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## City Administrator Report to Mayor & City Council

2018.11.09, Edition No. 329

### WEEKLY UPDATE:

- Goals: The annual goal setting session will be held this coming **Thursday, November 15th at 5:45pm** in the Lower Level Conference Room.
- CSO: Please find attached the October 2018 progress report for the West Hill Projects. Karmen K. Heim, P.E., Senior Environmental Engineer, Stanley Consultants.
- CVB: Also attached is the Quarterly CVB Report (Q2-2018) provided by Greg Jenkins.
- Bi-State: Attached please find a copy of the Commission in Review for October 2018. The Commission in Review is intended to assist the over 400 elected officials from our member governments in being better informed of their Commission's activities. If you have any questions or suggestions regarding the content or format of this report, please do not hesitate to contact me. Sarah Grabowski, Desktop Publisher, Bi-State Regional Commission.
- IDOT: We have received the sign lease from IDOT after passage at last night's council meeting. Once we have a certificate of Insurance, we will be able to have access. If at some point the council would like a tour of the site, please let me know.
- Soccer: The new soccer/multi-use fields and parking lot is well on its way. MUSCO will likely be installing poles, the parking lot lights (security lighting) and placing the associated wiring this year, but we are expecting the soccer lights themselves will be installed in 2019 with the latest version that is under review. Thanks great news and works well with our timeline. Another great community partner along with the land donation by the Kent Foundation.
- TIF: We expect the housing TIF agreement to be brought forward next week for council consideration. The main outstanding items with P&Z are the Development Plan and Platt which are expected to take place at the December meeting. Following those steps, the Sewer Benefit District process will begin.
- Nomination Committee: The Nomination Committee is meeting this coming Wednesday at noon to review two appointments: MPW and ZBA.
- SBFL: We have reviewed 4 SBFL applications that are in process and collecting additional data. After that we have another 2-3 that are collecting information and in line for our next meeting. More to come soon.
- Budget: Staff budget memos went out this past week. It is budget time! A schedule should be coming out shortly.
- Airport: Apron and Hangar project. We asked that the Apron grading project be placed on hold last night (part two is the concrete work in the Spring) as some of the hangar tenants/partners are having second thoughts regarding the project (4 box hangars, 3 with land leases and 1 for the City to rent). We now have the upfront investment costs, and in addition the land lease (Typically minimal) and maintenance fees need fixed. This is consistent with our previous lease. Those leases were 20-25 year terms. The tenants were looking for a 50 year term which

the FAA will not support and in talking to our engineers, the 30 years lease with 2 potential 5 year extensions is more in line with what the FAA would agree with. The FAA would frown on a 50 year lease and they would expect the hangars to be built if the Apron project proceeds. So, we have notified the bidders and everything is on hold as we wait to hear back from the potential tenants.

- City Administrator: We will need to be looking for a date to conduct the City Administrator's annual evaluation. That email will be forthcoming along with the annual accomplishments, grants, and forms.
- IT: In short, most everyone and everything is back up and running with a few exceptions and glitches here and there. The Library still has a few issues to work through. Restoration is ongoing. No hints of viruses/malware/ransomware have been further detected. Things are going well and John is optimistic that things will be nearing completion in 2 weeks.



# Commission in Review

October 2018

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

## NEXT COMMISSION MEETING:

Wed., Nov. 28, 2018  
3:30 p.m.

Scott Co. Admin. Bldg.  
6<sup>th</sup> Floor Conf. Room  
600 West 4th Street  
Davenport, Iowa

## APBA WEBINAR

*Good Sidpath Design*

Wed., Nov. 14, 2018  
2:00-3:00 p.m.

Bi-State Regional  
Commission Conference  
Room  
1504 Third Avenue  
Third Floor  
Rock Island, IL

## CIR VIA E- MAIL

Would you like to get  
this report via e-mail?  
Let us know at  
[info@bistateonline.org](mailto:info@bistateonline.org)

### **Mission Statement:**

*To serve as a forum  
for intergovernmental  
cooperation and  
delivery of regional  
programs and to  
assist member local  
governments in  
planning and project  
development.*

## Bi-State Has New Telephone System

Bi-State has a new telephone system, so staff direct numbers have changed, effective November 8, 2018. The phone number for all staff is (309) 793-6300, and then the staff member's extension, as seen in the following list.

