

KIRKSVILLE CITY COUNCIL

NEWSLETTER . . .

Mari E. Macomber, City Manager *MEM*

Copies to: City Attorney
Media

November 26, 2008

SUBJECTS:

DATES TO REMEMBER
STUDY SESSION / CITY COUNCIL MEETINGS
PARTNERSHIP MEETING WITH COUNTY COMMISSIONER
WEBSITE STATUS
WREATH PROJECT
DOWNTOWN TELEPHONE SURVEY
SKATE PARK UPDATE
MEMORIAL PARK
CITY LOGO

DATES TO REMEMBER

November 27 and 28 – City Hall Closed
December 1 – Study Session @ 12:00 p.m.
December 1 – City Council Meeting @ 5:30 p.m.
December 2 – Chamber Governmental Affairs @ 7:30 a.m.
December 2 – LPRC @ 12:00 p.m.
December 2 – KDIC @ 5:30 p.m.
December 3 – Historic Preservation @ 4:00 p.m.
December 5 – City Christmas Dinner @ Days Inn @ 7:00 p.m.
December 9 – City/County Meeting @ Courthouse @ 8:30 a.m.
December 9 – KREDI Meeting @ 4:00 p.m.
December 11 – TIF Commission Meeting @ 3:00 p.m.

STUDY SESSION / CITY COUNCIL MEETINGS

Just a reminder that December 1 will start the new Study Session meeting dates and time. Study Sessions will now be the first and third Mondays at 12:00 p.m. December 15 will be the next Study Session with Judge Phoebe Herrin scheduled to meet with the Council.

PARTNERSHIP MEETING WITH COUNTY COMMISSIONER

The next City/County meeting has been scheduled for December 9 at 8:30 a.m. at the Adair County Commission office. A welcome letter was sent to the two new County Commission members, along with an invitation to attend the meeting on the 9. The Council will want to discuss support for the Adair County Humane Society with the Commission. The Council may also want to determine the status of the support for the E911 system from the County. During the planning process to determine if the County would ask for an additional ¼ cent for law enforcement operations, Frank Oberle has stated that there was a discussion and commitment about the County providing an additional \$75,000 to support the E911 System.

WEBSITE STATUS

Progress is being made on the City's website. Included is a link that will take you to the design work so far. We just made the decision to add the rotating pictures to the top of the website. The website designers are doing a great job. There is a place for individuals to sign up for email information, which will be a great way to send out Council agenda notices and other information. This is the site that you can view the development site: <http://kirksvillemo.qscend.com/>

WREATH PROJECT

On Tuesday December 2, the Chamber of Commerce will be hosting a Ribbon Cutting event to recognize and officially commemorate the Baltimore Wreath Project. The event will take place near the intersection of Jefferson and Baltimore Streets at 12:00 p.m. Alliant Bank and Benson Law Firm have offered the use of their parking lots for the event. This would be a good opportunity for the City Council to thank those merchants who contributed to this project. I will be attending the LPRC meeting at the same time and will not be able to be at the event.

DOWNTOWN TELEPHONE SURVEY

Included in this Newsletter is the Executive Summary of the recently completed telephone survey conducted through the DREAM Initiative. The entire report can be found on our website under the section titled News and Events. I am in the process of organizing a meeting of the downtown partners to discuss wayfinding signage.

SKATE PARK UPDATE

Suburban Rails was not able to complete work on the skate park this week. They plan to be back in two weeks to finish the project. There are two components of this park that need to be completed outside of the contract with Suburban Rails. The first can be seen in the three pictures that are included in this packet. The pictures show dirt areas. These are areas where it was intended to have a different type of surface from concrete. This section will be completed after Suburban Rails is finished. The other project is more complicated. Even though the park is a skate park, the Missouri Department of Natural Resources has told us that we need to make a handicap accessible area for the park which will include a viewing area, sidewalk and parking. We will need to figure out the requirements of the state on this part of the project.

