

Reimagine MARSHALLTOWN ✓

COMPREHENSIVE PLAN

Committee Meeting #2



MARSHALLTOWN
MORE THAN EVER



AGENDA

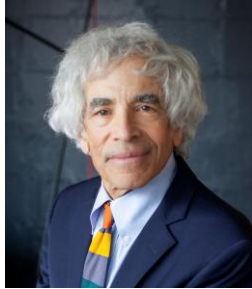
- Introductions
- Schedule Update
- Engagement Update
- Goals Exercise

Reimagine
MARSHALLTOWN

INTRODUCTIONS



Charlie Cowell, AICP
Project Manager +
Planner + Economist



Marty Shukert, FAICP
Lead Land Use + Mobility



Flavia Tourek
Urban Planner + GIS +
Communication



Cory Scott, AICP
Principal Author



Megan Schott
Urban Planner + Engagement



**Ben Curtis, Eocene
Environmental Group**
Project Manager + Planner



**Ben Schmidt, Eocene
Environmental Group**

Committee members

- Gary Thompson – City Council
- Jon Boston - Planning and Zoning Commission
- Carol Hibbs - County Supervisor
- John Hall - Marshalltown Area Chamber of Commerce
- Deb Wollum – McFarland Clinic
- Theron Schutte - Marshalltown Community School District
- Erin Carpenter - Trees Forever/Environmental Focus
- Amber Danielson - Arts + Culture Alliance
- Robert Maharry - Times Republican
- Brad Comstock - JBS (Large Employer Focus)
- Heidi Dalal – Martha-Ellen Tye Foundation

ORIENTATION MEETING RECAP

What does success mean to you? Process and/or outcomes.

- Move in a positive direction - live, work, play, learn
 - Make wishes come true
 - Improve reputation in the state
 - Get employees to come to Marshalltown, live locally
 - Grow appropriately, maximize infill opportunities.
- Focused directions.
- Recognize the community's diversity in the plan
 - Make Marshalltown unique, engaging with community
 - Sustainability and environmental tools in all efforts and visions
 - Set a higher standard for the community in decision-making. Is this the best we can do?
 - Balance taking care what we have versus new construction, amenities

Where can we go wrong? Process and/or outcomes.

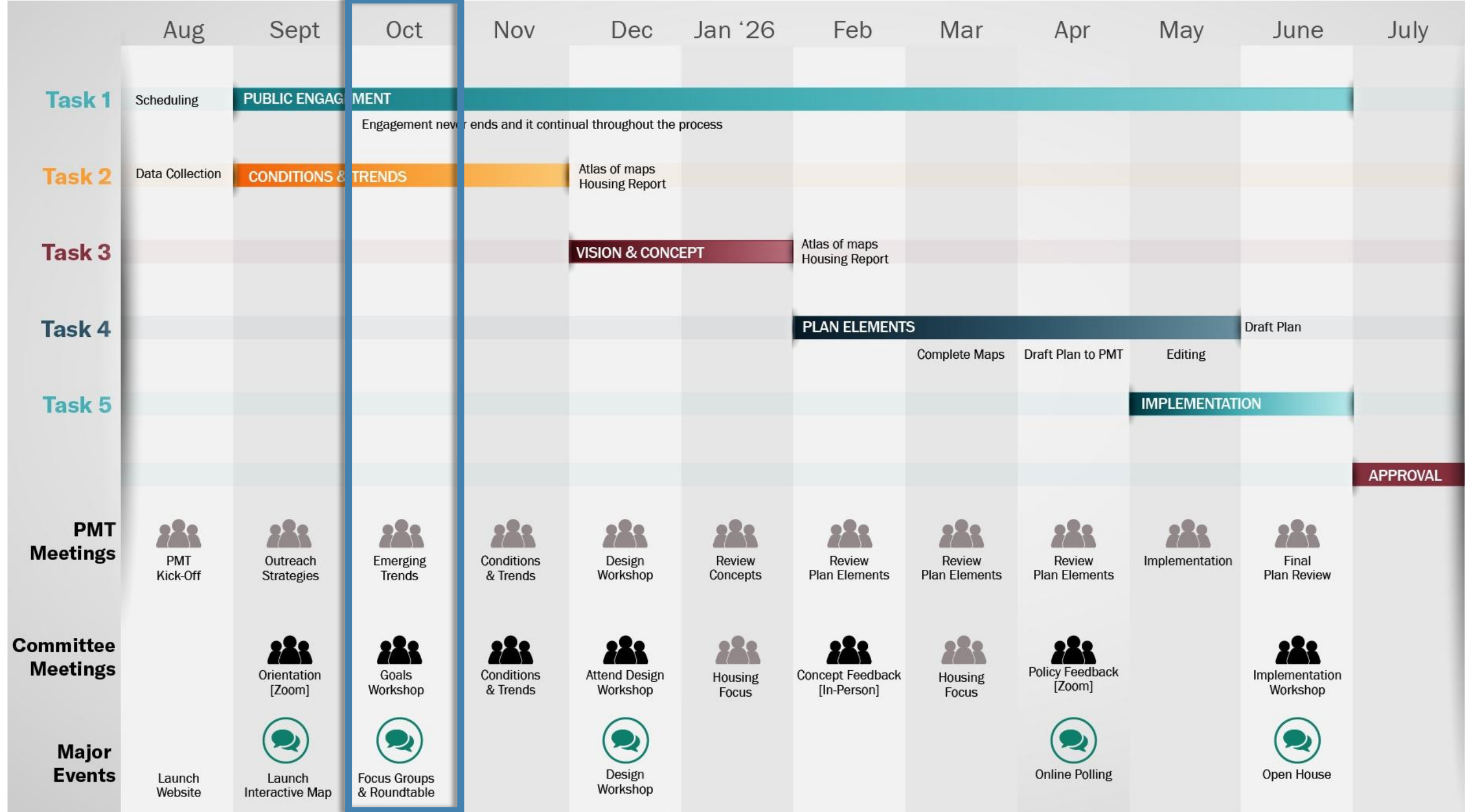
- A plan that is small thinking. All focus on roads, etc.
- Too quick to make assumptions without adequate engagement with the community.
- Not thinking incrementally, few early achievable projects that push to better outcomes, spurs momentum.
- Comparing to other cities that are not like Marshalltown