Bryan Schmid	1123	Patty Pearson	1138
Carol Connors	1125	Peggi Merchie	1126
Christine Cary	1149	Rachel Bruce	1130
Denise Bulat	1140	Sarah Gardner	1148
Donna Moritz	1128	Sarah Grabowski	1136
Gena McCullough	1146	Sharon VanHook	1127
Gustav Benson	1124	Stacy DePorter	1134
Jim Schmedding	1135	Tara Cullison	1145
Kassie Keeney-McGurk	1129	Tianze Ma	1139
Michael Saponaro	1131		

## Gap Financing Money Available From Revolving Loan Fund Program

The Bi-State Revolving Loan Fund (BSRLF) is celebrating 33 years of providing gap financing to businesses, according to Jim Tank, RLF Program Representative and Bi-State Commissioner. Mr. Tank reported that since the inception of the program in 1985, over \$10.5 million has been loaned to 112 businesses in Rock Island and Scott Counties. These loans have helped generate over \$439 million in total investments, accessing city and state public financing programs, financial institutions, and company equity. In addition, over 3,900 jobs have been created/retained in the two county area. Currently, there is approximately \$700,000 available to loan.

Bi-State Revolving Loan Fund	RLF Guidelines	RLF Actual
Job/Cost Ratio	1 : \$7,500	2.8 : \$7,500
Private: Public Dollar Ratio	\$2 : \$1	\$13.5 : \$1
Job Creation Retention	1,409	3,904

Donna Moritz, Revolving Loan Fund Program Administrator presented the Commission with information on the Mercer-Muscatine Revolving Loan Fund Program (MMRLF). She stated there have been \$598,000 loaned to businesses in Mercer and Muscatine Counties. These loans have helped generate over \$43 million in total investments. Currently, there is \$333,000 available to loan for Mercer & Muscatine businesses.

See RLF, Page 2

## RLF, From Page 2

Henry County's RLF, administered by Lori Merrill, has approximately \$200,000 available to loan to Henry County businesses with very similar requirements. Information for this program can be found on Henry County's website [www.henrycty.com](http://www.henrycty.com).

Ms. Moritz reviewed guidelines and processes for both the BSRLF and MMRLF programs. She stated companies in need of gap financing could find an application and program guidelines at [www.bistateonline.org](http://www.bistateonline.org) by clicking the RLF Programs link on the left hand side of the home page. They should submit this application to the economic development staff for the community where the business is located or to Bi-State

Mercer-Muscatine Revolving Loan Fund	RLF Guidelines	RLF Actual
Job/Cost Ratio	1 : \$15,500	1.9 : \$15,500
Private: Public Dollar Ratio	\$2 : \$1	\$71 : \$1
Job Creation Retention	39	75

Regional Commission. They need to prove their need for gap financing by providing a letter from their primary project lender/financial institution stating the gap and reason for not fully providing total lending. RLF funds cannot be used when conventional financing is available.

The loan amount is based on number of jobs the business will create or retain in two years. Other criteria reviewed included an owner of 20% or more must provide a personal guarantee, 10% of the total project cost should be funded by owner equity, adherence to federal laws and regulations is required, and the loan will be collateralized with a security agreement, mortgage, and/or UCC filings. Total public funds into a project maximum are 1/3. Once the application satisfies community and RLF staff reviews, the RLF Board determines if the project and loan request is approved.

Loans terms are typically 3 years for working capital, 5 to 7 years for equipment, and 7 to 10 years for real estate/fixed assets. The interest rate is below market with a floor of 75% of prime. Priority is given to manufacturing/industrial projects, then service, and lastly to retail businesses.

Ms. Moritz then reported on the new risk rating system for EDA RLF programs. There are six categories: capital, assets, management, earning, liquidity, and strategic results for a total of 15 measurements. A score is given that affects reporting frequency and could result in a corrective action plan. Bi-State's programs scored an A & B, which was very good with all categories and measurements except liquidity. There is too much cash to lend compared to our counterparts in this EDA region. Bi-State has two years to improve this measurement until a corrective action plan, sequestration, or possible return of grant funds to EDA would be required.

Ms. Moritz requested ideas to market these programs. The Commissioners suggested contacting bankers, credit unions, business brokers, commercial real estate brokers, leasing companies, construction equipment dealers, SBA local representatives, Chambers of Commerce, and Small Business Development Centers. Ms. Moritz and Bi-State Regional Commission Executive Director Denise Bulat stated Bi-State has working relationships with many of these organizations including SCORE and appreciated the suggestions and discussion. Ms. Bulat stated staff would gather email information to provide updated information to all the suggested contacts.

Bi-State Regional Commission Chair Carol Earnhardt suggested Bi-State participate in the Scott County Economic Summit at the Waterfront Convention Center on February 28, 2019. Ms. Bulat stated Congresswomen Cheri Bustos generally has an Illinois Economic Summit in the spring at Augustana College. Staff will plan to market the RLF programs at these events.