MEMORIAL PARK

Several years ago the City Council decided to remove the wading pool at Memorial Park due to the need to pay for a filter system and the fact that this park is so close to the Aquatic Center. Staff has intended to remove the wading pool, but has not had the time to do so. It is our intent to remove the wading pool this winter.

CITY LOGO

Some time ago, the current Council discussed a desire to re-do the City logo. The supply of city lapel pins and medallions are almost to the point of requiring an order to re-stock. I do not want to order if the Council still wishes to re-do the logo. The company – Identity - that the City has been ordering from for a few years is located in Columbia, Missouri. They tell us they have an excellent art staff and they can produce some designs for us in approximately

Through excellence in service, the City of Kirksville will provide responsible and ethical local government.

two weeks, depending on how many projects they have at the time, for our approval. There is no charge for the artwork if we order the pins from Identity. They can give us a firm quote once the design is in place. Local businesses were contacted, but they cannot come close to the cost for the quality of pin that Identity charges.

Attachments

Study Session Notice – pg 3

Holiday Wreath Thank You Ad – pg 4

DREAM Telephone Survey Executive Summary – pgs 5 – 12

Skate Park Pictures – pg 13

Reindeer Romp Event - pg 14

POSTED: November 26, 2008 – 2:00 p.m.

**NOTICE OF
COUNCIL STUDY SESSION
- OPEN MEETING -
- TENTATIVE -**

NOTICE IS HEREBY GIVEN THAT THE KIRKSVILLE CITY COUNCIL WILL HOLD A STUDY SESSION AT 12:00 NOON ON MONDAY, DECEMBER 1, 2008, IN THE CITY HALL SECOND FLOOR CONFERENCE ROOM, 201 SOUTH FRANKLIN STREET, KIRKSVILLE, MISSOURI.

TENTATIVE AGENDA:

- FUTURE STUDY SESSION TOPICS
- BIKE COOPERATIVE PRESENTATION
- REVIEW NEWSLETTER

FOR FURTHER INFORMATION, CONTACT:
City Hall at 627-1225

Equal Opportunity Statement

The City of Kirksville does not discriminate on the basis of race, color, national origin, sex, religion, age or disability status in the provision of services.

Through excellence in service, the City of Kirksville will provide responsible and ethical local government.

Thank You!

The City of Kirksville would like to thank the following individuals and businesses who made the Baltimore Street Holiday Wreath Project possible.

Dr. Laurence Miller, Hy-Vee, Brown's Shoe Fit, Lovegreen Ford, Weber Bus, Show-Me Realty, Rider Drug, Ed Campbell, Jim Robertson Chevrolet Toyota, International Eye Care, Mug Shotz, Alliant Bank, Kirksville Dental Group, Pawsitive Animal Works, KIRX/KRXL Radio, Heritage House Realty, Ponderosa, Benson Law Firm, Kelly Furniture, Bank Midwest, Elliott Pharmacy, Sydenstricker Farm & Lawn, Century 21 Whitney Agency, Northeast Regional Medical Center, North Missouri State Bank, Young Image Optical, Dr. Larry Ciesemier and AmerenUE

SECTION II

EXECUTIVE SUMMARY

In August 2008, UNICOM-ARC conducted a telephone survey of residents in Kirksville, Missouri, drawn from a random sample of residents throughout the community. The purpose of the survey was to learn about public perceptions of and priorities for the downtown area as part of the DREAM Initiative.

Three hundred (300) interviews were completed, and a sample of this size yields an overall error margin of $\pm 5.4\%$.