AGENDA

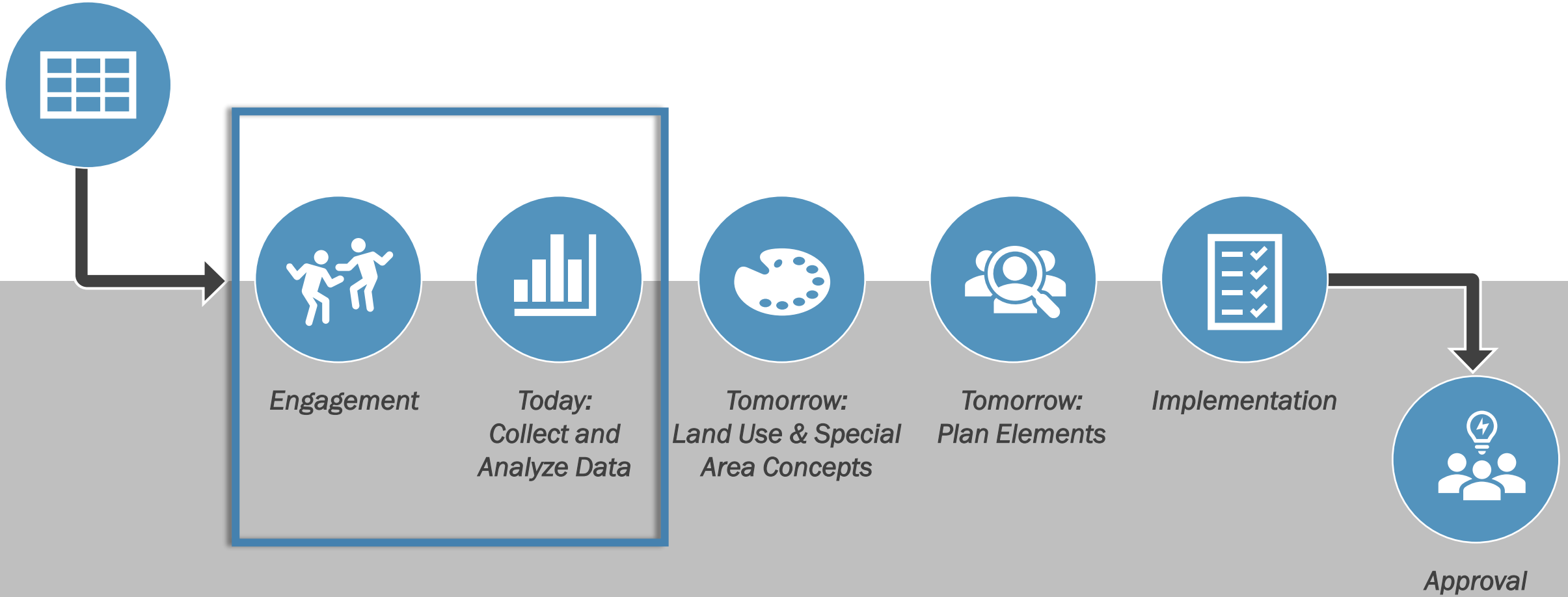
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SCHEDULE UPDATE