Anyone who knows of potential projects in the five county region that will create new jobs and needs public loan assistance to supplement conventional financing should contact a local government's economic development staff or Donna Moritz at (309) 793-6300, ext. 1128.

**BI-STATE REGIONAL COMMISSION  
FY 2018-19 Program Budget Status Report  
Through Month of September – 25% of Year**

<b>ADOPTED BUDGET:</b>	\$1,966,425.00	<b>EXPLANATION:</b>
<b>EXPENDED THROUGH SEPTEMBER:</b>	<b>\$\$\$453,957.91 (23.1%%)</b>	
<b>STAFF LEVEL BUDGETED:</b>	22.0 F.T.E.	
<b>STAFF LEVEL MAINTAINED:</b>	20.0 F.T.E.	

**MEMBER GOVERNMENTS SERVED DIRECTLY AND ACTIVITIES DURING SEPTEMBER:**

- ALEDO** – MMRLF Coord.; Transit Mobility/HSTP Planning; Aerial Photo Inquiry; Recycling Inquiry.
- ALPHA** – HCEDP Participation; Transit Mobility/HSTP Planning.
- ANDALUSIA** – RICWMA Staffing; MPO Trans. Coord.; Riverfront Council; Website Support; Municipal Code Update.
- ANDOVER** – HCEDP Participation; Transit Mobility/HSTP Planning; Website Support.
- ANNAWAN** – Joint Purchasing Council; Transit Mobility/HSTP Planning; Trails and Greenway Planning; Ordinances Research; HCEDP and EZ Participation.
- ATKINSON** – HCEDP and EZ Participation; Transit Mobility/HSTP Planning; Trails and Greenway Planning; Website Support.
- BETTENDORF** – Air Quality; Drug & Alcohol Consort.; I-74 Bridge Coord.; Transit Planning-Performance Measures Coord.; Joint Purchasing; Haz. Mit. Plan; Riverfront Council; RLF Loan Admin.; Scott Co. Housing Council; Solid Waste Coord.; Trail Coord.; REAP Plan Update; MPO Trans. Coord.; MRCTI; Aerial Photo Coord.
- BLUE GRASS** – Reg. 9 Transp. Coord.; Solid Waste Coord.; Hazard Mitigation Plan; Website Support; RDA & SCRA Grant Applications.
- BUFFALO** – Riverfront Council; Solid Waste Coord.; MPO Trans. Coord.; Trail Planning Coordination; Hazard Mitigation Plan; IT Study.
- CAMBRIDGE** – HCEDP and EZ Participation; Transit Mobility/HSTP Planning; Aerial Photo Coord.
- CARBON CLIFF** – Joint Purchasing; RICWMA Staffing; MPO Trans. Coord.; Trail Planning, GIT Coord.; Aerial Photo Coord.
- COAL VALLEY** – Joint Purchasing; MPO Trans. Coord.; MUNICES Coord.; RICWMA Staffing; Floodplain; Utility Map & ESRI Inquiry.
- COLONA** – HCEDP Participation; Joint Purchasing; Floodplain; Trails and Greenway Planning; GIT and Hennepin Parkway Coord.; MPO Coord.
- CORDOVA** – RICWMA Staffing; Riverfront Council; Transit Mobility/HSTP Planning.
- DAVENPORT** – Air Quality Asst.; Transit Planning-Performance Measures Coordination; FTA 5339 Grant Admin.; Joint Purchasing; Riverfront Council; RLF Loan Admin.; Scott Co. Housing Council; Solid Waste Coord.; Haz. Mit. Plan; Trails Planning; MPO Trans. Coord.; IADOT/City Qtrtry. Mtg.; QCTrails.org; QC TELL; REAP Plan Update; MRCTI; Aerial Photo Coord.
- EAST MOLINE** – Air Quality Asst.; E9-1-1 Coord.; Joint Purchasing; MUNICES Coord.; RICWMA Staffing; Riverfront Council; RLF Admin.; RMS Coord.; MPO Trans. Coord.; Trail Planning & GIT Coord.; MRCTI; Aerial Photo Coord.
- ELDRIDGE** – Drug & Alcohol Consort.; Solid Waste Coord.; Website Support; Haz. Mit. Plan; Trails Planning; MPO Trans. Coord.
- FRUITLAND** – Reg.9 Transp. Coord.; Solid Waste Coord.; Municipal Code Update.
- GALVA** – HCEDP and EZ Participation; Transit Mobility/HSTP Planning; Trails and Greenway Planning.
- GENESEO** – HCEDP Part.; Transit Mobility/HSTP Planning; Trail Planning and Hennepin Parkway Coord.; Zoning Maps; Aerial Photo Coord.
- HAMPTON** – MUNICES Coord.; RICWMA Staffing; MPO Trans. Coord.; Riverfront Council; Aerial Photo Coord.
- HENRY COUNTY** – HCEDP Part.; Joint Purch.; Transit Mobility/HSTP Plan.; Trail & Greenway Plan & Mapping/Hennepin Parkway Coord.; MPO Trans. Coord.; Enterprise Zone App.; Zoning & LESA Reviews.
- HILLSDALE** – Transit Mobility/HSTP Planning.
- KEITHSBURG** – CDBG Grant Admin.; OSLAD Grant.
- KEWANEE** – HCEDP and EZ Participation; Transit Mobility/HSTP Planning; Trails and Greenway Planning; Joint Purchasing Information.
