of having 10 years available for comparison. Departments will also be reviewing opportunities for department or division metrics/reports as well. I'd be interested in hearing if there are any particular metrics that you would find valuable as well.
- CVB: Attached is a copy of the April PPC report provided by McDaniels Marketing. They note...that while Facebook traffic was down (due to a lack of diversity in the ads) Google performance was up noticeably! The new batch of Facebook ads we've submitted should put that program back on track to show significant increases for the next month.

**NOTICE OF MEETING OF THE BOARD OF TRUSTEES
MUNICIPAL FIRE AND POLICE RETIREMENT SYSTEM OF IOWA**
THURSDAY, MAY 18, 2017 10:00 am

LOCATION: MFPSI OFFICES 7155 LAKE DRIVE SUITE 201, WEST DES MOINES, IA, 50266
OFFICE PHONE: (888) 254-9200

PRELIMINARY AGENDA [See Notes 1, 2, 3, 4 below]

BOARD APPOINTMENTS

I. CHAIRPERSON / VICE CHAIRPERSON APPOINTMENTS

MANAGERS

A. SERVICE FIRMS REVIEW: INVESTMENT MANAGERS

CONSENT ITEMS

MINUTES B. MINUTES AND SCHEDULES
1. REVIEW & APPROVAL OF MINUTES OF PREVIOUS MEETING(S)
2. SCHEDULES – CALENDARS – CONTRACT SUMMARY

ACTIVITY C. BENEFIT ACTIVITY REPORTS
1. COMMUNICATION PROGRAM ACTIVITY
2. DROP PROGRAM ACTIVITY UPDATE
3. SUSPENSION & WITHHOLDING REPORT

PROJECTS D. DEVELOPMENT PROGRAM REPORTS
1. LEGISLATIVE REPORT
2. LOCAL REAL ESTATE INVESTMENT UPDATE

DISCUSSION/ACTION ITEMS

E. FINANCIAL REPORTS
1. STATUS & ANY PROPOSED MODIFICATION OF THE BUDGET

F. BOARD INQUIRIES & ANY MISC. DISCUSSION ITEMS
1) Administration Goals

- G. DISCUSSION OF LEGAL MATTERS, IMMINENT/PENDING LITIGATION CASES (Tribune Company & Volkswagen)
- H. CONSIDERATION OF & DETERMINATION ON APPEAL CASE (NONE)
- I. INVESTMENT PROGRAM UPDATE
 - 1) International Real Estate Analysis Discussion
 - 2) Strategic Portfolio Review
- J. INVESTMENT PERFORMANCE REPORT
- K. SERVICE PROVIDER REVIEW: INFORMATION TECHNOLOGY CONSULTANT
- L. BOARD EDUCATION: ACTUARIAL METHODS & ASSUMPTIONS
- M. ADMINISTRATIVE RULES

NOTES: 1) Subject to additions & modifications as topics develop. At the discretion of the Chairperson of the Board, the scheduling of individual subjects during the meeting may be adjusted to facilitate the efficient utilization of time. 2) You are hereby notified that the above-named public body will hold a meeting at the dates, time and place specified. A vote may be considered to go into closed session pursuant to Iowa Code 21.5(c)(f). 3) Consent Agenda: Subjects that require only consent or approval by the Board of Trustees, including informational topics. Subjects upon which information is provided for the Board but which will not be reviewed at the Board meeting except at the request of an individual Board member or the administration. 4) The Board of Trustees will work through the agenda until completion. Breaks will occur periodically as deemed necessary by the Board chairperson.

NEXT BOARD MEETING: June 29, 2017



Serving local governments in Muscatine and Scott Counties, Iowa;
Henry, Mercer and Rock Island Counties, Illinois

OFFICERS:

CHAIR

Carol Earnhardt

VICE-CHAIR

Ken "Moose" Maranda

SECRETARY

Kathy Carroll-Duda

TREASURER

Frank Klipsch

MUNICIPAL REPRESENTATIVES:

City of Davenport

Frank Klipsch, Mayor

Jason Gordon, Alderman

Jeff Justin, Alderman

Randy Moore, Citizen

City of Rock Island

Mike Thoms, Mayor

Vacant, Alderman

City of Moline

Stephanie Acri, Mayor

Mike Waldron, Alderman

City of Bettendorf

Bob Gallagher, Mayor

City of East Moline

Reggie Freeman, Mayor

City of Muscatine

Diana Broderson, Mayor

City of Kewanee

Steve Looney, Mayor

City of Silvis; Villages of

Andalusia, Carbon Cliff,

Coal Valley, Cordova, Hampton,

Hilldale, Milan, Oak Grove,

Port Byron, and Rapids City

Vacant

Cities of Alton, Cofield, Galva,

Geneseo; Villages of Alpha,

Andover, Annawan, Atkinson, Cambridge,

New Boston, Orion, Sherrard,

Viola, Windsor, and Woodhull

Kathy Carroll-Duda, Mayor, Geneseo

Cities of Blue Grass, Buffalo,

Eldridge, Fruitland, LeClaire,

Long Grove, McCausland,

Princeton, Riverdale, Walcott,

West Liberty, and Wilton

Marty O'Boyle, Mayor, Eldridge

COUNTY REPRESENTATIVES:

Henry County

Roger Graetz, Chair

Erik Brown, Member

Rex Kiser, Member

Mercer County

Vacant

Muscatine County

Jeff Serensen, Chair

Bob Howard, Member

Rock Island County

Ken "Moose" Maranda, Chair

Kim Callaway-Thompson, Member

Scott Terry, Member

Elizabeth Sherwin, Citizen

Scott County

Carol Earnhardt, Chair

Ken Beck, Member

Tony Knobbe, Member

Jazmin Newton-Butt, Citizen

PROGRAM REPRESENTATIVES:

Ralph H. Henninger

Jerry Lack

Nathaniel Lawrence

Marcy Mendenhall

Rick Schoenmer

Bill Stoermer

Jim Tank

Executive Director

Denise Bulat

May 4, 2017

Ms. Diana Broderson
Mayor
City of Muscatine
215 Sycamore Street
Muscatine, IA 52761

Dear Ms. Broderson,

Each year Bi-State develops its next fiscal year (7/1-6/30) budget through the Finance and Personnel Committee. The full Commission will receive the budget at its May 24, 2017 meeting and will take action on the recommended budget at its June 28 meeting. An important part of Bi-State's budget is that portion that is derived from membership dues paid by the four counties and 44 municipalities (cities and villages). It has been normal practice to recommend an annual increase in those dues to keep a modest growth and avoid large increases. However, this year there is no increase recommended due to the state of the economy.

Included with this letter is the proposed cover memo and line item budget and membership dues page for FY 2018. Total revenues for FY 2018 are about \$1.9 million, down \$6,000 (0.3%) from estimated FY 2017. The decrease is primarily attributable to the PICH grant ending. While it appears there are more expenses than revenues, the budget actually is break-even. Expenses in the amount of \$12,240 will be paid out of past indirect costs and fringe revenues as required by federal financial oversight.

If you have any questions or comments regarding the budget, you are urged to contact any member of the Finance and Personnel Committee, Donna, or me before the next meeting of the Commission. The members of the Finance and Personnel Committee are: Bob Howard, Muscatine County Board Member; Jason Gordon, Alderman, City of Davenport; Kim Callaway-Thompson, Rock Island County Board Member; Marty O'Boyle, Mayor, City of Eldridge; Liz Sherwin, Iowa Illinois Independent Living Center; Marcy Mendenhall, SAL Family & Community Services and Bill Stoermer, Exelon.

Thank you for your continued support of the Bi-State Regional Commission.