Project Launch



SCHEDULE UPDATE



Future Committee Meeting Dates

- November 19, 3:00 p.m. - Steering Committee #3 (virtual) **This is a Wednesday
- January 6, 3:00 p.m. - Steering Committee #4 (in-person)
 - *Public design workshop events continue the Wednesday and Thursday of that week*
- February 24, 3:00 p.m. - Steering Committee #5 (in-person)
 - City Boards or Committees, special update meetings
- April 7, 3:00 p.m. - Steering Committee #6 (virtual)
- May 26, 3:00 p.m. - Steering Committee #7 (in-person)
 - *Have a separate Joint Council and Plan Commission meeting this visit for plan workshop or invite to Steering Committee meeting*
 - *Public Event/Open House during the visit*
- Make final plan/study refinements in June

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ENGAGEMENT UPDATE

Listening Session Schedule



Date	Time	Group
Monday, October 13th	3:00 - 4:30 PM	Staff and RDG City Tour
	5:30 PM	City Council Meeting Update
Tuesday, October 14th	8:00 – 9:00	Builders, Developers and Bankers
	9:30 – 10:30	Major Employers
	11:00 – 12:00	Faith Based Orgs
	1:00 - 2:00	Miller Middle School
Wednesday, October 15th	1:00 - 2:00	Community Orgs & Service Providers
	3:30 - 4:30	Steering Committee Meeting
	5:00 – 6:30	Community Roundtable
	8:00 – 9:00	Small Businesses
	8:30 - 9:30	High School
	9:30 – 10:30	City/County Department Leaders
	11:00 - Noon	Lenihan Intermediate
	1:30 – 2:30	Realtors, Landlords, Property Managers
	3:00 – 4:00	Arts and Culture Organizations
	4:30 – 5:30	Young Professionals/Renters

ENGAGEMENT UPDATE

Website Tracking



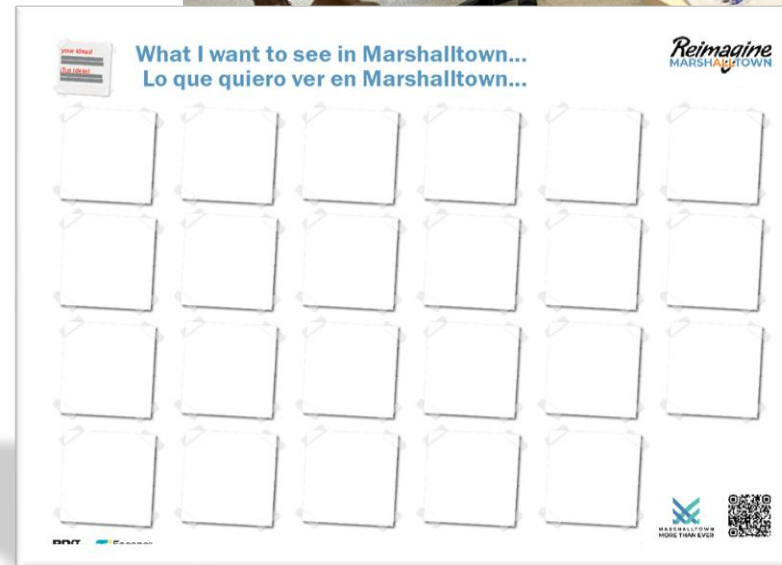
To Insert Day-of Statistics

ENGAGEMENT UPDATE



Still Taking Input on Events to Plug Information

- Provide local bi-lingual connections
- Business Cards
- Comment Box
- Idea Board



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GOALS EXERCISE



Potential Plan Focus Elements

1. Land Use, Community Character, and Design
2. Mobility
3. Parks, Trails, and Greenways
4. Housing and Neighborhoods
5. Facilities and Infrastructure
6. Downtown or Other Special Districts
7. Arts and Cultural Diversity

Other Items?

GOALS EXERCISE

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Other Items?

Opportunities /Ideas

At least one
per topic

Challenges /Concerns

At least one
per topic



NEXT STEPS

Steering Committee

- Promote the website and project
- Share any additional contacts for listening sessions
- Share any meetings and events to promote the project

Planning Team/Staff

- Data collection and document review
- Schedule one-on-one sessions with Committee members
- Hold additional virtual listening sessions
- Update website and monthly polls
- Prepare for January Design Workshop