- LECLAIRE** – Joint Purchasing; Riverfront Council; Solid Waste Coord.; MPO Trans. Coord.; Trails Planning and Funding Inquiry; REAP Grant Appl.; Hazard Mitigation Plan; IT Study.
- LONG GROVE** – Reg. 9 Trans. Coord.; Solid Waste Coord.; Website Support; Hazard Mitigation Plan; IT Study.
- MCCAUSLAND** – Reg. 9 Trans. Coord.; Solid Waste Coord.; Hazard Mitigation Plan; IT Study.
- MILAN** – E9-1-1 Coord.; Joint Purchasing; MUNICES Coord.; RICWMA Staffing; MPO Trans. Coord.; RLF Admin.; RMS Coord.; Cons. Dispatch Study Asst.; Comp Plan Update; Trails Planning; Complete Streets; QCTrails.org; Aerial Photo Coord.
- MOLINE** – Air Quality Asst.; E9-1-1 Coord.; Joint Purch.; I-74 Bridge Coord.; MUNICES Coord.; RICWMA Staffing; Riverfront Cncl; RLF Adm.; RMS Coord.; Trails Coord. and Complete Streets Planning; MPO Trans. Coord.; QCTrails.org; MRCTI; Aerial Photo Coord.
- MUSCATINE CITY** – Air Quality Asst.; Joint Purch.; Reg. 9 Transportation Coord.; MMRLF Coord.; Solid Waste Coord.; Trails Planning/ADT Coord.; MRCTI; Aerial Photo Coord.
- MUSCATINE COUNTY** – Air Quality Asst.; Joint Purch.; Reg. 9 Coord. & STBG Inquiry; Trails Plan Update/ADT Coord.; Transit Mobility Coord.; MMRLF Coord.; Cedar River Watershed Planning; 2019 Aerial Photo Coord.; MRCTI.
- NEW BOSTON** – Transit Mobility Coord./HSTP Planning.
- NICHOLS** – CDBG Wastewater Funding Inquiry.
- OAK GROVE** – E9-1-1 Coord.; MPO Trans. Coord.
- ORION** – HCEDP and EZ Participation; Website Support; Transit Mobility/HSTP Planning; OSLAD Grant App.
- PORT BYRON** – RICWMA Staffing; MPO Trans. Coord.; Riverfront Council.; Trails Coord. and Complete Streets; MRCTI.
- PRINCETON** – Riverfront Council; Solid Waste Coord.; MPO Trans. Coord.; Trail Planning & Grant Appl.; Hazard Mitigation Plan; REAP Grant Appl.; Zoning Maps; IT Study.
- RAPIDS CITY** – RICWMA Staffing; Riverfront Council; MPO Trans. Coord.; OSLAD Grant.
- RIVERDALE** – Riverfront Council; MPO Trans. Coord.; Solid Waste Coord.; Trails Coord.; Website Support; Haz. Mit. Plan; MRCTI; IT Study.
- ROCK ISLAND CITY** – Air Quality Asst.; E9-1-1 Coord.; Joint Purch.; MUNICES Coord.; Riverfront Cncl.; RICWMA Sfg.; RLF Loan Admin.; RMS Coord.; Trails Coordination; MPO Trans. Coord.; QCTrails.org; Complete Streets Planning; MRCTI; Aerial Photo Coord.
- ROCK ISLAND COUNTY** – Air Quality Asst.; E9-1-1 Coord.; Joint Purchasing; QCEPC Committee; MUNICES Coord.; RICWMA Sfg. & Website Support; RMS Coord.; Trail Coord.; Transit Mobility/HSTP Planning + QC Rideshare; Passenger Rail; Floodplain Coord. Efforts; QC Health Initiative; MPO Trans. Coord.; Forest Preserve Plan Update/Complete Streets, Map Updates; Stationery-Business Cards.; Comp Plan Update Grant Award; Aerial Photo Coord.; OSLAD Grant App.
- SCOTT COUNTY** – Financial Mgmt – Scott Co. KIDS and Scott Co. Hsg. Cncl.; Air Quality Coord.; I-74 Bridge Coord.; Joint Purch.; QCICNet, Reg. 9 Transportation Coord. & MPO Trans. Coord.; Federal Aid Swap Policy; Parkview Traffic Analysis; RLF Admin.; Planning; Trail Planning/ADT Coord.; REAP Plan Update; Transit Mobility/HSTP Planning + IA/QC Rideshare; Interop. Project; QC Health Initiative; Countywide IT Services/Equipment Coord.; Hazard Mitigation Plan Update; QC EPC Meeting; Zoning Review; 2019 Aerial Photo Coord.; Economic Development Summit.
- SHERRARD** – Joint Purchasing; Transit Mobility/HSTP Planning; Website Support.
- SLVIS** – E9-1-1 Coord.; IL Intergov. Comm. Coord.; Joint Purch.; MUNICES Coord.; RICWMA Sfg.; RMS Coord.; MPO Trans. Coord.; Trails Planning & GIT Coord.; RLF Loan Admin; Mapping Asst.; Aerial Photo Coord.
- VIOLA** – Transit Mobility/HSTP Planning; Mapping Asst.
- WALCOTT** – Reg. 9 Transportation Coord.; RLF Admin; Solid Waste Coord.; Comp Plan Update; Trail Coord.; Hazard Mitigation Plan; IT Study.
- WEST LIBERTY** – Air Qual. Coord.; Reg. 9 Transportation Coord.; Trails Plan/ADT Coord. Solid Waste Coord.; MMRLF.
- WILTON** – Air Qual. Coord.; Reg. 9 Transp. Coord.; Solid Waste Coord.; MMRLF.
- WINDSOR** – Transit Mobility/HSTP Planning; CDBG Grant Admin. & Bid Opening.
- WOODHULL** – HCEDP and EZ Participation; Transit Mobility/HSTP Planning.