Sincerely,

Denise Bulat

Denise L. Bulat
Executive Director
dbulat@bistateonline.org
(309) 793-6302, ext. 140

DLB/DM/rg
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Enclosure

cc: Community Administrator/Clerk, with enclosures



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Frank Klipisch

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Randy Moore, Citizen

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Chuck Austin, Alderman

City of Molino

Scott Raes, Mayor

Mike Waldron, Alderman

City of Bettendorf

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Diana Brodner, Mayor

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Steve Loosy, Mayor

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Coal Valley, Cordova, Hampton,

Hillsdale, Milan, Oak Grove,

Port Byron, and Rapids City

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Kathy Carroll-Duda, Mayor, Geneseo

Cities of Blue Grass, Buffalo,

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Marcy Mendenhall

Rick Schleemer

Bill Steemer

Jim Tank

Executive Director

Denise Bulat

MEMORANDUM

TO: Finance and Personnel Committee

FROM: Denise Bulat, Executive Director

DATE: April 27, 2017

RE: Proposed FY 2018 Bi-State Program Budget

Presented herewith is the proposed FY 2018 Bi-State Program Budget. Total revenues for FY 2018 are about \$1.9 million, down \$6,000 (0.3%) from estimated FY 2017. The net decrease is primarily attributable to the PICH grant ending. While it appears there are more expenses than revenues, the budget actually is breakeven. Expenses in the amount of \$12,240 will be paid out of past indirect costs and fringe revenues as required by federal financial oversight.

Expenditures include a 2.0 percent across the board wage adjustment (\$23,353) and continuation of the merit performance review and compensation program for Bi-State's employees. Written merit performance reviews prepared by supervisors on employees' anniversaries are projected to average 2.5 percent (\$32,411). Personnel costs make up 85 percent of the total expenditure budget.

No increase in dues for Bi-State's four member counties and 44 member cities and villages are proposed. We feel this recognizes the current fiscal constraints of our member governments.

DB/DM/eg
P:\USERS\WORD\Budget - 300\memos\Proposed FY18 Budget Memo.docx

BI-STATE REGIONAL COMMISSION LINE ITEM BUDGET

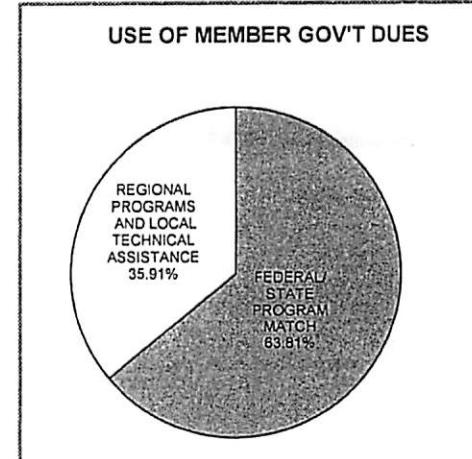
UPDATED 4/24/17

| LOCAL INCOME | PROPOSED | ESTIMATED | ACTUAL | ACTUAL | ACTUAL | EXPLANATION OF CHANGES |
|---------------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---|
| | FY 2018 | FY 2017 | FY 2016 | FY 2015 | FY 2014 | FROM ESTIMATED FY 2017 TO PROPOSED FY 2018 |
| LOCAL GOV MEMBER DUES | | | | | | |
| COUNTIES (4) | \$180,082 | \$180,082 | \$187,824 | \$183,843 | \$182,701 | |
| MUNICIPALITIES (43) | \$202,786 | \$202,786 | \$189,137 | \$195,409 | \$188,763 | |
| CONTRACTS | 228,193 | 235,454 | 224,146 | 198,745 | 192,330 | |
| MISC. INFO SALES | 1,000 | 1,000 | 398 | 558 | 343 | |
| SUBSCRIPTION DUES | 1,000 | 1,000 | 500 | 300 | 550 | |
| BUSINESS FINANCE (RLF) | 20,000 | 16,000 | 10,635 | 19,338 | 10,033 | |
| RICWMA CONTRACT | 52,000 | 45,000 | 42,348 | 44,454 | 48,060 | |
| INVESTMENT INTEREST | 1,000 | 1,000 | 1,088 | 930 | 891 | |
| MUNICES/RJA MATCH/MISC | 205,889 | 188,028 | 209,882 | 242,879 | 252,567 | |
| TOTAL LOCAL INCOME | \$901,960 | \$880,358 | \$875,758 | \$886,456 | \$884,238 | %change in local income = 2.5% |
| FEDERAL/STATE INCOME | | | | | | |
| EDA PLNG/RJA GRANT | \$70,000 | \$66,602 | \$51,683 | \$115,157 | \$121,897 | Increase to base grant |
| FTA SEC.8 THRU IL & IA | 121,198 | 122,563 | 120,709 | 127,050 | 125,252 | |
| IAVL REGION TRANSIT PLNG | 76,076 | 81,249 | 58,757 | 81,748 | 78,353 | Increase usage HSTP grant |
| IAWA DOT PL (FHWA) | 265,487 | 188,427 | 227,477 | 247,887 | 243,576 | \$40,000 carryover programmed |
| ILL. DOT PL (FHWA) & SPR | 289,828 | 286,694 | 276,853 | 275,586 | 309,713 | |
| IA QC TRANSIT / ICAAP/AIR QUALIT | 0 | 114,073 | 100,904 | 108,680 | 126,328 | contract ended |
| IL COMP REG PL FUND | 154,179 | 74,475 | 81,824 | 91,132 | 138,147 | Carry forward projects & usual allotment |
| IAWA DED COG ASSIST | 11,176 | 11,176 | 11,764 | 11,764 | 10,284 | |
| CDBG/CDAP/PICH/DPH | 49,000 | 158,889 | 128,595 | 92,307 | 17,383 | PICH ends 9/30 |
| TOTAL FED/STATE INCOME | \$1,036,944 | \$1,064,148 | \$1,055,588 | \$1,149,321 | \$1,171,043 | -2.6% |
| TOTAL INCOME | \$1,938,904 | \$1,944,506 | \$1,931,324 | \$2,035,777 | \$2,055,281 | % change in total income = -0.3% |
| EXPENDITURES | | | | | | |
| PERSONNEL (SALARY/WAGE) (F.I.C.A.) | \$1,260,624 | \$1,284,567 | \$1,194,669 | \$1,273,844 | \$1,262,883 | PA 6 mths, -IAQCT, COL 2%, Merit 2.5% avg |
| (UNEMPLOYMENT INSR.) | 93,595 | 95,806 | 88,565 | 94,003 | 93,773 | PA 6 mths, -IAQCT |
| (HEALTH) | 2,722 | 1,996 | 1,605 | 1,788 | 1,956 | |
| (RETIREMENT& LTDISAB.) | 162,332 | 184,484 | 159,900 | 170,407 | 166,002 | PA 6 mths, -IAQCT |
| (EDUCATION SUPPORT) | 127,009 | 131,377 | 110,812 | 117,519 | 122,298 | PA 6 mths, -IAQCT |
| RECRUITMENT | 6,000 | 7,500 | 3,486 | 5,935 | 3,104 | |
| OFFICE RENT | 2,600 | 2,600 | 600 | 180 | 2,221 | |
| OFFICE EXPENSES | 55,421 | 55,421 | 65,421 | 55,421 | 55,421 | |
| COPYING & PRINTING | 41,876 | 41,778 | 39,273 | 40,108 | 40,289 | |
| TRAVEL & TRAINING | 17,350 | 17,350 | 20,848 | 22,059 | 14,857 | |
| AUTO OP.& MAINTENANCE | 29,700 | 40,000 | 30,408 | 28,118 | 27,848 | -Model & IAQC training |
| FURNITURE AND EQUIPMENT | 4,000 | 4,500 | 2,388 | 5,849 | 5,956 | |
| REFERENCE MATERIAL | 5,000 | 5,000 | 1,488 | 5,841 | 24,310 | |
| AFFILIATIONS/DUES | 15,160 | 17,657 | 7,588 | 17,355 | 17,369 | Jobs EQ savings |
| PROFESSIONAL SERVICES | 14,255 | 14,925 | 9,644 | 9,198 | 8,332 | |
| INSURANCE | 78,000 | 78,000 | 154,890 | 62,454 | 60,669 | |
| USAGE ALLOWANCE | 14,000 | 14,500 | 11,414 | 11,282 | 12,222 | |
| MISCELLANEOUS | 21,000 | 23,000 | 10,780 | 18,547 | 19,811 | |
| TOTAL EXPENSES | \$1,951,144 | \$2,020,938 | \$1,804,083 | \$1,940,555 | \$1,639,408 | Total expenses change = -3.6% |
| ALLOCATION VARIANCES (UNDER) | -\$12,240 | -\$151,680 | -\$25,534 | \$89,439 | \$99,188 | |
| NET POSITION - VARIANCE ADJUST | \$0 | \$75,247 | \$52,795 | \$5,783 | \$18,678 | |
| ACTUAL CASH BALANCE | | | \$672,682 | \$748,285 | \$722,034 | \$628,812 |
| PROJECTED CASH BALANCE | | | \$660,622 | | | |

