

CITY COUNCIL WORK SESSION
Cedar Falls Duke Young Conference Room
April 1, 2019

The City Council held a special work session in the Duke Young Conference room at 5:00 p.m. on April 1, 2019, with the following persons in attendance: Mayor Jim Brown, Tom Blanford, Susan deBuhr, Rob Green, Daryl Kruse, Mark Miller, and David Wieland. Staff members attended from all City Departments. Carol Lilly with Cedar Falls Community Main Street, Mary Madden with Ferrell Madden, Elizabeth Garvin with Community ReCode, and Keith Covington with Common Ground attended.

Mayor Brown then introduced the first item on the agenda, Downtown Visioning Project Priority Setting. Ron Gaines, City Administrator, introduced a few members of the consulting team; Mary Madden with Ferrell Madden, Elizabeth Garvin with Community ReCode, and Keith Covington with Common Ground. He stated they have reviewed branding and the target area of the study. He explained it will be an area larger than the downtown core area; extending from 1st Street to 18th Street and from the Cedar River west to into the residential area. Mr. Gaines reviewed the project process, which includes a public kickoff meeting on April 2nd and city staff hopes to wrap up the implemental part of the process by early 2020. He stated tonight's review is to set 'over-arching' priorities to help guide the project. He reviewed the recommended priorities. A brief discussion was held and the council was in consensus with the staff recommendations.

There being no further discussion, Daryl Kruse motioned to adjourn the work session, Rob Green seconded the motion, and the motion carried unanimously. Mayor Brown adjourned the meeting at 5:55 p.m.

Minutes by Lisa Roeding, Controller/City Treasurer

1. Create a thoughtful vision plan to manage change in the community over time.
 - Reflect on the past, consider the present, look to the future.
 - Respect the rich history and culture of Downtown Cedar Falls.
 - Maintain authenticity.

2. Vision will be based on broad community input, gathered through a robust community outreach process.
 - Re-affirm ongoing community efforts and explore new ideas.

3. Create a safe and welcoming process to explore new ideas.
 - Feedback is appreciated... and essential!
 - All ideas are welcome.
 - Think forward, what is your version of downtown?
 - What do you like about the past? Going forward?

4. Take into account market realities, changing demographics for all types of development, and diversity of uses.
 - Future Technology needs
 - Future Transportation needs
 - Future Housing needs

5. Build on our success! Maintain/foster a unique sense of place.
 - Historic main street character
 - Pedestrian-oriented Design
 - Explore the desired character of streets (State Street, Washington Street, Clay Street, etc.)

6. Encourage economic development based on the adapted vision.
 - Maintain/enhance existing properties
 - Encourage new development
 - Invest in public infrastructure to support the vision
 - Tailor financial incentives and economic development grants to support project that further public goals, provide elements of community benefit, or demonstrate exceptional design.

7. Establish clear and objective zoning standards to achieve the adopted community vision.