## **Bi-State Report – September**

**COMMUNITY/ECONOMIC DEVELOPMENT:** Provided information to Henry County Economic Development Partnership (HCEDP) board and follow-up for the Enterprise Zone application. Began planning economic summits. Attended Iowa Regional Council of Governments meeting and NARC Executive Directors Conference. Data warehouse [www.greaterqcregiondata.org](http://www.greaterqcregiondata.org) website maintenance. Attended community/economic development conference, trainings, and webinars. Began comparing economic development software.

### **DATA/GRAPHICS/MAPPING/ON-LINE SERVICES**

**Data Center:** Staff responded to 6 data and map requests including 3 from non-profits and 3 from a local government. The data section of the Bi-State website had 42 page views. The data portal ([www.greaterqcregiondata.org](http://www.greaterqcregiondata.org)) had 23 sessions and 143 page views. Staff assisted with and monitored the 2020 Census, including Participant Statistical Areas Program (PSAP), Local Update of Census Addresses (LUCA), and Hard to Count Areas.

**Graphics/GIS/Mapping:** QC Street Map (Folded & Wall Versions) Distribution; QC Trails.org Website Maintenance-trail safety alerts; Region-wide 2019 Aerial Photo Update Coordination; Region 9 Transportation Improvement Plan Mapping; Transit Development Plan Mapping; Update/Maintain GIS Data for Street Centerlines, Traffic Counts, MPA Boundary, Federal Functional Class Routes, Urban Areas, Corporate Limits, Landmarks, Rail, Trails, zoning, utilities.

**www.bistateonline.org:** Total pages viewed for September 2018 was 2,274, and top pages viewed included: Joint Purchasing Council/Bid Notices (269); Average Daily Traffic Counts (71); Our Staff (86); Contact Us (41); Quad Cities LRTP (36); Search (64); Careers (52); and Who We Are (40).

**ENVIRONMENTAL, RECREATION, RIVERFRONT SERVICES:** Responded to inquiries & assisted with trail/recreation project funding assistance/grants and trail use counting. Fielded Safe Routes to Schools grant requests. Prepared solar farm zoning reviews. Worked on Rock Island County Forest Preserve Plan, Rock Island County Greenways and Trails Plan, and Muscatine County Trails Plan updates. Finalized Scott County REAP Plan update. Prepared 4 Open Space and Land Acquisition grant applications. Served Rock Island County Waste Management Agency (RICWMA) with oversight and management of waste disposal and recycling programs, drop-off recycling program, reporting, and overall agency administration. Responded to RICWMA telephone inquiries from general public & media concerning solid waste and recycling issues. Participated in NW IL Water Supply Study. Continued coordination of issues related to Bi-State Region Clean Air Partnership and strategies for emission reduction. Assisted with MRCTI planning. Began development for 2019 alternative energy workshop. Continued multi-jurisdictional hazard mitigation planning. Attended River Action meetings.