*FY18 usage of under allocation of indirect costs and fringe benefits from previous years.

BI-STATE MEMBER GOVERNMENTS DUES STRUCTURE AND ALLOCATION TO PROGRAMS

| MEMBER GOVERNMENTS COUNTIES: | 2010 POPULATION | ADOPTED FY 17 DUES | PROPOSED FY 18 DUES | |
|---------------------------------|-----------------|--------------------|---------------------|--|
| HENRY | 50,486 | \$23,637 | \$23,637 | County governments and cities over 5,000 population pay dues on a per capita basis, while smaller towns pay dues at a flat rate. The proposed per capita rate is 47 cents per capita for all counties and the municipalities outside of the urbanized area and 57 cents per capita for cities over 5,000 population inside of the urbanized area. The extra 10 cents supports the transportation planning program. Communities under 5,000 pay \$1,102 per year. |
| MERCER | 16,434 | 0 | \$0 | |
| MUSCATINE | 42,745 | 20,012 | \$20,012 | |
| ROCK ISLAND | 147,546 | 69,078 | \$69,078 | |
| SCOTT | <u>165,224</u> | <u>77,355</u> | <u>\$77,355</u> | |
| COUNTY SUB-TOTAL | 422,435 | \$190,082 | \$190,082 | |
| MUNICIPALITIES: | | | | |
| DAVENPORT | 99,685 | \$57,042 | \$57,042 | Member local governments dues are used to match federal and state programs and to provide other regional programs and direct technical assistance to member counties and cities. |
| MOLINE | 43,483 | 24,882 | 24,882 | |
| ROCK ISLAND | 39,018 | 22,327 | 22,327 | |
| BETTENDORF | 33,217 | 19,007 | 19,007 | |
| MUSCATINE | 22,886 | 10,715 | 10,715 | |
| EAST MOLINE | 21,302 | 12,189 | 12,189 | The transportation program requires about \$181,397 to match \$725,589 in Federal Highway and Transit Administrations funding received through the States' DOTs. |
| KEWANEE | 12,916 | 6,047 | 6,047 | |
| SILVIS | 7,479 | 4,279 | 4,279 | |
| GENESEO | 6,586 | 3,084 | 3,084 | |
| ELDRIDGE | 5,651 | 3,234 | 3,234 | The Economic Development Administration will provide \$70,000 which benefits all member governments and requires \$70,000 in local match. |
| MILAN | 5,099 | 2,917 | 2,917 | |
| COLONA | 5,099 | 2,917 | 2,917 | |
| ALEDO | 3,640 | 1,102 | 1,102 | |
| ALPHA | 671 | 1,102 | 1,102 | In total, about \$251,397 of member dues are used to match transportation and economic development. |
| ANDALUSIA | 1,178 | 1,102 | 1,102 | |
| ANDOVER | 578 | 1,102 | 1,102 | |
| ANNAWAN | 878 | 1,102 | 1,102 | |
| ATKINSON | 972 | 1,102 | 1,102 | |
| BLUE GRASS | 1,452 | 1,102 | 1,102 | |
| BUFFALO | 1,270 | 1,102 | 1,102 | |
| CAMBRIDGE | 2,160 | 1,102 | 1,102 | |
| CARBON CLIFF | 2,134 | 1,102 | 1,102 | |
| COAL VALLEY | 3,743 | 1,102 | 1,102 | |
| CORDOVA | 672 | 1,102 | 1,102 | |
| GALVA | 2,589 | 1,102 | 1,102 | |
| HAMPTON | 1,863 | 1,102 | 1,102 | |
| HILLSDALE | 523 | 1,102 | 1,102 | |
| LECLAIRE | 3,765 | 1,102 | 1,102 | |
| LONG GROVE | 808 | 1,102 | 1,102 | |
| MCCAUSLAND | 291 | 1,102 | 1,102 | |
| NEW BOSTON | 683 | 1,102 | 1,102 | |
| OAK GROVE | 607 | 1,102 | 1,102 | |
| ORION | 1,861 | 1,102 | 1,102 | |
| PORT BYRON | 1,647 | 1,102 | 1,102 | |
| PRINCETON | 886 | 1,102 | 1,102 | |
| RAPIDS CITY | 959 | 1,102 | 1,102 | |
| RIVERDALE | 405 | 1,102 | 1,102 | |
| SHERRARD | 640 | 1,102 | 1,102 | |
| VIOLA | 955 | 1,102 | 1,102 | |
| WALCOTT | 1,629 | 1,102 | 1,102 | |
| WEST LIBERTY | 3,736 | 1,102 | 1,102 | |
| WILTON | 2,802 | 1,102 | 1,102 | |
| WINDSOR | 748 | 1,102 | 1,102 | |
| WOODHULL | 811 | 1,102 | 1,102 | |
| MUNIC. SUB-TOTAL | 349,977 | \$203,898 | \$203,898 | |
| TOTAL MEMBER GOV. DUES = | | | | |
| | | <u>\$393,980</u> | <u>\$393,980</u> | |





City of Muscatine, IA Riverside Park Master Plan Update

May 10, 2017



RIVERSIDE PARK



What We have heard to date...

Public Meeting #1, November 2016

We've heard from many residents, stakeholders, and city representatives.

- Gathering spaces
- Food/beverage
- Music
- Farmers Market
- Programmable barge
- Restrooms – more and open
- Riverfront swings



What We have heard to date...

Public Meeting #1, November 2016

We've heard from many residents, stakeholders, and city representatives.

- Connections with new Mississippi Drive
- Gateway columns
- Maintenance free options
- Aesthetically pleasing lift station
- **WOW** factor!