A. KEY POINTS: PRIORITIES AND FEEDBACK

- ◆ For the community as a whole, respondents placed the highest priorities on creating higher paying jobs and repairing streets.
- ◆ Most respondents indicated that they visit downtown once a month or more.
- ◆ Over two-thirds of respondents said they most often utilize downtown for the government or post office, for conducting business, and/or for dining.
- ◆ A majority of respondents felt "excellent" or "good" about most characteristics of a downtown as they relate to Kirksville.
- ◆ A majority of respondents placed a high priority on adding family or casual dining options, clothing stores, and an ice cream shop/soda fountain downtown.
- ◆ Among several potential downtown improvements, a majority of respondents placed a high priority on improving building façades, making the area more pedestrian-friendly, adding new parking spaces or lots, and moving utilities underground.
- ◆ The community is split on removing existing canopies from the downtown buildings, replacing them with individual awnings—half the respondents are in favor of leaving the canopies as is, while just under two-fifths are in favor of changing them.
- ◆ A majority of respondents felt that second-floor living space, either rental units or condominiums, would be a welcome improvement downtown.
- ◆ A majority of respondents receive their information about downtown Kirksville through local newspapers.

B. KEY DEMOGRAPHIC INFORMATION

By age:

- ◆ A majority of respondents 18 to 34 years old felt that Kirksville is moving in the right direction.
- ◆ Creating higher paying jobs is especially important to 35 to 49 year olds, and over nine out of ten in this age group considered this a high priority.
- ◆ The 18 to 34 age group visited downtown Kirksville for shopping more often than any other age group.
- ◆ The youngest respondents visited downtown more often for outdoor recreation such as walking than other age groups.

- ◆ Younger respondents viewed preservation of historic structures more favorably than older respondents.
- ◆ Kirkville's youngest respondents viewed the diverse mix of businesses more favorably than all other groups.
- ◆ Outdoor dining options were more important to younger residents than older residents.
- ◆ A soda fountain or ice cream shop was a high priority for Kirkville's youngest residents.
- ◆ Respondents older than 65 years were more interested in a shoe store, a grocery store, and a pharmacy than other age groups.
- ◆ The 50 to 64 age group saw moving utilities underground, improving signage, and improving building façades as higher priorities than other age groups.
- ◆ The newspaper was much more often cited as a source of information about downtown events and businesses by older respondents than by younger respondents.

By amount of time respondents had lived in Kirkville:

- ◆ Three quarters of the respondents that have lived in Kirkville for 6 to 10 years felt that Kirkville is moving in the right direction.
- ◆ Revitalizing downtown was particularly important to those who have lived in Kirkville for 6 to 10 years.
- ◆ Residents who have lived in Kirkville for 3 to 5 years visited downtown Kirkville for shopping more often than any other group.
- ◆ Residents who have lived in Kirkville for 3 to 5 years visited downtown Kirkville for special events more often than any other group.
- ◆ Kirkville's newest residents viewed signage more favorably than more long-time residents.
- ◆ Residents who have lived in Kirkville 3 to 5 years viewed preservation of historic structures more favorably than all other groups.
- ◆ Residents who have lived in Kirkville 3 to 5 years viewed occupied storefronts more favorably than all other groups.
- ◆ Lodging options were particularly important to respondents who have lived in Kirkville for less than 2 years.
- ◆ Seven in ten residents who have lived in Kirkville for 3 to 5 years felt that a soda fountain or ice cream shop should be a high priority.
- ◆ Those who have lived in Kirkville for 6 to 10 years were more interested in upscale dining than other groups were; six in ten respondents in this group feel that upscale dining is a high priority.
- ◆ Kirkville's newest residents placed a higher priority on green space than more long-time residents.
- ◆ Kirkville's newest residents placed a higher priority on pedestrian-friendliness than any other group.
- ◆ The newspaper was much more often cited as a source of information about downtown events and businesses by those who have lived in Kirkville more than 20 years than by those who had been in Kirkville for a shorter time.

