



Imagine 2011 History

- How did this all come about? Starting in the fall of 2006, through a grass roots effort, the Imagine campaign received over 3,000 big ideas to make Marshalltown a better place to live, work, and raise a family. All of the ideas came from hundreds of community members just like you.
- Fifteen people served on the Imagine Selection Committee, meeting once or twice a week for a six-month period in order to winnow the list of 3,000+ ideas down to 100.
- In April 2006 the community was asked to weigh in on the list of 100 and vote for their favorite 21 ideas. Voting was done with two methods - one was monitored by the Vernon Research Company who had community members vote by hand-held devices while random groupings of ideas were flashed on a screen. Hundreds more voted online when the list of 100 ideas was available for voting on the www.imagine2011.com website.
- After the public winnowed the list from 100 to 21, the Selection Committee again met every week until they selected the final seven big ideas. The seven big ideas were announced on July 7th 2007. Later that month, members of the community met and formed the seven idea committees. On Wednesday, July 9th the one-year anniversary of Imagine 2011 will be celebrated by highlighting some of the committees and their progress at the Central Iowa Fair on the band shell stage at 6:30 p.m.

* Volunteers are still needed! Please contact a committee chair or the www.imagine2011.com website to get involved!



Develop Riverview Park and Beautify North Entrance -

- Create pedestrian-friendly crosswalks and streets
- Develop multiple water and recreation attractions at Riverview Park
- To include a boat ramp, canoe rental, bathhouses and concessions, plus a skate board park and improved biking and hiking path trailhead.

Leadership and Progress

Paul Hermanson, phermanson@yahoo.com

- The committee is focusing on the following three areas: the river, the park, and 3rd Ave.
- The committee has received a concept plan from Fox Engineering on developing trailheads at Riverview Park as well as a comprehensive plan to revitalize the park. Public input was gathered on plan concepts earlier this year. The plan includes revamping Crosby Pool in a splash pool, reworking and extending the lagoon and adding mini-golf and gold Frisbee courses.
- The Center Street dam is also of interest. An expert will visit soon to consider if the dam can be altered to increase safety for water traffic.
- The plan was developed in conjunction with long range planning through Marshalltown's Park & Rec Dept and the City Waterworks. Fox Engineering is creating the plan at no charge, based on their long-standing relationship with the water department. The plan was approved at the June 9, 2008 city council meeting.



Build Clear Creek Lake -

- Work with the Iowa Department of Natural Resources to implement the current plan for a major recreational lake near the community of Rhodes in southwest Marshall County.

Leadership and Progress

Dick Klaessy, dklaessy@mchsi.com

- Dick has been working with Angie Nelson at the ISU Extension office to develop a strategy to gain public support.
- The committee's efforts are currently focused on fact-finding and fact updating.
- The committee plans to hold an open house, possibly in conjunction with the Iowa State Farm near Rhodes.
- The committee would like to complete a new economic impact study. The only study that has been done was completed 20 years ago by the Farm Bureau.



CREATE A PEDESTRIAN AND BICYCLING FRIENDLY COMMUNITY

- Implement a city-wide bike-route plan
- Add sidewalks throughout the community and place bike racks in handy locations
- Expand and improve the trail system throughout the city and county
- Connect the Grimes Farm trail to the Melbourne bike path

Leadership and Progress

Mary Wertzberger Co-Chair, Mary.Wertzberger@racom.net; **Terry Briggs** Co-Chair, tlbr@marshallnet.com

- Acquisition of the land needed to connect the bike path from Grimes Farm to the connection to Melbourne and Rhodes is a big issue facing the committee. The committee now is working with Iowa DOT to redesign the trail to reduce the cost. Twenty percent of local funds for the project cost is needed to begin; the bike club has committed \$5,000.
- The committee is working with the city to place signs identifying existing bike routes and hopes to add bike routes in the downtown area. This concept has been presented to the city council. \$15 – to 20,000 of non-tax payer money is needed. The bike club will provide \$3,700 and an additional \$7,600 has been received, including a \$5,000 grant from the Martha-Ellen Tye Foundation.
- Safe Routes to Schools received a \$95,000 grant, some of which can be used to implement some of the priorities identified by the sidewalk task force. The Committee hopes to provide a model of the value of sidewalks to schoolchildren to help create greater public awareness of this issue. Through the city Sidewalk Task Force work there is an addition of \$50,000.00 per year added to the city budget for sidewalks through the city. The Task Force is currently prioritizing, with safety as the primary concern. The first couple year's sidewalks will focus around Fisher and Hoglan schools.



DEVELOP LINN CREEK RIVERWALK-

- Transform the creek banks into a gathering place for casual and planned events
- Add restaurants, an amphitheater, an indoor/outdoor sports complex
- Connect the Riverwalk to the Tye theater by a pedestrian bridge and to Downtown with a trolley

Leadership and Progress

Mike Miller, mike.miller@racom.net

- Following a number of meetings to generate and select ideas for developing a river walk along Linn Creek from S. 6th St. to just beyond the Center Street bridge, the committee raised the necessary funds and hired community development firm RDG Associates to develop several concepts for consideration.
- The committee held a meetings with RDG and business owners in the Linn Creek Riverwalk area to gather ideas for the plan. The meetings were well attended and the committee and Marty Shukert of RDG were able to get good feedback from the business owners.
- Additionally, the committee held a design charette last spring to gather public input on three concepts developed by RDG Associates for development along both sides of the creek. The concepts include ideas for bridges, public art, retail stores, an amphitheater, etc. RDG will present a final plan to the committee this summer, which will then be shared with the public.



Target on Beautification-

- Make all entrances to the city the focus of community pride
- Expand the Cleaniac effort
- Create a proud community gateway to our Iowa Veterans Home by revitalizing 13th Street
- Establish neighborhood associations and offer incentives to renovate homes

Leadership and Progress

Shawn Meyer Co-Chair, shawn@hermansonortho.com; **Andrea Maxwell** Co-Chair, bahrj2@earthlink.net

- The committee is very excited to be working with Marty Shukert of RDG in developing a plan for the 13th Street area, the project this committee has chosen to focus on initially. While waiting for RDG's plan, for which the committee is still fundraising, the group is focusing on building membership.
- Lamppost banners, flags and hanging baskets have been purchased by businesses in the area to better define the 13th Street neighborhood and have been installed.
- The Keep Marshalltown Beautiful group, organized through the Chamber of Commerce, is focusing on demolishing the old Hanson School and cleaning up the area for a possible housing project near 18th St. and Summit St.
- The Committee held a fundraiser for the 13th Street District, a 4th of July Blast which was a big success. A large crowd attended for the food, drink and music. Plans are in the works for a larger event next year with more activities.