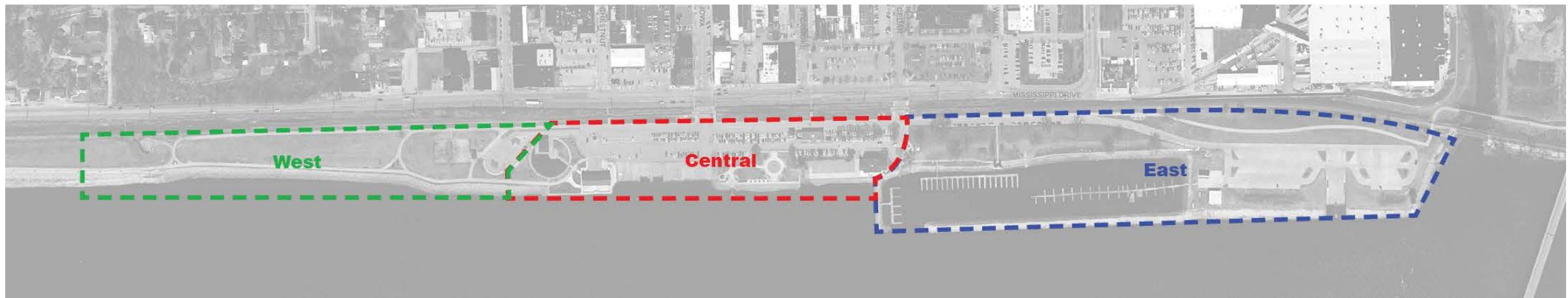
Approach

Riverside Park has been divided into three geographic zones as part of the Master Plan:

WEST

EAST

CENTRAL



Riverside Park Master Plan Update



West



West – Amphitheater

Elements:

1. New Shade Structures
2. Amphitheater Lawn
3. New Amphitheater and Plaza
4. New Multi-Use Athletic Courts



West – Amphitheater



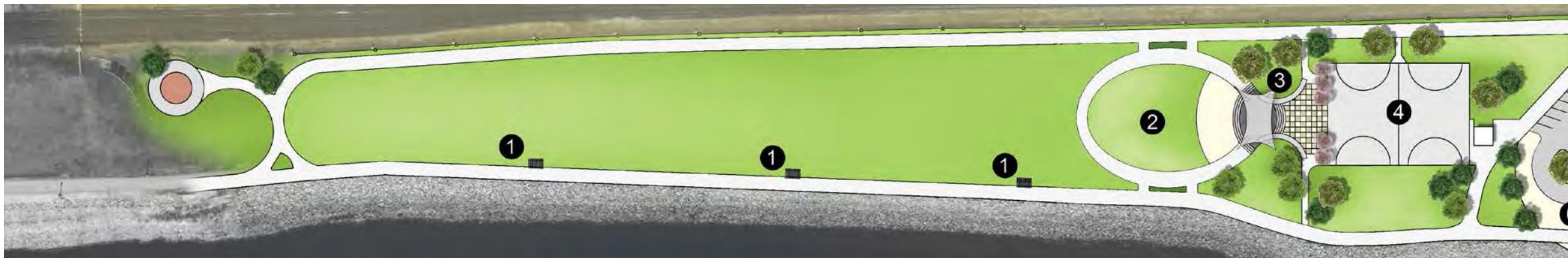
Arbored Seating Areas



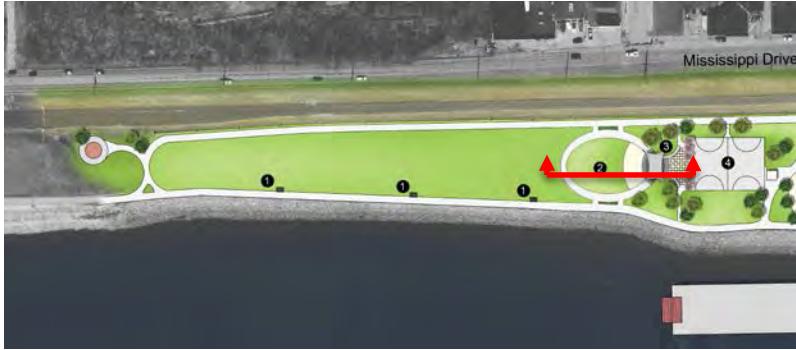
Amphitheater



Riverfront Swings



West – Amphitheater



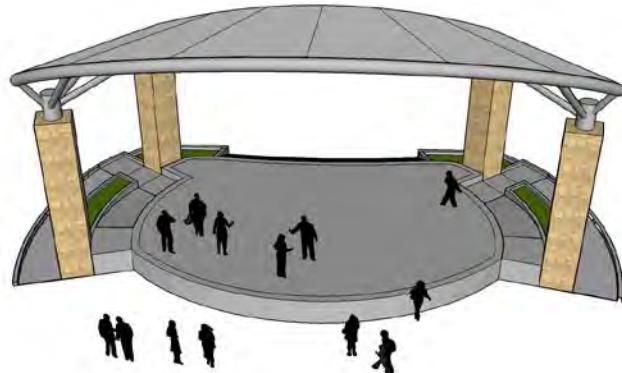
Recent SEH Amphitheater Projects



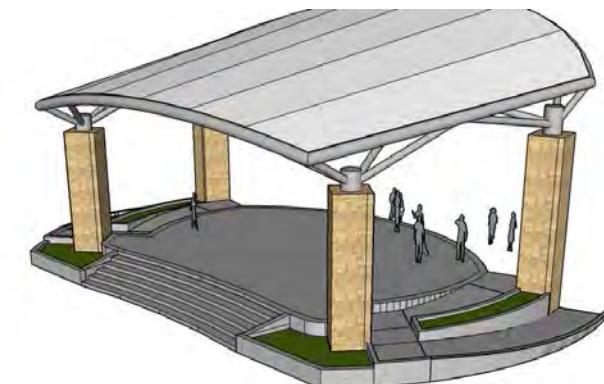
Wolf Lake Amphitheater, Hammond, IN



Marshfield, WI



Chippewa Falls, WI



Detroit, MI

East



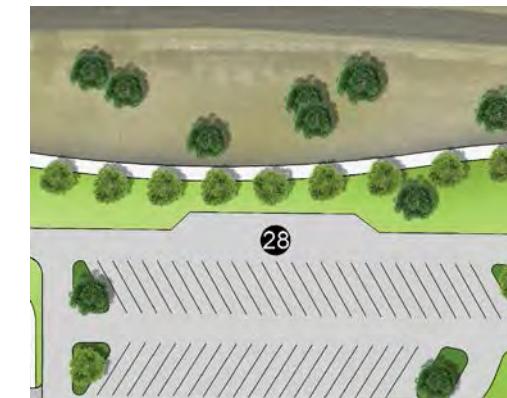
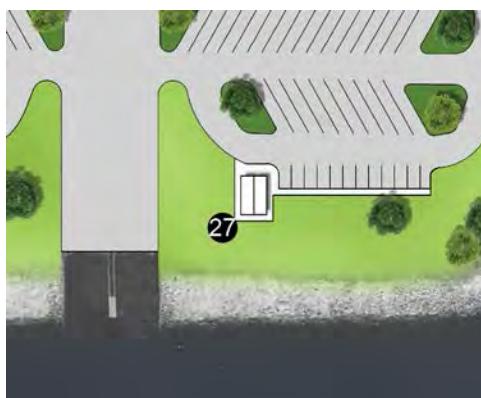
East

Elements:

