


Date * Time * Location: August 26th @ Noon; Habitat for Humanity

Recommendation Number and Name: 3.3/GV #12 & #18 Image – Corridor Improvements / Gateway Beautification

Attending:

Reid Bednar, Shannon Callahan, Melissa Cuellar, Emily Harders, Cindy Jelinek, Gene McCloud, Denise McGovern-Gallagher, Brad Mellema, Chad Nability, Don Smith, Nicki Stoltenberg, Wes Wahlgren

TOPIC	DISCUSSION / ACTION / FOLLOW-UP
Welcome & Introductions	Don Smith welcomed the group and all introduced themselves.
Re-cap of June meeting and meeting with City staff	<p>June Meeting Recap:</p> <ul style="list-style-type: none"> • Develop corridor improvement/beautification plan • Expand Adopt-a-Road initiative • Develop aesthetic standards for streets & roads • Reviewed current entrance signage • Visited about key issues and concerns • Schedule meeting with City officials <p>Recap July City of GI meeting:</p> <ul style="list-style-type: none"> • Hwy 30: 7-10 year re-construction; W. Hwy 30 sign (low priority); location N. Side • E. Hwy 30: Current sign @ Aurora Coop visible West travelers; good location. • S. Hwy 281: Preferred placement • Locust Street: Sign on City’s Well field. Most potential; eliminate confusion; “Conservation Easement” or “Hike / Bike Trails” signage • Airport & Highway 2 • Billboards on Highway 281

	<p>Major community corridors discussed:</p> 
<p>Strategic Planning Outline</p>	<p>Don mentioned that over the next few months, we'll be completing a strategic planning process, using the VMOSA model: <u>V</u>ision, <u>M</u>ission, <u>O</u>bjectives, <u>S</u>trategies, and <u>A</u>ction Plans.</p> <p><u>We plan to:</u></p> <ul style="list-style-type: none"> Set Vision and Mission. Evaluate current standing. List factors necessary to success. Develop a strategy for accomplishing each success factor. Prioritize strategies according to viability & growth goals.
<p>Sioux City, IA Signs</p>	<p>Nicki & Don presented to concepts/ideas from Sioux City, IA. They just completed a new entrance/exit community signage plan.</p> <p>Their challenge: Create a distinctive, elegant, timeless and welcoming sign for the City of Sioux City that can become a recognized signage element, greeting visitors and residents alike. The entry monument sign should be inspired by and reflect the vitality and spirit of the people of Sioux City.</p>

Couple ideas presented:



Schedule Next Meeting

The next meeting will be held in October.

Nicki will coordinate a driving tour w/Gene McCloud.

Next meeting, other notes, etc.:

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