**INTERGOVERNMENTAL FORUMS AND REGIONAL SERVICES:** Continued assistance to the Joint Purchasing Council (JPC). Worked on the following bids: calendar, printer and copier paper, and printer supplies. Staffed Quad Cities Area intergovernmental forums and meetings of managers, administrators, and chief elected officials. Assisted with Rock Island Arsenal issues. Participated in emergency planning and preparedness meetings. Provided follow-up for Scott County smaller community IT study.

**REVOLVING LOAN FUND (RLF):** Administered Bi-State RLF Program: Prepared meeting cancellation notice and financial summary report. Continued working with Bettendorf company for application information. Continued receiving job creation information from active companies. Administered Mercer/Muscatine RLF Program (MMRLF): Prepared financial summary report. Prepared annual Economic Development Administration Revolving Loan Fund report. Provided information to potential applicants. 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. Served transportation inquiries on projects, funding, and rail crossings. Held interdisciplinary traffic safety meeting. Monitored bridge restrictions. Prepared monthly reports of federal transportation programs and coordinated related funding/reporting. Monitored air quality emission issues and exceedances. Organized extreme weather durability and resiliency assessment pilot. Started developing RFQs for Illinois 92 corridor and QC Mississippi River Rail Bridges ILSPR grants. Worked on connections of American Discovery Trail (ADT)/Grand Illinois Trail and Mississippi River Trail and attended related meetings, as well as other trails planning and grant assistance. Facilitated QC Trails.org and QC Rideshare sites maintenance. Conducted trails counter technical assistance. Facilitated issues related to Bi-State Regional Trails Committee. Coordinated Bi-State Drug and Alcohol Testing Consortium random testing program, and continued to facilitate vendor contracting. Monitored MPO and Iowa Region 9 FY19 Transportation Planning Work Programs. Monitored MPO & Region 9 Federal Fiscal Year (FFY) 2019-22 Transportation Improvement Programs (TIP), including facilitating TIP revisions, and maintenance of data entry in Iowa Transportation Project Management System (TPMS) as part of transportation improvement programming. Continued model development coordination, including beginning to address parcel data needs. Addressed performance measures requirements. Started developing 2050 travel demand model network and input data. Held transit coordination meeting. Administered Illinois Region 2 transit HSTP coordinator position. Administered Federal Transit Administration (FTA) 5339 grant. Presented Title VI update. Monitored status of implementation of passenger rail service to Chicago. Participated in webinars, workshops, and conferences on various transportation topics related to resiliency, walking, and bicycles.

CITY OF MUSCATINE  
CITY COUNCIL GENERAL FUND OVERVIEW  
Council Chambers – 5:30 p.m. – January 25, 2018

Mayor Diana Broderson called the meeting for the City Council's General Fund Overview for Thursday, January 25, 2018, to order at 5:30 p.m. Councilmembers present were Spread, Harvey, Brockert, Saucedo, Brackett, Fitzgerald and Malcolm. Also present were City Administrator Gregg Mandsager and Finance Director Nancy Lueck

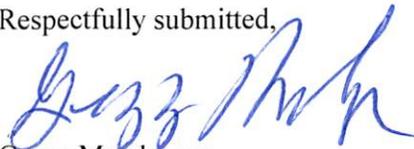
The first item on the agenda was an overview of the proposed 2018/2019 budget. City Administrator Mandsager gave a power point presentation on the proposed budget.

Budget review sessions are scheduled to begin on Saturday, January 27, 2018, at 8 a.m. in the lower level conference room of city hall. The budget schedule is available on the city's website.

With no further comments concerning the budget preparation material, comments were solicited from Councilmembers.

Councilmember Brackett moved the meeting be adjourned at 6:05 p.m.

Respectfully submitted,



Gregg Mandsager  
City Administrator

CITY OF MUSCATINE  
CITY COUNCIL BUDGET REVIEW SESSION  
Lower Level Conference Room – January 29, 2018 – 5:30 p.m.

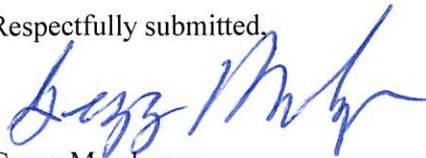
Mayor Diana Broderson called the meeting for the City Council's budget review session for Monday, January 29, 2018, to order at 5:30 p.m. Councilmembers present were Malcolm, Fitzgerald, Brackett, Saucedo, Brockert, Harvey, and Spread. Also present were City Administrator Gregg Mandsager, Finance Director Nancy Lueck, Parks & Recreation Director Rich Klimes, Program Supervisor Kelsie Stafford, Superintendent of Parks Nick Gow, Athletic Facilities Specialist Dillon Cooney, Golf Pro David Crawley, Golf Course Supervisor Brett Parcher, Police Chief Brett Talkington, and Fire Chief Jerry Ewers.