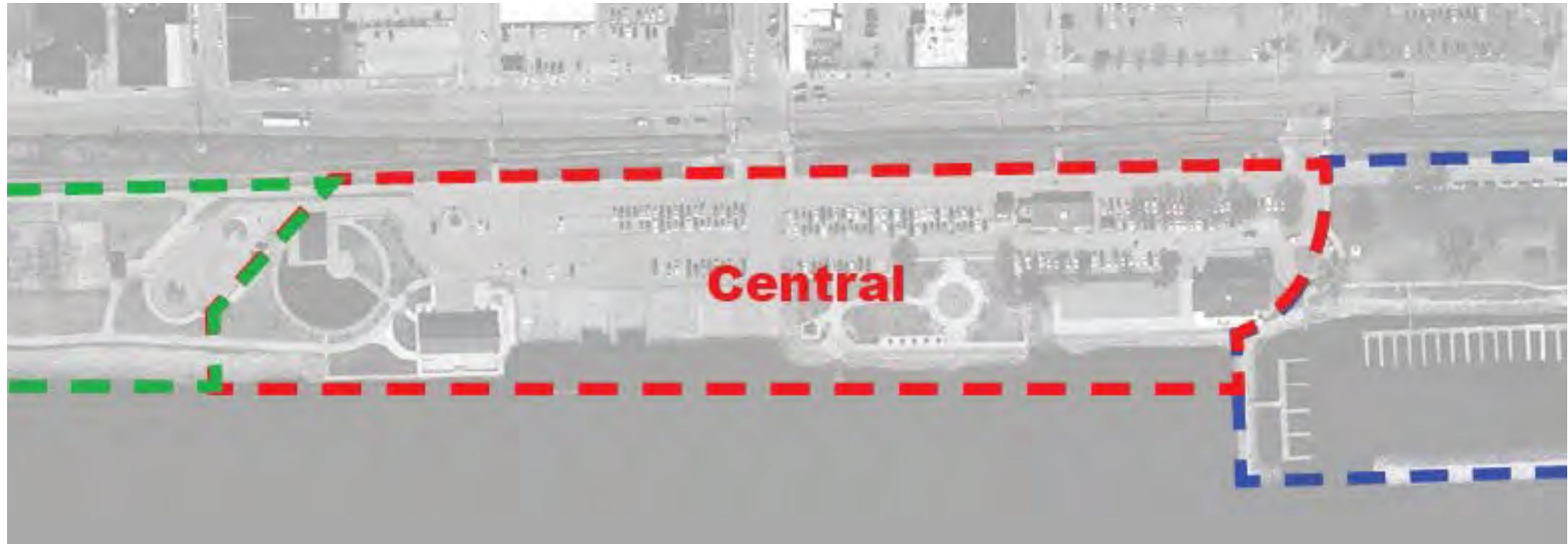
- 26. Proposed Concessions
- 27. Proposed Fish Cleaning Station
- 28. Proposed Boat Washing Station
- 30. Proposed Pedestrian Plaza/Fix it Station
- 31. New Pedestrian Connection to Concessions
- 32. Boat fueling station



East



Central



Central

Elements:

5. New Riverboat Cruise Dock
6. New Cruise drop off and loading plaza
7. New Transient Boat Docks
8. New Overlook
9. New Riverfront Swings
10. Existing Playground and Restrooms
11. Existing Pearl City Station
12. New Pedestrian Promenade
13. Relocated Clock
14. New Access to and from Riverside Park
15. New Native Garden
16. New Scalloped Terrace
17. New Waterfront Plaza
18. New Science/Educational Barge
19. Existing Mississippi Mist Fountain
20. New Vegetative Buffer
21. New Papoose Creek Overlook
22. New Beer Garden Venue
23. New Food Truck Staging Areas
24. Existing Riverside Center
25. New Bike Fix-it and Parking



