



**AGENDA
CITY OF CEDAR FALLS, IOWA
COMMITTEE OF THE WHOLE
MONDAY, FEBRUARY 15, 2021
6:25 PM AT CITY HALL**

The meeting will also be accessible via video conference and the public may access/participate in the meeting in the following ways:

- a) By dialing the phone number +13126266799 or +19292056099 or +12532158782 or +13017158592 or +13462487799 or +16699006833 and when prompted, enter the meeting ID (access code) 962 7287 1738.
- b) iPhone one-tap: +13126266799,,96272871738# or +19292056099,,96272871738#
- c) Join via smartphone or computer using this link: <https://zoom.us/j/96272871738>.
- d) View the live stream on Channel 15 YouTube using this link: <https://www.youtube.com/channel/UCCzeig5nIS-dIEYisqah1uQ> (view only).
- e) Watch on Cedar Falls Cable Channel 15 (view only).

To request to speak when allowed on the agenda, participants must click "Raise Hand" if connected by smartphone or computer, or press *9 if connected by telephone. All participants will be muted by the presiding officer when not actually speaking.

Call to Order by the Mayor

1. Request to extend suspension of paid parking in municipal lots.
(30 Minutes)



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2020-2021

Board of Directors:

Crystal Ford - President
Darin Beck
Natalie Brown
Wynette Froehner
Lexie Heath
Ty Kimble
Audrey Kittrell
Jenny Leeper
Dan Lynch
Amy Mohr
Clark Rickard
Stephanie Sheetz
Julie Shimek
Mark Schowalter
Brad Strouse

February 10, 2021

Dear Mayor, Council, City Administrator Gaines and Staff-

The Community Main Street Board of Directors is writing to request an extension of the suspension of the paid parking system until April 1, 2022. The paid parking system was determined pre-COVID and we are now in a very different situation with parking and our economy than we were pre-COVID. This extension would allow time to determine parking needs for the district in a post-COVID economy.

The Community Main Street Board of Directors believes strongly in the significant investment that has been made – both financial and through sweat equity – to create a vibrant, downtown community. This collective effort of public and private funding and volunteerism has produced an atmosphere where living, working, shopping, dining, and entertainment in the restored center of the city has become highly desirable. We want the vibe of the Cedar Falls Downtown District to live far beyond the current COVID-19 pandemic.

In 2018, the Cedar Falls Downtown District went through the parking study with WGI at which point many spots were added as well as the recommendation from WGI to implement a paid system. At that time, we were not experiencing a global pandemic. So much has changed in our community since the WGI study was done, and it is important for us to acknowledge that and work with our business community to make sure we are doing what is best to support them during what is most certainly unprecedented times. Although there are great strides being made towards vaccination, we are not on the other side of this pandemic and if there was ever something to be considered an emergency it would be this pandemic.

The Board of Directors feels it is important to find common ground amongst city staff, businesses, Community Main Street, and consumers in what parking looks like on the other side of the pandemic. With this request we would like to see the ordinance for the 4-hour time limit as well as parking passes being reinstated to encourage turnover in the lots.

We appreciate the current paid parking pause. However, we feel that the pandemic is far from over, and the businesses are in need of this measure of support in our Downtown District. To address parking concerns brought forward to the Community Main Street Board of Directors from the Downtown businesses and property owners, we are respectfully requesting this extension to show our support for our business community.

Regards,

Kim Bear

Kim Bear, on behalf of the Community Main Street Board of Directors