Department budgets discussed included Parks Administration, Park Maintenance, Swimming Pools, Recreation, Soccer, Kent Stein, Wellness, Cemetery, Golf Course, Boat Harbor, and Marina.

With no further comments concerning the budget preparation material, comments were solicited from Councilmembers.

The meeting adjourned at 7:26 p.m.

Respectfully submitted,



Gregg Mandsager  
City Administrator

## Quarterly CVB Report Q2-2018

### **1. *Develop targeted promotional and informational material for media (i.e. brochures, Internet, radio, television, newspapers) directed to individuals, groups, networks of hospitality professionals, sports groups, tour companies, local attractions, and event coordinators.***

- a. One key promotional item for attracting visitors to the community and informing them of the many opportunities they will encounter in Muscatine is our Muscatine Visitors' Guide. The 2019 Visitor' Guide is in the works. The CVB is meeting with Sycamore printing the week of October 28 to begin process.
- b. E-newsletter is sent at least monthly to Muscatine hospitality staff and those who have subscribed via the website. The list is now at 363. The intent is to communicate events and sporting activities for those entities to prepare to serve. You can find a link to the e-newsletter on VisitMuscatine.com. It is updated when there is a new one.
- c. A walking tour book of Historic Houses of West Hill from 1984 is being revised in concert with Mary Wildermuth. The book is currently at Sycamore Printing.
- d. The CVB directs the marketing efforts of McDaniel's Marketing. This consists of the Director providing events and attractions to promote in our market, approving the content of the ads and ensuring the website landing page for the event is up-to-date. Please see attached reports from August and September.

### **2. *Cultivate and maintain relationships with visiting sports teams to ensure they have a quality visit and hopefully return.***

- a. The Muscatine CVB led the effort to welcome the 2018 College Search Kick-off participants. The CVB, GMCCI and Chamber Ambassadors staffed a welcome site for the tournaments during the event. This entailed Visitor Guide distribution, map distributions and information dissemination.
- b. The CVB was on site to greet teams and distribute Visitors Guides at the September Muscatine Soccer Club Tournament and the ISA Games Tournament. Both shifts were on Saturday mornings.

**3. Disseminate information by personal visits, correspondence, media pieces, and phone calls about facilities and amenities available in the Muscatine area.**

- a. Since the revised Visitor Guide was released GMCCI has received request for information via online requests or telephone calls. Phone calls and drop in visits by visitors are common at the current location of the CVB. During the months of August and September we received a combined 17 walk-ins and calls. The CVB Director and GMCCI staff offer suggestions to callers and visitors to meet their needs. Phone calls have ranged from visitor guide requests, reunions and weddings.
- b. Assisted in finding facilities for the Save Our Stuff Conference on June 7, 2019. Working with contact to also book a tour that day.
- c. Planned two bus tours for out of town clubs in 2019. Both have over 40 people attending. Itineraries showcasing Muscatine's attractions and dining locations were given to them.
- d. Sent out a bid form to all local lodging facilities regarding the 2019 Iowa County Conservation Boards Conference being held in Muscatine. Results of bids will be given to the contact for the conference.
- e. A promotional email was sent to Viking Cruises requesting them to consider Muscatine for their River Cruises.

**4. Develop and supervise plans to promote the Muscatine area as a tournament, meeting, tourist and convention destination.**

- a. The CVB Director is currently working with the Bowling Tournament Organizer for the 2019 men's tournament and efforts are being made by the CVB Director to attract people from the tournament to stay in Muscatine.
- b. Muscatine was chosen to host the 2019 County Conservation Conference. Materials were assembled for the attendees of the 2018 County Conservation Conference with Visitors Guides for next year's attendees to explore Muscatine attractions.

- c. Muscatine was chosen to host the Eastern Iowa Tourism Association Meeting in March 2018. CVB Director applied for this bid.
- d. The Muscatine CVB applied to host the 2020 Upper Midwest CVB Conference. A bid packet was put together, with the help of the Merrill Hotel and Conference Center. If awarded, this conference could bring 250 people to town.

**5. *Ensure maintenance of current and accurate information on the CVB related website pages –especially area calendar of events that relate to the Muscatine area, tourism, conventions, and trade shows.***

- a. Much time was spent bringing the VisitMuscatine.com website up to date. The site is regularly and routinely updated with upcoming events, things to do, dining and lodging opportunities.

