

**CITY OF DUBUQUE, IOWA
CITY COUNCIL PROCEEDINGS
SPECIAL SESSION**

The Dubuque City Council met in special session at 6:00 p.m. on August 26, 2019 in the second-floor Council Chambers of the Historic Federal Building, 350 W. 6th Street.

Present: Mayor Buol; Council Members Del Toro, Jones, Resnick, Rios (Joined at 6:02 p.m.), Shaw; City Manager Van Milligen, City Attorney Brumwell

Mayor Buol read the call and stated this is a special session of the City Council called for the purpose of conducting a work session on the 2019 Washington Neighborhood Market Analysis Update and Big Life, Small City, You're Home in Dubuque Campaign.

WORK SESSIONS

1. 2019 Washington Neighborhood Market Analysis Update: Planning Services Manager Laura Carstens introduced the work session and provided a brief history of the analysis from the 2009 Strategic Plan and the 2009 and 2013 Market Analysis. Scott Goldstein of Teska Associates then conducted the work session. Topics included:

- Objectives of Market Analysis: review trends in demographics and employment; assess impact of investments and plans for retail, housing and Central Avenue Corridor
- Highlights of recent investment plans and partnerships
- Impact of the Bee Branch Watershed Flood Mitigation Project
- Comparisons between Trade Area, Washington Neighborhood and the City at large
 - Population comparisons, increases/decreases, impacts since 2010-2018
 - Housing unit totals, changes and impacts since 2000-2018
 - Racial composition
 - Median household income changes 1990-2018
 - Concentration of families below poverty in Census Tracts 2010-1017
 - Increases and comparisons of education levels
 - Unemployment rates in Census Tract Block, city-wide comparison
- Retail findings: demand, need, potential and gap analysis
 - Case studies
 - Central Avenue positioning and Brand Promise
- Business and Jobs: by job sector
- Housing findings: median home values by Census Tract, for-sale home values, Rental housing
- Central Avenue Corridor impact and findings
- Summary of findings: data evidence, retail demand, housing indicators, Central Avenue Corridor

Mr. Goldstein responded to questions from the City Council following the presentation. This work session concluded at 6:40 p.m.

2. Big Life, Small City, You're Home in Dubuque Campaign: Greater Dubuque Development Corporation President and CEO Rick Dickinson introduced the work session and provided information on Dubuque's financial well-being from Moody's Financial Services and the Metropolitan Statistical Area (MSA). Kristen Dietzel, Vice President of Workforce Solutions for GDDC provided an update on the progress of the Big Life, Small City, You're Home in Dubuque Campaign/Workforce Solutions update and program reports/feedback. Topic included:

- Greater Dubuque 2022 Goals
 - Labor force, median household income, and population
- 2019 initiatives
 - Launch new community marketing campaign
 - Target audience
 - Mediums uses
 - Create Awareness, biglifessmallcity.com
- Big Life, Small City analytics and employer guide
- Emsi profile analytics
- Summer career services visit
- Tri-College students of color leaders lunch
- Information Technology College Career and Networking Fair
- Talent Dubuque intern engagement program
- Dubuque Works newly funded programs
- Opportunity Dubuque Child Care Pilot Program
- Opportunity Dubuque Fiscal Year 2019 Outcomes
- Distinctively Dubuque for recruiters and human resources
- Local College Career Fair, accessdubuquejobs.com
- Feedback from interviews, partners and surveys
- Future Leadership Team feedback
- Distinctively Dubuque focus group feedback

Ms. Dietzel responded to questions from the City Council following the presentation.

Motion by Shaw to convene in closed session at 7:23 to discuss professional evaluations pursuant to Code of Iowa Chapter 21.5(1)(i). Seconded by Del Toro. Motion carried 6-0. Mayor stated for the record that the attorney who will consult with City Council on the issue to be discussed in the closed session is City Attorney Crenna Brumwell.

Upon motion the City Council reconvened in open session at 8:28 p.m. stating that staff had been given proper direction.

There being no further business, upon motion the City Council adjourned at 8:29 p.m.

/s/Kevin S. Firnstahl, CMC
City Clerk

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