By income level:

- ◆ Seven in ten respondents with a household income between \$75,000 and \$100,000 felt positive about the direction of Kirkville.
- ◆ Higher-income residents considered revitalizing downtown to be a higher priority than lower-income residents.
- ◆ Kirkville's highest income residents visited downtown more often for entertainment than lower income residents.
- ◆ Respondents in the \$100,000+ income group viewed the diverse mix of businesses less favorably than all other income groups.
- ◆ Outdoor dining was particularly important to the \$75,000 to \$100,000 income group.
- ◆ Upscale specialty shops were of particular interest to Kirkville's highest-income residents.
- ◆ Art galleries and shops were of particular interest to Kirkville's higher-income residents.
- ◆ Upscale dining was of particular interest to Kirkville's higher-income residents.
- ◆ Kirkville's highest-income residents were most in favor of removing existing canopies and replacing them with individual building awnings.
- ◆ Second-story residential space was more of a priority for respondents with incomes between \$75,000 and \$100,000 than for any other income group.
- ◆ Kirkville's lowest-income residents placed a higher priority on improving safety downtown than other income groups do.

By gender:

- ◆ Emergency services were important particularly to Kirkville's female residents.
- ◆ Male residents visited downtown to conduct business more often than female residents.
- ◆ Male respondents viewed signage more favorably than female respondents.
- ◆ Male respondents viewed dining and entertainment options more favorably than female respondents.
- ◆ Upscale specialty shops were more of a priority to female residents than to male residents.
- ◆ Craft stores, clothing stores, and a bakery were more of a priority to female residents than to male residents.
- ◆ Female respondents placed a higher priority on green space than male respondents.
- ◆ Female respondents placed a higher priority on improving safety downtown than male respondents.

C. COMMUNITY PRIORITIES AND FEEDBACK IN DETAIL

Priorities for the Community:

- ✓ Respondents placed the highest priorities on creating higher paying jobs and repairing streets.

At the beginning of the survey, respondents were asked to prioritize five potential improvements that "might be done to improve the quality of life in a given area" using a 5-point scale, where "5" indicated the improvement should be a top priority and "1" indicated the item should be a very low priority. Over four out of five (84.0%) respondents answered that "creating higher paying jobs" should be a high priority for Kirkville, and 69.0% placed a high priority on "repairing major streets."

Fewer respondents placed a high priority on "attracting more big box retail development" (51.0%) and "improving emergency services" (46.0%), and the lowest priorities on "upgrading parks and recreation facilities" (40.7%) and "revitalizing the Kirkville downtown area" (37.7%).

Visiting Downtown:

- ✓ Most respondents indicated that they visit downtown once a month or more.
- ✓ Over two-thirds of respondents said they most often utilize downtown for the government or post office, for conducting business, and/or for dining.

Respondents were asked how often they visit downtown. A number of respondents stated that they visit downtown "every day" (15.3%). About one in three respondents (29.7%) answered that they visit downtown "more than five times a month." A little over one-third (35.3%) visit downtown "one to five times per month." Smaller percentages of respondents said that they visit downtown "less than once a month" (12.3%), and "once a year or less" (5.3%).

Respondents were then given a list of reasons for visiting downtown and asked how often they conduct these activities in downtown Kirkville. Respondents indicated they were most likely to visit downtown for the government or post office, for dining, and for conducting business.

The following percentages of people responded "very often" or "somewhat often":

- ◆ Government/post office (95.3%)
- ◆ Conducting business (77.2%)
- ◆ Dining (76.6%)
- ◆ Shopping (62.9%)
- ◆ Entertainment (52.4%)
- ◆ Special events (42.2%)
- ◆ Other outdoor recreation, such as walking (41.5%)

When asked which one of these reasons respondents would most often visit downtown, more than one in five respondents indicated "dining" (23.1%).

Views of Current Downtown Kirksville:

- ✓ A majority of respondents felt "excellent" or "good" about most characteristics of a downtown as they relate to Kirksville.

Respondents were read a list of eleven characteristics of a downtown and asked to rate conditions in downtown Kirksville.

Three characteristics were rated very highly, either "excellent" or "good," by more than seven in ten respondents:

- ◆ Signs to help people find their way around (78.3%)
- ◆ Condition of sidewalks (82.3%)
- ◆ Dining options (72.0%)

Most other characteristics were rated highly, either "excellent" or "good," by a majority of respondents:

- ◆ Convenient business hours (67.7%)
- ◆ Preservation of historic structures (65.0%)
- ◆ Available green space (63.6%)
- ◆ Condition of streets (61.0%)
- ◆ Occupied storefronts (62.0%)
- ◆ Convenient parking (64.3%)
- ◆ Diverse mix of businesses (57.7%)

Fewer than half of respondents rated "entertainment options as "excellent" or "good."

