



Agenda

Goals Work Session

Oelwein Community Plaza, 25 West Charles, Oelwein, Iowa

5:30 PM

September 21, 2020

Oelwein, Iowa

Mayor: Brett DeVore

Mayor Pro Tem: Warren Fisk

Council Members: Matt Weber, Renee Cantrell, Tom Stewart, Lynda Payne, Karen Seeders

Pledge of Allegiance

Discussions

- [1.](#) Discussion on Council Goals

Adjournment

In compliance with the Americans with Disabilities Act, those requiring accommodation for Council meetings should notify the City Clerk's Office at least 24 hours prior to the meeting at 319-283-5440



Mission Statement

The City of Oelwein strives to provide services and opportunities that utilize old charm with new thinking to ensure success for future generations.

Values

Creative and Visionary –We believe that an openness to creative and visionary thinking will result in new opportunities, increased efficiencies, and excitement about the future.

Transparency–We believe that transparency, keeping the community informed through open, honest, and welcoming communication, is essential for an informed and involved citizenry.

Team Work –We believe that staying connected with each other and the community can build necessary support systems and help maintain trust.

Adaptability–We believe that adaptability and willingness to grow is essential in finding solutions to organizational and community related challenges.

Commitment–We believe in commitment to each other, to the community, and to following through in everything we do.

Oelwein Goals

Implement projects that enhance the community image and builds community identity with a focus on beautifying key destinations and public spaces while better marketing Oelwein.

Prioritize business and growth opportunities that increase development for the community.

Continue and expand measures to improve housing.

Expand and improve city parks, recreation, and the community trail system.

Maintain core service in local government ensuring sustainability.

Oelwein Goals

Implement projects for community improvement with focus on beautifying key destinations and public spaces

- Pursue visual enhancement projects to create an inviting community - ongoing
- Continue and expand community engagement/community events – ongoing
- Support Arts and culture improvements in the community – ongoing
- Identify projects for downtown improvement, with focus on connecting and beautifying key destinations and public spaces – next year
- Continue and expand community engagement/community events – ongoing
- Support arts and culture improvements in the community - ongoing
- Motivate people to want to live in here by improving the community’s image and better marketing existing services & amenities. Re-brand the city. – next year
- Intensify outreach and marketing to promote existing amenities and services in Oelwein; take advantage of existing partnerships – ongoing
- Build an identity for the community (e.g. are we for retirement, or “up and coming,” etc.) – next year
- Support efforts to improve Oelwein’s community image – next year
- Economic development efforts, including supporting those willing to work, working toward an overall increase in median income, and drawing more business establishments to meet local need and fill gaps (e.g. coffee shops, restaurants, etc.) – ongoing
- Participate in community outreach & collaborations to meet all goals - ongoing

Prioritize business and growth opportunities that increase development for the community

- Identify a community coordinator to facilitate partnerships, plans and projects for improvements over the long run – ongoing
- Support efforts to generate business growth or expansion. Target businesses that meet local needs (e.g. community college, grocery, etc.) and/or create jobs - ongoing
- Support economic development efforts with local partners, including OCAD, NICC, RAMS Center, the schools, businesses, and others (e.g. school-to-work collaborations) – ongoing
- Enhance business development opportunities on Hwy 150 & downtown. Work with state officials to look at expansion of Hwy 150

Continue and expand measures to improve housing

- Better enforce existing ordinance pertaining to housing and property maintenance – this year
- Continue and accelerate housing rehabilitation, demolition, and construction programs – next year
- Continue and accelerate housing clean-up, rehabilitation, & develop initiatives. Flexible housing options when possible to encourage re-development of lots – ongoing

- Continue housing improvement efforts, including rehabilitation or demolition of housing, increasing owner occupied housing, more housing incentives, and working to fill vacant/empty lots - ongoing

Expand and improve city parks, recreation, and the community trail system

- Work to create a health and safe community. Build off of existing progress in walkability, recreation and wellness. – ongoing
- To better serve and attract families, continue improvements to the recreation system, such as better organization of youth and adult programming, added amenities at the aquatics center, and consideration of an indoor pool - ongoing
- Expand and improve the trail system, including considering intracity connections (e.g. to Fayette-Manchester-Readlyn) – ongoing
- Expand and connect the sidewalk system in new and existing neighborhoods – ongoing
- Pursue measures to increase utilization of great public facilities – ongoing
- Recreation improvements, including a soccer field at the sports complex, and a professional director or designated staff to spearhead coordination of existing and expanded sports and recreation programs – next year
- Recreation improvements, including pre-emptive updates to aquatic center, and updates to sporting equipment – ongoing
- Expand and connect bike and pedestrian trails and ways – this year and ongoing