Central



Central – Riverboat Cruise



Central - Papoose Beer Garden



Riverview Center

Wedding Staging
Area

Beer Garden/Food Trucks

Papoose Creek Restrooms

Mississippi Mist

Central - Site Furnishings



Pillar Inspiration

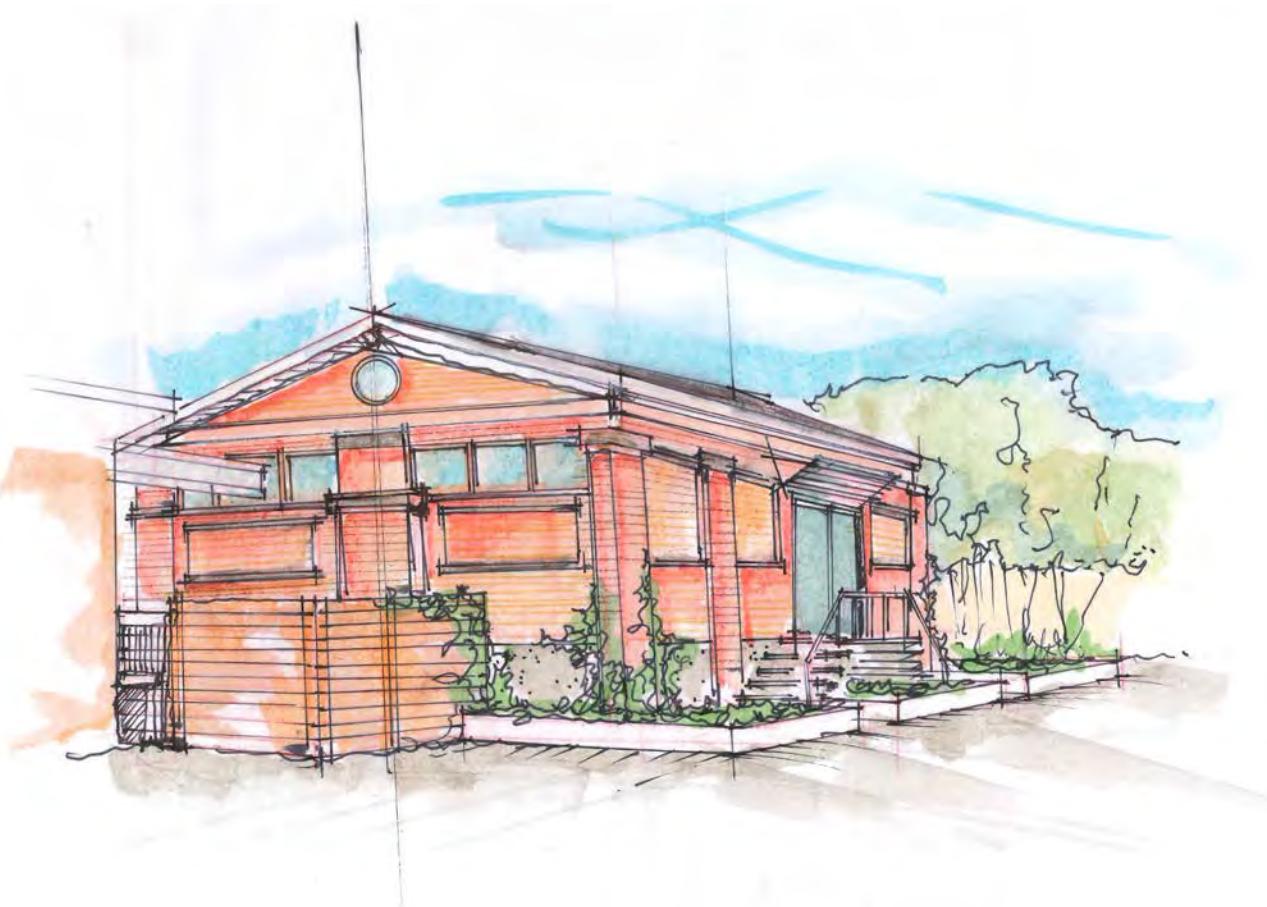


Entry Way Pillar Concept



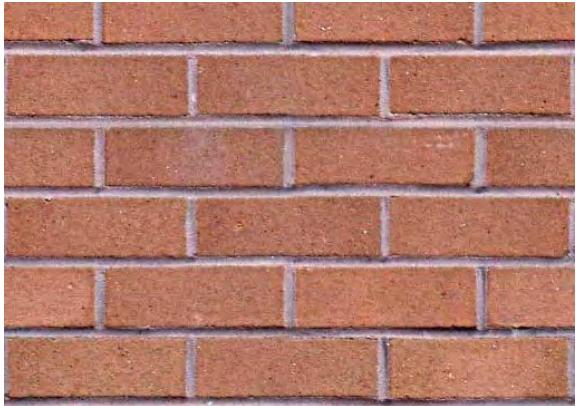
Bike Fix-it Station

Central - Character



Lift Station Aesthetic Upgrade

Materials - Character



Brick



Limestone



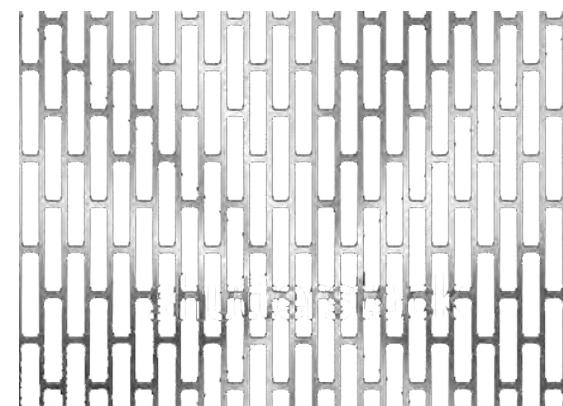
Ipe



Paving Pattern



Asphalt



Stainless Steel



Central



Chattanooga, Tennessee



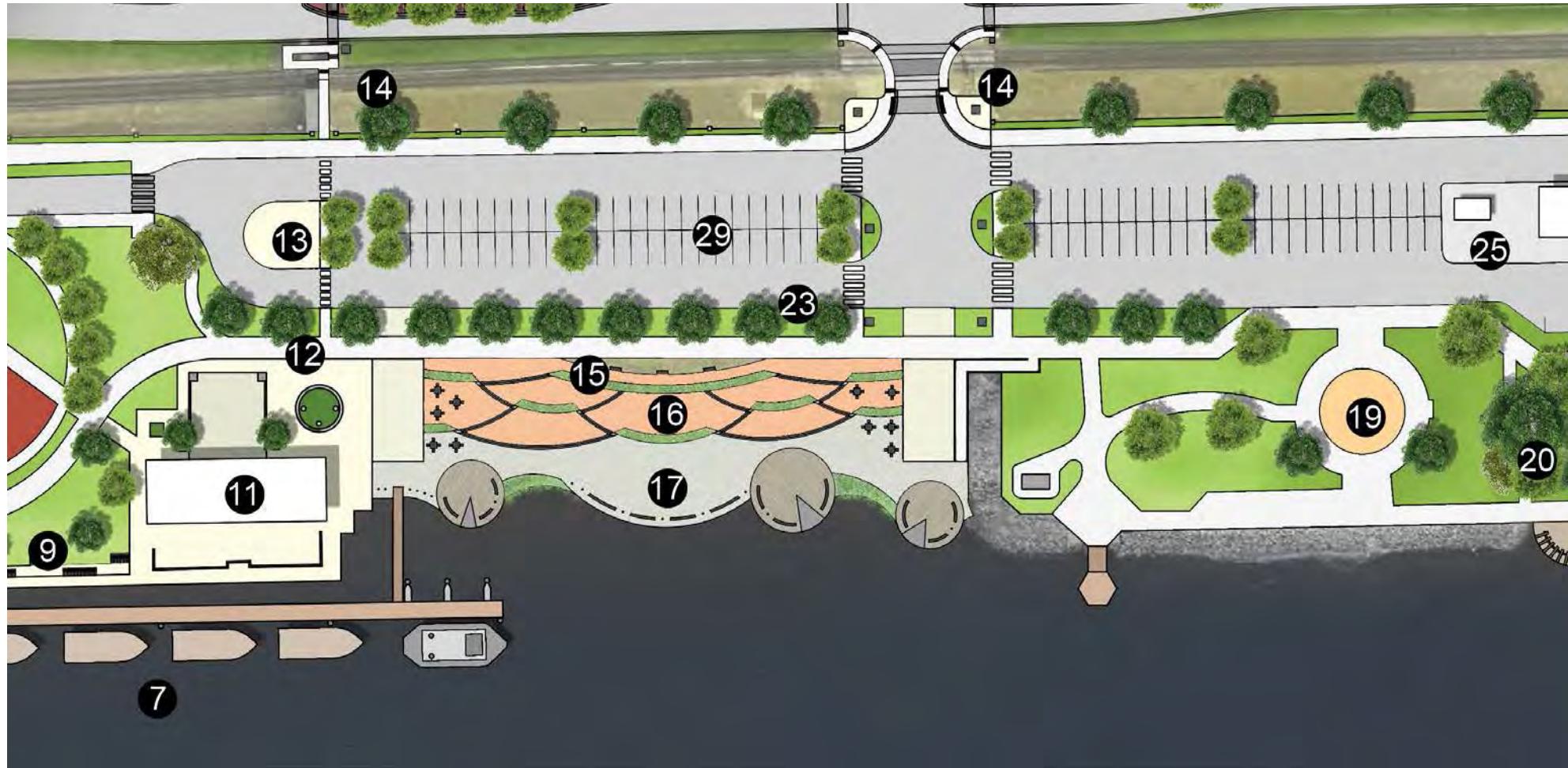
Owensboro, Kentucky



Black Pool, United Kingdom



Central



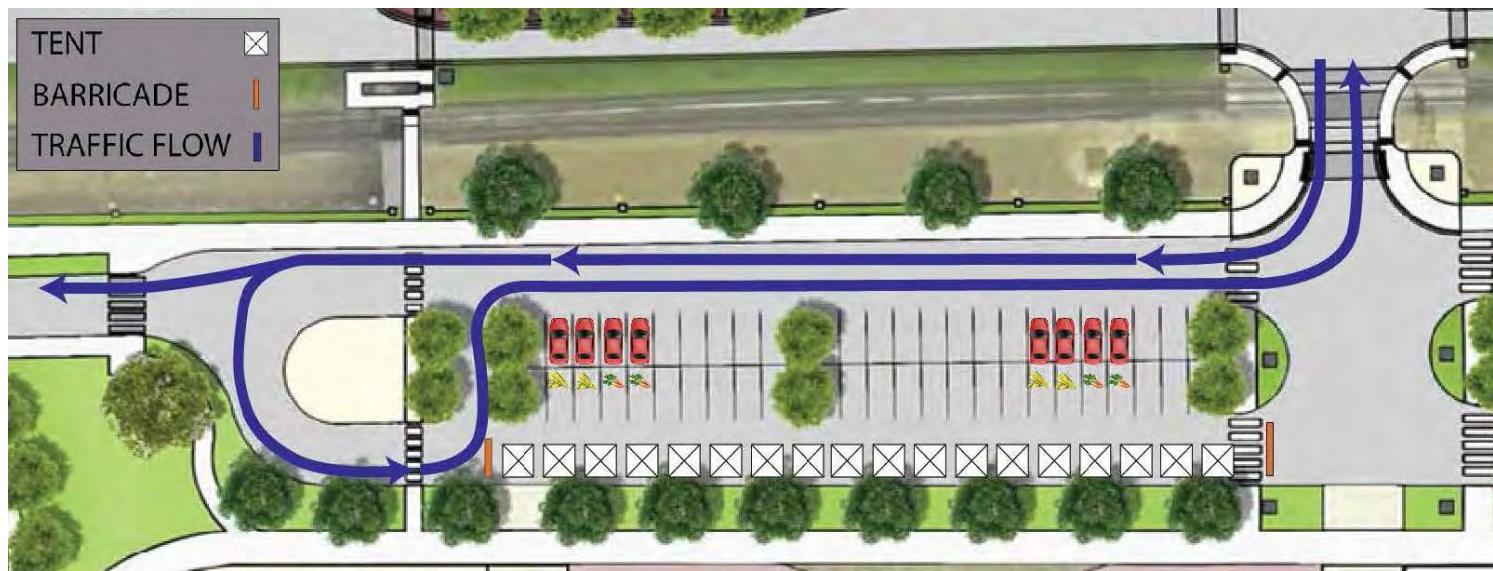
Central



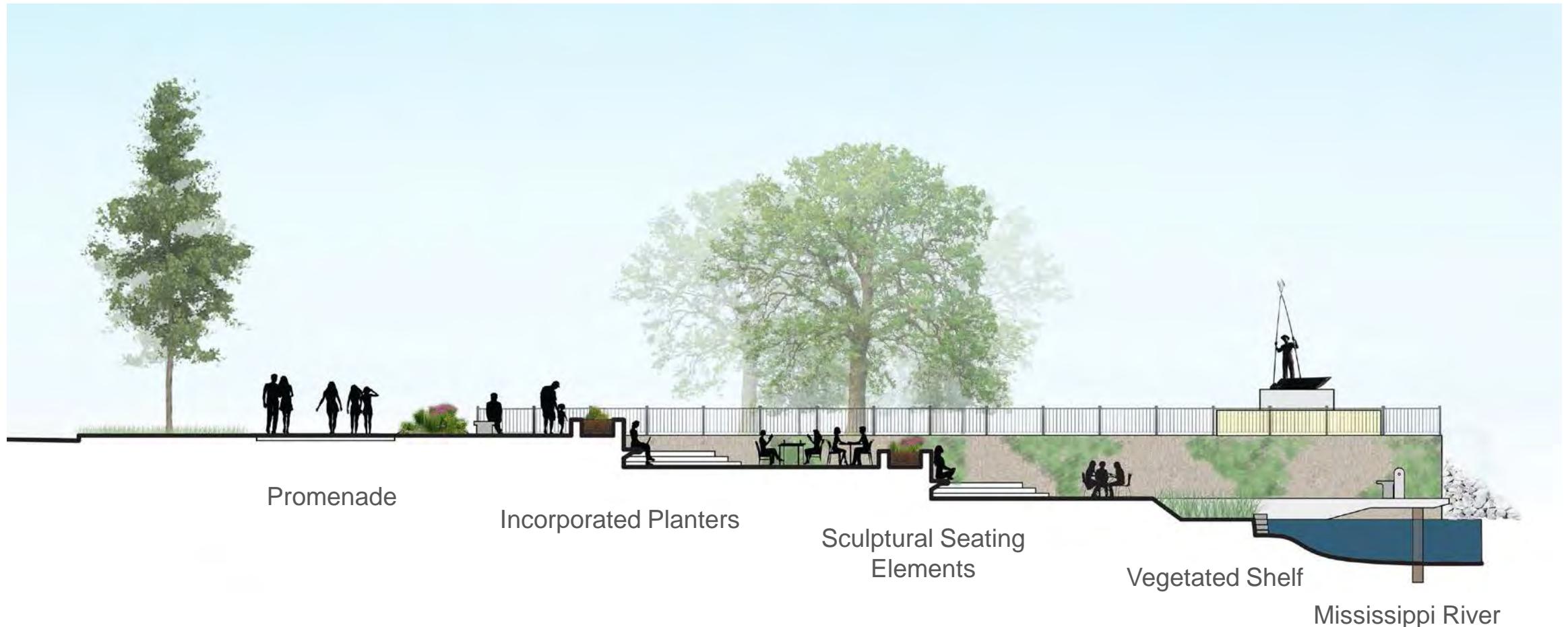
Central - Farmers Market



- Maintains vehicular circulation