- ◆ Entertainment options (49.3%)

Just over three-quarters of respondents (78.0%) suggested that it is "very" or "somewhat" important that downtown Kirksville work to retain its historic character. Only 21.3% thought that doing so was "not very" or "not at all" important.

Priorities for Types of Downtown Businesses:

- ✓ A majority of respondents placed a high priority on adding family or casual dining options, clothing stores, and an ice cream shop/soda fountain downtown.

Respondents were read a list of many kinds of business that "one might find in a downtown area" and asked how high of a priority Kirkville should place on bringing each type of business to its own downtown area.

Only three types of businesses were viewed as a "very high" or "high" priority to a majority of respondents:

- ◆ Family or casual dining (64.3%)
- ◆ Ice cream shop/soda fountain (53.0%)
- ◆ Clothing stores (51.3%)

Most other types of businesses were seen as a "very high" or "high" priority to more than one-third of the respondents:

- ◆ Bakery (49.0%)
- ◆ Restaurant with outdoor dining (47.7%)
- ◆ Shoes (47.3%)
- ◆ Upscale dining (44.0%)
- ◆ Lodging such as hotel, motel, or bed and breakfast (37.3%)
- ◆ Art galleries and shops (36.3%)
- ◆ Hunting/fishing/outdoor sporting goods store (36.0%)
- ◆ Craft stores (35.7%)
- ◆ Groceries (35.7%)
- ◆ Pharmacy (34.3%)
- ◆ Upscale specialty shops (33.0%)

The remaining businesses were a "very high" or "high" priority for fewer than one-third of respondents:

- ◆ Antique shops (22.7%)
- ◆ Bars/nightclubs (18.3%)

When asked to choose the one business respondents would most like to see in downtown Kirkville, nearly one-fifth (19.0%) answered "family or casual style dining," followed by "clothing stores" (9.7%) and "restaurant with outdoor dining" (9.3%).

Priorities for Other Downtown Improvements:

- ✓ Among several potential downtown improvements, a majority of respondents placed a high priority on improving building façades, making the area more pedestrian-friendly, adding new parking spaces or lots, and moving utilities underground.
- ✓ There was not a clear consensus on removing existing canopies from the downtown buildings and replacing them with individual awnings—half of respondents were in favor of leaving the canopies as is, while just under two-fifths were in favor of changing them.
- ✓ A majority of respondents felt that second-floor living space, either rental units or condominiums, would be a welcome improvement downtown.

Using the same priority scale, respondents were read a list of other improvements that “might be made to a downtown area,” and asked to prioritize each.

Four of the possible improvements were considered a “very high” or “high” priority to over two in five respondents:

- ◆ Improving building façades (50.0%)
- ◆ Making the area more pedestrian-friendly (46.7%)
- ◆ Adding new parking spaces or lots (45.3%)
- ◆ Moving utilities underground (41.7%)

The other potential improvements tested in the survey were considered a high priority to less than two in five respondents:

- ◆ Improving safety downtown (39.3%)
- ◆ Improving lighting (38.7%)
- ◆ Adding green space (34.3%)
- ◆ Improving signage to help people find their way around (30.7%)
- ◆ Adding murals or other public art (29.3%)
- ◆ Developing second-story residential space (28.3%)
- ◆ Stricter code enforcement (25.3%)

