

CITY OF MUSCATINE  
IN-DEPTH CITY COUNCIL MINUTES  
Council Chambers – July 12, 2018 – 7:00 p.m.

Mayor Broderson called the City Council meeting for Thursday, July 12, 2018, to order at 7:00 p.m. Councilmembers present were Spread, Harvey, Brockert, Saucedo, Brackett, Fitzgerald, Malcolm.

#24342. Councilmember Fitzgerald moved to adopt a resolution awarding the PCC Concrete Patching Project to All American Concrete. Seconded by Councilmember Brackett.

Brian Stineman, Public Works Director, came forward to explain the process of Full Depth Concrete Patching.

There were questions from City Council regarding type of concrete, time to cure and locations to be patched that were answered by Mr. Stineman.

Vote – All ayes: Councilmembers Spread, Harvey, Brockert, Saucedo, Brackett, Fitzgerald & Malcolm. Motion carried.

#24343. Councilmember Harvey moved to approve the issuance of a purchase order to Martin Whitacre in the amount of \$47,500.00, for the final design survey of the West Side Trail. Seconded by Councilmember Spread.

Vote - All ayes: Motion carried.

The next item on the agenda was a presentation on the community branding and marketing effort by Greg Jenkins, President and CEO of the Greater Muscatine Chamber of Commerce and Industry. Mr. Jenkins stated that the Branding and Steering Committee is made up of the City of Muscatine, Muscatine Community School District, Muscatine Community College, Muscatine Power & Water, CVB, UnityPoint Health, and the Greater Muscatine Chamber of Commerce.

Mr. Jenkins explained that this group has been working together towards how to make Muscatine a better community. Mr. Jenkins stated that Muscatine imports over 10,000 people to work in Muscatine and it would be great if we could drive some of these people to want to live here not just work here.

Mr. Jenkins discussed several logo options and ways that the City of Muscatine as well as the other partners would be able to incorporate the new logo and tagline into the many aspects of the Muscatine Community. He states that having a unified logo will bring all the Muscatine Partners together as one entity.

Mary Beveridge a long time Muscatine resident came forward to voice her concerns regarding the Muscatine Branding. Ms. Beveridge states she was never surveyed and that she does not see the benefits of rebranding Muscatine. Ms. Beveridge states she feels that the Muscatine logo should incorporate Muscatine's history.

Councilmember Harvey stated he was also surprised that nothing was mentioned in the tagline regarding pearls or the Muscatine sunsets.

Councilmember Brackett stated he feels that this is the framework to incorporate all of the aspects of Muscatine's history.

Councilmember Malcolm stated that he would like to see the City Flag incorporated into the branding.

City Administrator Gregg Mandsager states that he feels the efforts that have gone into this, honor our history and looks to our future. Telling our story and marketing our community is the goal. He stated the choice was a compromise community wide, we didn't all get our favorite. We worked with a company that worked to pull out our history and who we are in Muscatine. I see opportunities where we can tell our story in the numerous things that are going on in our community.

The next item on the agenda was discussion on "Our City" a show hosted by Mayor Broderson.

Mayor Broderson stated that in April of 2018 she started the "Our City" show and has had many from the community on the show to share what is going on in our community. Mayor Broderson stated that Chad Yocum and Kevin Jenison had put together some statistics on the show.

At this time a video with pieces of the past shows was presented to City Council.

Chad Yocum shared statistics that he has gathered including the amount of people reached by the show, the views – watching at least 3 seconds, 10 second view – watching over 10 seconds of show. He stated there has been a steady increase each week of the number of viewers.

Mr. Yocum stated the show is replayed on Channel 9 multiple times, live every week and can be replayed on the internet at any time.

Kevin Jenison, Communications Director, came forward to talk about "Our City". He stated that "Our City" is doing what we want it to. It is getting information out to citizens.

Mr. Jenison stated that now we need to think about what we can do to make it better and how can we work together to get this information out to the citizens. Mr. Jenison suggested shortening the show, making a YouTube page and link it to the City Page and working on the mechanics such as the sound.

Councilmember Brackett stated he liked the idea of a you tube page so that all shows would be in one place and it would make it easier to access individual shows.

City Administrator Mandsager suggested that the shows be broken down into small segments by topics. He stated this would make it easier to look up and watch only segments of interest.

Mr. Yocum stated that to do all these things it would cost the City, and as it is there is no cost to the City. He also stated that the only statistics we have are from facebook and not YouTube or Channel 9. Mr. Yocum states that the documentation and celebration of Muscatine is a great thing to get out to the public and stated that no other cities have a live show with the quality of media that we are using.

There were questions and comments from City Council regarding the cost of having the guests on the show and the ownership of the archived data that were answered by Mayor Broderson and Mr. Yocum.

Mr. Yocum stated he feels that if the City would market "Our City" better there would be more viewers.

Councilmember Saucedo asked if Media Tree would be willing to continue presenting this show for the next three months?

Mr. Yocum stated yes but he could not put any more time into it than he already does.

There were questions and comments from City Council regarding other options for getting the show out to the public and the cost for these options that were answered by Mr. Yocum.

Councilmember Brackett asked what is the easiest way for someone to find the videos that have already been produced.

Chad Yocum stated that anyone can go to Our City Facebook page and go to the video section. There you can watch any part of any of the videos that have been produced.

Councilmember Brackett stated he would suggest we move forward as is but look to in the future having the videos split into separate shorter videos.

Mr. Mandsager stated we should review this around budget time when we have more data available on viewer information.

Mr. Jenison states he is willing to continue working on this to promote Muscatine and do whatever he can to get the information out to the public.

There was discussion amount City Council as to when this item should be revisited again and it was agreed that December would be the next discussion.

Mayor Broderson thanked Media Tree for the hard work and time they have put into the production of the shows and other events they cover around Muscatine,

Under Comments:

Mr. Mandsager stated that the Grandview Public Meeting was being held Thursday July 19, 2018 at 5:30 p.m. at the library.

Mayor Broderson reminded everyone of Second Saturday and there would be a lot of activities going on downtown.

Mayor stated there is a lot of street striping going on in the city and asked the everyone slow down and be careful in those areas.

Mayor Broderson stated that next week's guest on "Our City" are going to be Bonnie Nichols from the MCSA, and Dale McCray Muscatine County Assessor .

Councilmember Harvey moved the meeting be adjourned at 8:46 p.m.

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Gregg Mandsager, City Administrator