

**MINUTES**  
**Community Improvement Action Team**  
**Tuesday, January 17, 2012 – 3:00 P.M.**  
**City Hall – Lower Level Conference Room**

**Members Present:** Gary Wieskamp, Gary Carlson, Bill Phelan, Laura Liegois, Dyann Roby, Sarah Lande, Ann Meeker, Mayor Hopkins, Rochelle Conway, Brenda Christensen, John Beckey

**Members Absent:** Steve Boka, Richard Klimes, Gregg Mandsager

**Guests Present:** Jeff Boldt, Mary Odell, Adriana McMullan

The meeting was called to order at 3:05 p.m.

Approval of the minutes of the December 20, 2011 regular meeting. Moved by Meeker. Second by Lande. All ayes; motion carries.

Comments from Citizens

None

Comments from Mayor

Hopkins stated he hasn't heard much about the Blue Zones Project and its progression and is looking forward to hearing more today.

Meetings

Carlson stated before they move on with the Blue Zones update, he would like to discuss something else. He stated there is usually a member from Council on this committee, however, there hasn't been for a while. We are thinking about having Tom Spread join, however, the current meeting dates will not work for Mr. Spread. He asked the group if they were alright with moving the meetings to the last Tuesday of every month. The meetings will still be the same time and place though. All agreed.

Presentation – Blue Zones Application Process Update

Odell stated a steering committee for the Blue Zones application process was formed in September and submitted a statement of interest. She stated 58 communities were invited to complete an application based on previously submitted statements of interest. Out of those 58 communities, 54 submitted applications on January 4, 2012. The steering committee that submitted the application consisted of: Andrew Fangman, Jim Rudisill, Mary Wildermuth, Sarah Ott, Rosemary Boesen, Gary Carlson, Adriana McMullan, and Mary Odell. There will be 10 finalists selected on February 10, 2012. The site visits will be conducted between February 27, 2012 and March 9, 2012. She stated they are moving forward in anticipation of being chosen as a finalist.

Odell stated there is also a marketing committee, which consists of: Jeff Canfield, Ramona Sywassink, Gary Carlson, Jane Daufeldt, and Bill Phelan. Everyone who completes the pledge will receive tips on marketing as well. She informed the committee the Silver Cord students from the High School will be setting up at Hy-Vee to encourage more people to pledge.

Roby stated she and Liegois went to the Community Y twice and took a lap top and their cell phones. Almost everyone that came through signed up. Phelan stated we will need about 4,000 people signed up if we want to reach 20 percent. If the school would allow teachers to promote it in classes we could get more. Odell stated middle schools could allow it. Beckey stated churches could promote it too. Meeker stated her church has been announcing it. Lande stated YPN would also be a big one. Odell stated she has been giving PowerPoint presentations to groups too. She stated she has two coming up with the Kiwanis and Rotary club. Carlson stated he will be attending a Business Healthy Muscatine meeting in February. There are 22 businesses registered for it and the first focus of the group will be to share wellness and messaging ideas.

Carlson stated he and Wieskamp are giving a presentation to Leadership Muscatine on Thursday and said they would mention the Blue Zones Project. Liegois asked if MCC knows about it. They are back in school and there is lots of traffic. Beckey asked if it counts if students are from out of town. Odell stated as long as they put in Muscatine's zip code it will. Beckey stated maybe the surrounding communities can text Muscatine's zip code. Boldt stated this whole thing is about thinking outside of the box. He stated we need to do something different so they can remember us.

Odell stated Office Set-up is another committee that has been created. The members of this committee are: Bill Phelan, Gary Carlson, Rosemary Boesen, and Ann Meeker. If we are selected as a finalist, we must provide an office for the project. She stated there is an office established and ready to go.

Odell stated the last group they have created is the Site Visit Committee. The members of this committee are: Jeff Canfield, Mary Odell, Gary Carlson, Sarah Lande, Bob Allbee, Bill Phelan, and Bill Decker. This committee will be organizing the site visit that is required if we are selected as a finalist. The site visit will probably be held at MCC since it fits the requirements for the type of location they are looking for. Hy-Vee will provide refreshments for the event.

#### Presentation – Mississippi Drive Corridor state update

None

#### Action Team Reports

Lande stated she and Conway would like to work on getting a dog park in Muscatine. Christensen stated Leadership Muscatine has proposed this previously. She stated they can check with them to get more information. Lande stated she has more ideas for trails too. She stated she will list them and get them to the group at a later date.

Meeker stated she has been told there are opportunities to have a large bass tournament in Muscatine. Bass tournaments typically have about 150 participants and are held once in the spring and once in the fall. There hasn't been a tournament like this in Muscatine for three years. She stated she would like to get an application submitted. Mayor Hopkins stated he has a proposal for that and would be willing to help her.

Phelan stated he is currently working on the men's 2014 bowling tournament. Carlson stated a few years back Plamor Lanes gave businesses their old bowling pins. Businesses decorated those

pins and put them in their windows during the tournament, which enticed more visitors and the community to stop in.

Mayor Hopkins stated he would like to build a band shell downtown on the riverfront. He stated he sees these used frequently and it would be nice for the Muscatine Symphony Orchestra and dance companies to use. He stated the location he had in mind for this is the green space located next to the basketball courts.

Other Business

None

Next Meeting Date

The next meeting will be held on Tuesday, February 28th, 2012, at 3:00 P.M.

There being no further business, the meeting adjourned at 4:05 p.m.

Respectfully submitted,

Jessica Shaw  
Office Coordinator