- Located adjacent to central downtown
- Approximately **40** vendors
- Opportunity to expand in the future



Central – Scalloped Terraces



Central – Former Boat Launch (Existing)



Central - Scalloped Terraces



Central – Scalloped Terraces



Central - Scalloped Terraces

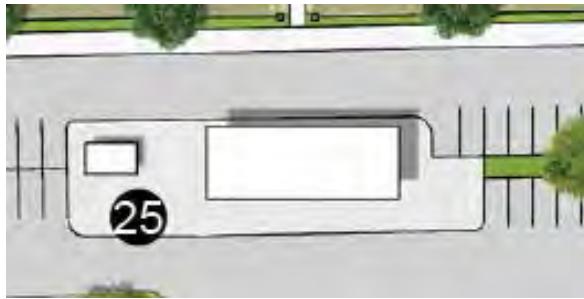


Riverside Park Master Plan Update



Comments

1. Write the element number



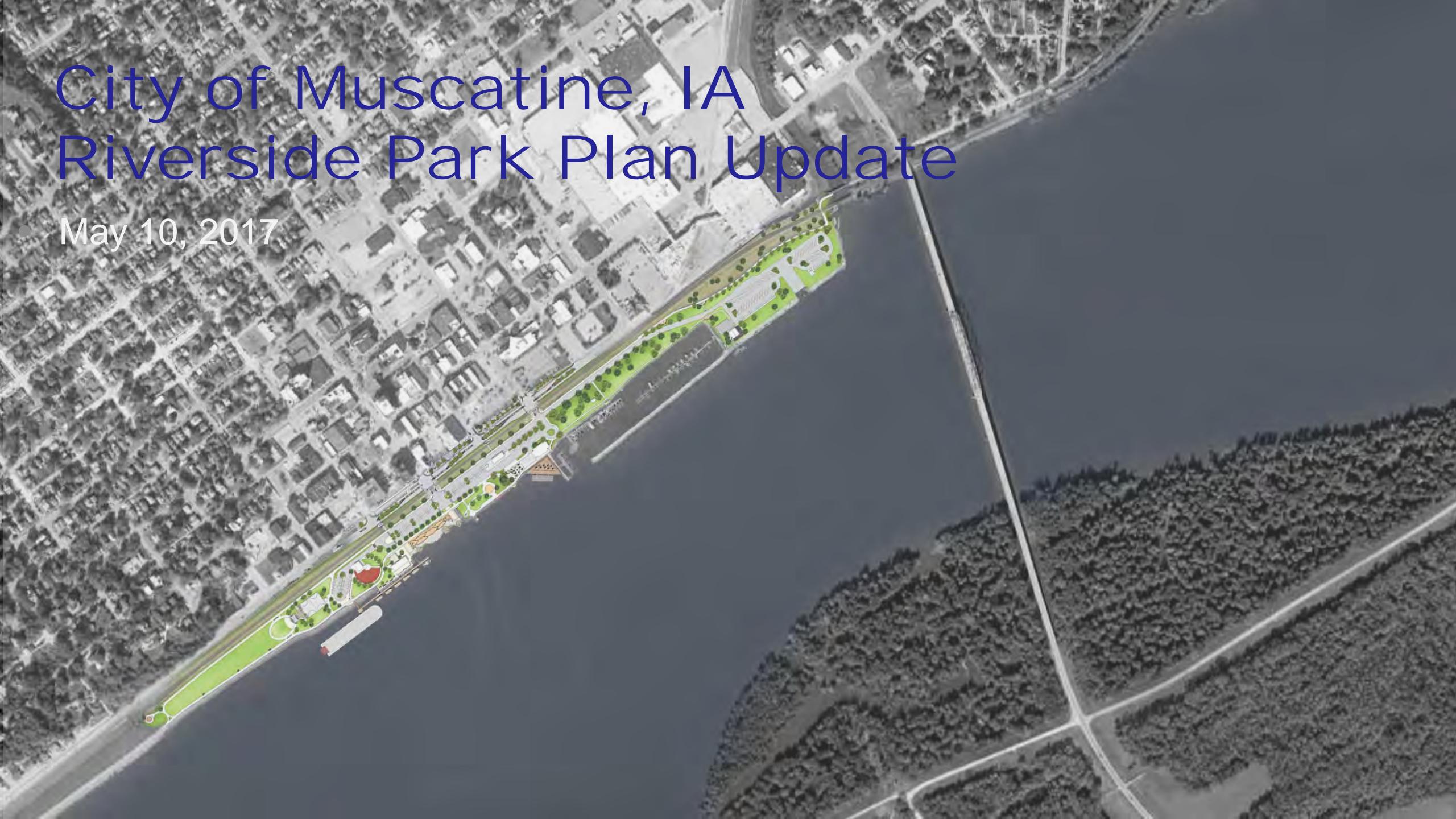
2. Write your comment

WRITTEN COMMENT FORM



City of Muscatine, IA Riverside Park Plan Update

- May 10, 2017





PROJECT STATUS REPORT

| | | | |
|----------------------|--|------------------------|---------------------------------|
| Project Name: | City of Muscatine - <u>West Hill Sewer Separation</u> | Month: | <u>April 2017</u> |
| Prepared By: | Stanley Consultants | Project Number: | SCI: 17660: 30.02, 40.00, 41.00 |