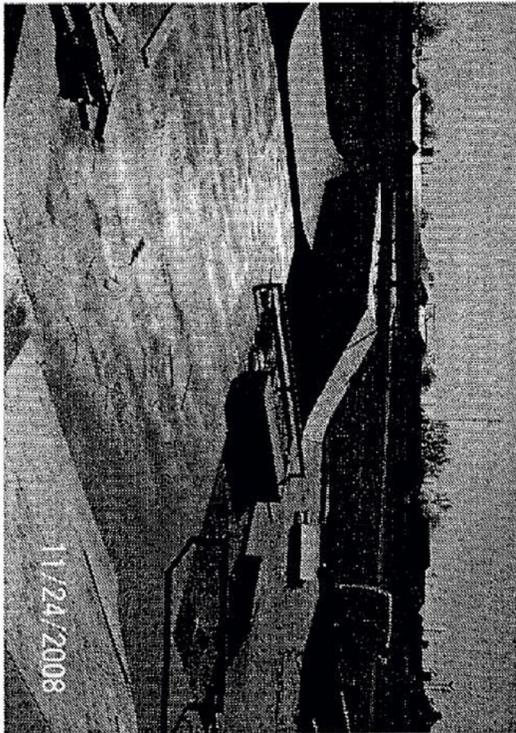
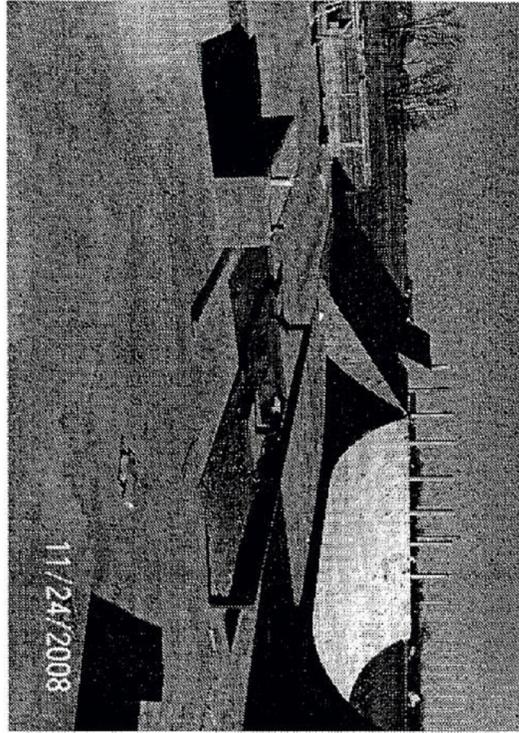
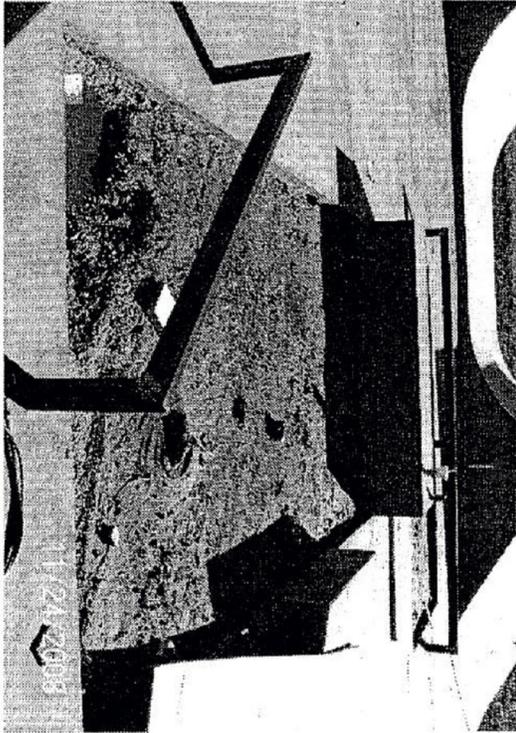
When asked how they felt about removing the existing canopies downtown and replacing them with individual awnings, 50.0% of respondents opposed this plan, while only 38.7% were in favor of it.

When asked how they felt about Kirksville developing second-story living space in downtown buildings, a majority (52.4%) felt that the City *should* develop these residential spaces: 38.7% favored rental units, while 13.7% favored condominiums.

