



PRESS RELEASE

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FOR IMMEDIATE RELEASE
NOVEMBER 8, 2023

THREE PRESENTATIONS ON AGENDA FOR CITY COUNCIL

Staff to lead discussions on Landfill gas to energy, Heart & Soul, Muscatine branding

MUSCATINE, Iowa – Three presentations are on the agenda for the Muscatine City Council November In-Depth meeting including a presentation on turning landfill gas into energy, an overview of the Muscatine Heart & Soul program, and a discussion on how to market and brand Muscatine for residents, potential residents, and visitors.

The Council meeting begins at 6 p.m. and the public is welcomed and encouraged to attend the session in person.

Several options are available for those who cannot attend in person but would like to watch the proceedings. The City Council meeting will be broadcast live on the City of Muscatine [YouTube channel](#) and on Civic-TV (Muscatine Power & Water Cable Channel 2). A virtual option is also available for those who want to watch the proceedings on their desktop, laptop, tablet, or smartphone. Information on joining the virtual session is listed below.

Solid Waste Manager David Popp and Public Works Director Brian Stineman will lead a presentation and discussion on a proposed Landfill Gas to Energy Project with Vespene Energy.



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There has been increasing interest by small to mid-sized landfills for projects aimed at turning methane gas into energy. These projects consist of capturing methane gas and either turning it into electric power for resale to power companies or "cleaning" it for sale to gas companies as natural gas.

Community Development Director Jodi Royal-Goodwin will lead a presentation and discussion on six statements created by the Muscatine Community Heart & Soul Program following a two-year effort to collect information from Muscatine residents. Royal-Goodwin will review the community engagement process, the data collected, and the resulting statements.

Community Manager Kevin Jenison and City Administrator Carol Webb will lead a presentation and discussion on the development of a marketing strategy and rebranding of the City of Muscatine. Past efforts have not been able to clearly identify a message that is unique to Muscatine and that would position Muscatine for strategic growth. The development of a clear, compelling, and unique brand would be the foundation for the message that Muscatine is a place desirable as a business location, visitor destination, or a place to call home.

Information on the other agenda items can be found by clicking [AGENDA](#) to download a PDF version of the City Council agenda and/or attachments.

Muscatine City Council Meeting | Thursday, Nov. 9, 2023
6:00 PM – 8:00 PM (CDT)

Join the virtual Zoom meeting from your computer, laptop, tablet or smartphone by clicking the following link: [Muscatine City Council Meeting](#).

Meeting ID: 825 5169 1259

Passcode: 927879

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