



City of Muscatine

CITY COUNCIL MINUTES

Thursday, November 9, 2023

1. **CALL TO ORDER**

Mayor Bark called the City Council meeting for November 9, 2023 to order at 06:00 PM.

2. **ROLL CALL**

Councilmembers Present: Nadine Brockert, John Jindrich, Jeff Osborne, Peggy Gordon, Angie Lewis, Dennis Froelich, DeWayne Hopkins. Mayor Dr. Brad Bark, City Administrator Carol Webb and Administrative Secretary Cinda Hilger were also present.

3. **PLEDGE OF ALLEGIANCE**

4. **COUNCIL DISCUSSION ITEMS**

A. Presentation on Landfill Gas to Energy Project and Discussion on Proceeding with Letter of Intent with Vespene Energy for Site Investigation

Solid Waste Manager, Dave Popp gave a presentation on a potential Landfill Gas-Energy project and requested support for a letter of intent with Vespene Energy for Site Investigation. Mr Popp gave an overview of how gas is currently handled at the landfill, how it will be handled in the future if it remains the same and how the projected gas capture turned energy would work. Mr. Popp if council supports this project the first step is a letter of intent with Vespene Energy for site investigation.

There were questions from City Council regarding the risk of an explosion, the cost to the city and questions about Vespene Energy Company that were addressed by Mr. Popp.

Councilmember Jindrich asked that acronyms be spelled out for clarification if and when a contract is brought before City Council.

There was a consensus with City Council to support this project and to move forward with letter of intent.

B. Presentation on the Muscatine Community Heart & Soul Program

Housing Director Jodi Royal-Goodwin gave a presentation regarding the Muscatine Heart and Soul Program. Ms. Royal-Goodwin started with an overview of the Heart and Soul program stating that it is an asset based

planning module that is resident driven regarding what citizens like and enjoy about our community. She then shared how the process works and how the data had been collected.

The next step in the process if Council supports is to bring back a resolution in support of the value statements.

C. Presentation on Marketing and Branding of Muscatine.

Communications Manager Kevin Jenison gave a presentation regarding Marketing and Branding. Mr. Jenison gave an overview of the past projects regarding outside agencies being used to create a logo and tagline for the City of Muscatine and the outcome of each of those projects. Mr. Jenison requested information from the City Council regarding moving forward with in-house or hiring a third party to work on this project. The City Council was in agreement that the current logo should continue to be used and suggested community involvement in creating a tag line. Councilmembers stated they liked the "pearl" as part of the tagline, as Muscatine is known as the Pearl City. The council stated they are not interested in spending a lot of money to change what we already have and then replace logo's on all City property. City Administrator Carol Webb stated the city also needs to have a Marketing Policy and Procedures Policy.

City Administrator Webb reviewed what she believed Council agreed upon to include: 1. Keeping the current logo, 2. Community Survey to develop a tagline to include "Pearl" and bring ideas back to council for a final vote, 3. Create a branding and marketing guide.

5. **MAYOR AND COUNCIL REPORTS**

Councilmembers gave updates on upcoming events and Councilmember Jeff Osborne asked that Parking meter updates be brought back to City Council for discussion.

6. **ADJOURNMENT**

Councilmember Dennis Froelich moved the meeting be adjourned at 07:26 PM.