**6. *Serve as public relations leader to promote all CVB activities and community events at the local, regional, and state level.***

- a. Member of Eastern Iowa Tourism Association
- b. Member of Iowa Destination Marketing Alliance representing Muscatine
- c. CVB participates conferences and meetings representing Muscatine. These opportunities enable CVB to interact with travel groups and other professionals providing an opportunity to share the Muscatine offerings.
- d. The CVB Director was the keynote speaker at the October Newcomers Luncheon. A presentation was given highlighting upcoming event.

**7. *Develop and maintain tracking instruments to measure results of marketing efforts.***

- a. Currently we are measuring:
  - i. Visitor Guide distribution
  - ii. Website traffic,
  - iii. Marketing Campaign results from McDaniels contract,
  - iv. Facebook & Twitter likes
  - v. e-newsletter subscriptions
  - vi. Hotel/Motel tax

**8. Prepare and administer budget for CVB.**

- a. Budget cycle for 2018/19 complete.

**9. Actively seek grant and other funding sources to help finance activities of the CVB.**

- a. A grant application has recently been made to Travel Iowa of the Iowa Economic Development Authority to help fund the creation of videos to be used via social media and for potential television commercials outside our local market.

**10. Provide supervisory role to CVB staff, interns, and volunteers.**

- a. No activity at this time

**11. Capitalize on visitors while they are here (weddings, soccer tournaments, baseball/softball tournaments, business conferences).**

- a. It has been standard practice for the CVB to be present at several sporting events to answer any questions about Muscatine and disseminate brochures and Visitor Guides.

**12. Form a hospitality committee (hotels, event venues etc.).**

- a. Next Hospitality Meeting is on November 15 at the Environmental Learning Center.

**13. Grow Chinese tourism and capitalize on current momentum.**

- a. The Muscatine CVB is an active member of the Muscatine China Initiatives committee.
- b. Working with Big River Magazine on an upcoming article. The CVB is assisting in arranging interviews.

- c. Helping to promote “Better Angels” documentary that was partially filmed in Muscatine. This film explores the relationship between United States and China.

### **Notable activities**

- Helping to coordinate The Downtown Muscatine Holiday Open House and Girls Getaway.
- Coordinated Interviews for WHBF Channel 4 for their spotlight on Muscatine during the week of September 10. Attractions and events included; Muscatine History and Industry Center, Muscatine Art Center, Muscatine County Environmental Learning Center, The Old Barn, Second Saturday, Pine Creek Grist Mill and The Buckskinners Rendezvous. These spots ran the week of September.
- Participated in two separate visits regarding Alexander Clark history. One with a visiting University of Iowa Graduate student and one with the Des Moines Register.

**Muscatine CVB  
Metrics**

<b>Requests for Mailings</b>	<b>2016/2017</b>	<b>As of January, 2018</b>	<b>Goal for CVB 2018/2019</b>	<b>Current Count for Mailings</b>
	70	62	80	85

<b>Visitor Guides Distributed</b>	<b>As of January, 2018</b>	<b>Current distribution</b>	<b>Goal for CVB for July 1 2018- June 30 2019</b>
	600+	4,150	5000

	<b>Actual 2015/2016</b>	<b>Actual 2016/2017</b>	<b>Actual 2017-2018</b>	<b>Goal 2018/2019</b>	<b>Current</b>
<b>Facebook Likes</b>	1382	1800	1612	2000	2159
<b>Twitter Likes</b>	515	625	609	700	644
<b>Instagram Likes</b>	214	250	267	300	333
<b>Highest Facebook Post Reach</b>	6,037	5656	4645	7000	2400

<b>CVB Website</b>	<b>Actual 2015/2016</b>	<b>Actual 2016/2017</b>	<b>Actual 2017/2018</b>	<b>Goal 2018/2019</b>	<b>Current (July 1-18-present)</b>
<b>Visitors</b>	23,058	18,000	107919	60,000	42,889
<b>Page Views</b>	46,644	80,000	154818	90,000	60,059

<b>E-Newsletter</b>	<b>Actual 2015/2016</b>	<b>Actual 2016/2017</b>	<b>Actual 2017/2018</b>	<b>Goal 2017/2018</b>	<b>Current</b>
<b>Subscribers</b>	356		358	500	359

**Hotel Motel Tax**

<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Through two quarters</b>
<b>2014/2015</b>	<b>2015/2016</b>	<b>2016/2017</b>	<b>2018</b>
\$353,869	\$361,803	\$441,079	\$204,528