Communication about Downtown:

- ✓ **A majority of respondents received their information about downtown Kirksville through local newspapers.**

When asked to indicate their primary and secondary sources of information about downtown Kirksville, a majority (52.7%) indicated that the newspaper was either their primary (29.3%) or secondary (22.7%) source of information. Just under half (45.9%) indicated that television was either their primary (20.0%) or secondary (25.9%) source of information.



Through excellence in service, the City of Kirksville will provide responsible and ethical local government.



A. T. STILL UNIVERSITY | ATSU
KIRKSVILLE COLLEGE OF OSTEOPATHIC MEDICINE

Class of 2011 presents

25th Annual Reindeer Romp

4 Mile & 1.5 Mile Run/Walk
December 6, 2008 • Kirksville, Missouri

- Date** Saturday, December 6, 2008 **Time** 10 a.m.
- Place** Il Spazio, 215 W. Washington, Kirksville, Missouri – (Start/finish)
- Distance** 4 mile Run & 1.5 mile Fun Run/Walk
- Age/Weight** **Age divisions** — Men & Women 19 & under 20-29 30-39 40-49 50-59 60+
- Weight Divisions** **Men** 175-199 lbs. – Lt. Hwvt. 200+ – Cruiser **Women** 135+ – Divas
- Awards** All registered runners and walkers will receive a long-sleeved T-shirt, jingle bells, and post race refreshments. Additional prizes awarded by drawing following the race. All entrants are eligible. First 50 get a sports bottle. 4-mile run: Top three runners in each age and/or weight division will receive medals. 4-mile & 1.5 mile overall fastest male and female runners will receive trophies. 1.5 mile walkers/runners will receive certificates.
- Entry fee** \$15 early registration* (Early deadline December 3, at 5 p.m.)
\$17 late registration (After 5 p.m. December 3 – thru 9:30 a.m. race day)
- Make checks payable to** ATSU Thompson Campus Center
- Mail or bring to** ATSU-TCC, 210 S. Osteopathy St., Kirksville, MO 63501
- Salvation Army &** Help make this a Holiday for those in need – bring a toy, three canned food items, or additional donations to the TCC or to Il Spazio on race day. We will have food and toy boxes to collect your gifts. *Please note – Deduct \$1 from entry fee if you donate three non-perishable food items at the time of registration. If registering by mail, indicate food items to come later and deduct \$1 from entry fee.
- Race Info & Results** Call Dan or Lynda at 660.626.2213 or www.the-pack.org

2008 Reindeer Romp Sponsors

- | | |
|--------------------------|----------------------|
| ATSU Matthew's Bookstore | Leisure World |
| Bank Midwest | Lloyd's Distributing |
| Burger King | Papa Johns |
| Dermatology Skin Spa | Pepsi |
| Home Depot | Ponderosa |
| Hy-Vee | Pro-Tech |
| Jim Robertson | Sonic Drive-in |
| | Thousand Hills |
| | Dining Lodge |

ATSU

A. T. STILL UNIVERSITY



Race Details ¶

- Some hills, courses are relatively flat over Kville streets ¶
- Race packet pickup: Friday noon-5 p.m. at TCC, Saturday after 8 a.m. at Il Spazio
- Shower facilities available at TCC until 2 p.m.
- Awards ceremony immediately following race at Il Spazio – merchandise drawing and beverages provided
- Don't forget the canned goods!

25th Annual Reindeer Romp • December 6, 2008

Name _____

4-mile race 1.5-mile run/walk Weight division weigh-in @ race

Address _____

City _____ State _____

ZIP _____ Phone _____

I understand that participation in these events requires that I be in good physical condition, and that injury or death may occur. In consideration of the foregoing, I, for myself, my executors, administrators, and assigns, do hereby release and discharge A.T. Still University, Il Spazio, the City of Kirksville and its employees, the race directors, all volunteers, all providers of products or services, from all damages, demands, action, and causes of action whatsoever, in any manner arising or growing out of participation in said races.

Signature (Parent's signature required if under 18) _____ Date _____

Through excellence in service, the City of Kirksville will provide responsible and ethical local government.