"PHASE" refers to Design Package/Construction Contract

Progress for Last Month (April 2017):

PHASE 3 (Phase 3A, 3B, 3C):

Phase 3A/3B/3C – Construction:

- Attended periodic phase 3C construction progress meetings
- Met with City on 4-25 and 5-3 to discuss Hagerty dispute.
- Provided brief review of Phase 3B as-builts from Martin and Whitacre.

PHASE 4 Concept Design:

- Continue working on concept design tasks, sewer quantity spreadsheet, pipe inverts, drawing set up, review of survey and coordination with Martin and Whitacre on various survey specifics. Coordination with Matt Chandler on various sewer specifics.

PHASE 4 Survey – Martin and Whitacre:

- Survey is completed. Coordination on survey questions as needed.

Work Items for Coming Month (May 2017):

PHASE 3 (3A, 3B, 3C) - Construction:

- Attend Phase 3C coordination meetings as needed.
- Assist as requested with Phase 3A & 3B contractor closeout and remaining topics.

PHASE 4 – Concept Design:

- Continue concept design work tasks to develop concept design drawings and cost estimate.
- Meet with City May 9 to discuss aspects of West Hill Phase 4.
- Schedule for Phase 4
 - Concept Design and Estimate – March 2017-June 2017
 - Final Design – June 2017 – February 2018
 - Bid and Construction – 2018

Key Issues & Information Required:

- Continued City updates on construction topics including update on Hagerty dispute.
- City directed contractor to proceed with sodding of Phase 3B and Phase 3C

Critical Information:

- None.



Pay-per-Click Advertising Report - April 2017

- Facebook
- Google

May 12, 2017

McDaniels
interactive

We are always thinking.

Facebook Creative

- The following ads were part of your program during the past month:

History & Industry Center:

Visit Muscatine
Sponsored

Entrepreneurs have a long history in Muscatine – and it all started with pearl buttons!



History & Industry Center

Learn the stories of how Muscatine became the undisputed Pearl Button Capital of the World in 1905 and continues to be a thriving manufacturing and entrepreneurial center.

VISITMUSCATINE.COM

Like Page

Learn More

Facebook Advertising Results

Your Facebook program is scheduled to run in two phases:

- Phase 1: 11/1/2016 – 1/31/2017
- Phase 2: 3/1/2017 – 6/30/2017

| Ad Name | Impressions | Clicks (All) | CTR (All) | CPC (All) (USD) | Amount Spent (USD) | Page Likes | Post Reactions | Post Comments | Post Shares | Link Clicks | CPC (Link) (USD) |
|---------------------------|-------------|--------------|-----------|-----------------|--------------------|------------|----------------|---------------|-------------|-------------|------------------|
| History & Industry Center | 40,082 | 695 | 1.73% | \$0.16 | \$110.12 | 0 | 0 | 0 | 0 | 695 | \$0.16 |
| Previous Month: | 132,775 | 1,891 | 1.42% | \$0.26 | \$498.52 | 6 | 47 | 5 | 18 | 1,686 | \$0.30 |
| % Change: | -69.81% | -63.25% | 21.83% | -39.06% | -77.91% | -100.00% | -100.00% | -100.00% | -100.00% | -58.78% | -47.18% |

- During the past month, your program produced the following results:
 - Impressions (ad views) decreased by 69.81%
 - Total clicks (reactions, shares, comments, link clicks, etc.) dropped by 63.25%
 - Click-through-Rate (CTR) rose by 21.83%
- Your ads generated 695 link clicks to your website at a cost of \$.16 per link click.

Observations/Recommendations:

- Location ads or activity ads are always ideal inclusions in your program's ad mix.
 - We suggest promoting more specific events such as a Shaanxi Nat'l Orchestra concert. These ads produce strong levels of website clicks. This ad achieved the highest delivery (number of impressions) of all of the ads and nearly produced the highest number of clicks.
 - Idea topics for event ads can include:
 - Concerts
 - Festivals
 - Community/Cultural Events

Google AdWords Creative

The following ad styles were part of your campaign during the past month:



Google AdWords Results

- Your Google program started on **11/1/2016** and is scheduled to end on **6/30/2016**.

Display

| Campaign | Impressions | Clicks | CTR | Avg. CPC | Cost |
|---------------------------|----------------|--------------|--------------|----------------|-----------------|
| Pine Creek Mill - Display | 187,728 | 2,506 | 1.33% | 0.06 | 150.66 |
| Wineries - Display | 220,502 | 1,762 | 0.80% | 0.08 | 148.39 |
| Wildcat Den - Display | 166,487 | 2,504 | 1.50% | 0.06 | 147.92 |
| Total/Average: | 574,717 | 6,772 | 1.18% | \$0.07 | \$446.97 |
| Previous Month: | 694,739 | 5,481 | 0.79% | \$0.08 | \$454.74 |
| % Change: | -17.28% | 23.55% | 49.15% | -17.50% | -1.71% |

Search

| Campaign | Impressions | Clicks | CTR | Avg. CPC | Cost |
|--------------------------|---------------|------------|--------------|---------------|-----------------|
| Search - Sports | 62,222 | 432 | 0.69% | 0.2 | 88.42 |
| Search - camping | 8,286 | 98 | 1.18% | 0.6 | 58.55 |
| Search - Hotels & Motels | 4 | 0 | 0.00% | 0 | 0 |
| Total/Average: | 70,512 | 530 | 0.75% | \$0.28 | \$146.97 |

- We launched your Search campaigns during April
 - The initial group will be joined by additional campaigns in May
- During the past month, your ads produced the following results:
 - Impressions (ad views):
 - Display decreased by 17.28%
 - Search debuted with over 70,000 ad views
 - Website clicks:
 - Display increased by 23.55%
 - Search premiered with 530 clicks
 - Top Performer:
 - Pine Creek Mill – 2,506
 - This beat the Wine ad by only 2 clicks!

Ongoing Monthly Adjustments

Each month your PPC manager adjusts your ads, keywords, campaigns and more. The following list is an overview of what the PPC manager reviews each month and the adjustments they may make.

- Check auto rules & budgets to make sure they are performing and set as required.
- Review Google recommended opportunities and implement as needed
- Review placement and keyword data and add new and negative placements & keywords as needed
- Adjust bids for ads, keywords, placements and interests based on stat data from previous 30 days.
- Pause or delete low performing keywords for search campaigns.
- Review display network, interests, topics and placements and adjusted where needed
- Review conversion rates for ads and implement needed changes.
- Remove zero click/zero impression placements and interests based from past 90 days
- Google analytics review related to AdWords campaigns – make applicable adjustments
- Pause ad groups to eliminate low budget warning per client/AE approvals
- Landing page reviews for low quality score keywords
- Recommend adjustments (new ads, ad copy changes, image ad changes, budget adjustments, new campaigns) as needed