Maintain core service in local government ensuring sustainability

- Continue to maintain core services – ongoing
- Plan, budget for and implement regular updates to outdated water, sewer and street infrastructure and equipment – this year
- Implement updates to street infrastructure, including repair & replacement – ongoing
- Invest in infrastructure and resources that support a city's growth (e.g. water/stormwater, sewage, streets, internet) – ongoing
- Be more sustainable as a community (expanded recycling, alternative energy, etc.) – ongoing
- Expand city services, including incorporating city mulching/composting site (versus burning), and community gardens (i.e. in tree dump site) – this year

2020 Topics for Council Discussion

- Airport Future
 - What is council’s end goal?
 - To decide on the future of the airport, the Council should step foot at the airport and understand the current operations.
 - The City Administrator has ideas for the future of the airport, but council must determine if this is an important item to address.
 - The airport is budgeted to bring in \$50,750 and expend \$48,500
 - The airport only loses money when the city does a project. The City must provide 10 percent of the project funds for all federal projects.

- Wellness Center Funding
 - What is Council’s end goal?
 - Does all of council want to start down the path of the wellness center?
 - Does council want to work toward less of an expense each year?
 - Does council believe the wellness center is a service to the community?
 - The Wellness center loss

▪ June 2003	\$28,240	
▪ June 2004	\$40,080	
▪ June 2005	\$68,200	
▪ June 2006	\$20,453	
▪ June 2007	\$26,100	
▪ June 2008	\$38,000	
▪ June 2009	\$60,493	
▪ June 2010	\$67,164	
▪ June 2011	\$67,136	
▪ June 2012	\$68,013	
▪ June 2013	\$78,869	
▪ June 2014	\$70,206	
▪ June 2015	\$54,702	
▪ June 2016	\$55,695	
▪ June 2017	\$50,554	
▪ June 2018	\$22,468	\$10,000 Equipment (additional)
▪ June 2019	\$27,496	\$10,000 Equipment (additional)
▪ June 2020	\$30,460	\$10,000 Equipment (additional)

- County Recycle Bins
 - Council will talk to the commission in August

- County Recycle Fees
 - What is Council’s end goal?
 - Council should negotiate with the landfill commission on the recycling fees.
 - City residents do not need to pay for the pickup and the blue bins. The County could contract their own pickup for material.
 - The county is not trying hard enough to be creative and do something great with this program.
 - A minimal increase is needed for the fees

- Water Sewer Rates
 - How aggressive does council want to approach replacing infrastructure?
 - Working on a quote from Speer and Fox Engineering
 - Coming in September
 - Working on a schedule that includes higher loads from industry
 - Coming in September
 - Council has directed to pursue a charge that considers the amount of services a high end user will need compared to a normal rate user
 - Top 10 users in Oelwein
 - East Penn
 - City Laundering
 - BBV (Mealey)
 - Transco
 - Ashley Molding
 - DCW Casing
 - Superior Car Wash
 - Meadows
 - Mercy Hospital
 - Long Term Care Cor
 - Users
 - residential uses 62%
 - Industrial 21%
 - Commercial 16%
 - Projects that need funding
 - Water infrastructure
 - Current cdbg project
 - Council will want to do a large loan than \$500,000
 - Sewer infrastructure
 - Study coming soo to figure out 4th ST NE
 - Council will need funding for 4th ST NE project and reed beds
 - Potential for new catch basin also
- Audit Findings
 - Delinquent accounts need to be addressed
- Abatement and Enforcement Personnel
 - Council will need to budget a part time person for this position to start once rental inspections start again
 - The current plan works on both complaints and a proactive approach
 - Cost of a part time employee
 - $\$15.00 * 20 \text{ hours} * 52 \text{ weeks} = \$15,600$
- Police Manpower
 - Is council interested in a conversation
 - What do you need to understand to be able to make this decision?
 - What is the expectation for the Police Department and is it possible to meet?
 - New officer is \$46,675 plus \$20,000 in benefits

- Volunteer Firefighter Numbers
 - How can council help?
 - Does council want to meet with the volunteers?
- Speed Cameras
 - Not sure where the county is at on this project
 - City can take this on, but probably not during a pandemic
- City Owned Properties
 - In progress
- City Hall Plan
 - The City needs to find a new solution for City Hall
 - 2.5 million needed for Fire and City Hall.
 - Working on federal grants