

GROUP 1

WHAT'S UNIQUE

- Alumni
- City Park
- Small town feel / access to big town
- School - preschool 4-year / 3-year preschool
- Library- programming
- Variety of local business
- Active Community Involvement
- Activities
 - o 4th of July
 - o Pig Out
 - o Softball tournaments/ volleyball
- Location
 - o Close to many amenities
 - o Close to Des Moines, Knoxville, Camping
- Single School district – excellent teams
- Family ties
- Winery
- Elementary arts program
- Arts
- Workout program through Memorial Hall
- Golf Course
- ~~—Swimming Pool~~
- Ball fields
- Town square
- Community Groups
 - o Lions, FFA, 4H, Chamber, American Legion
- Senior Center
- Churches
- People – sense of community
- Old school building
- Speech + drama
- Library
 - o Backyard
 - o Community garden
 - o Art camp

WHAT'S MISSING

- Grocery store (farmers market)
 - o Fresh produce, meat
 - o Local foods
- Pharmacy
- Library – pending closure in 2020
- Art + Culture, Music
- Place for kids / teens
- Food ?? – kids
- Housing (gap) – rentals
- Community Hub – Newspaper
- Activities – little kids
- Childcare
- Hotels/Airbnb/Vbro
- Laundry mat
- Better Internet
- Identity – shared
- Upkeep
- Businesses
- Historical society
- New Best Practices for bat people
- Volunteer opportunities
- Assisted living
- Winter activities

ARTS + CULTURE

- Music classes
- Dance classes
- Public art/sculpture
- Youth leadership - arts + music
- Regular Events
- Music in the park
- Cemetery
 - o Nowhere to park
- Beautification
 - o Garden club

NIGHT LIFE + RETAIL

HAVE

- Smokey Row
- Dollar General
- Lakeside Living

WANT

- Hardware Store
- Pharmacy
- Laundry Mat
- Brewery / Tap Room
- Live Music Venue
- Anytime Fitness
- Museum
- Bowling + Arcade
- Art – Local
- Produce – grocery
- Meat locker
- Manes ?
- Hotel / Airbnbs
- Activities for Kids
 - o Party – trampoline
 - o Batting cages
- Pella Race / Ice St...???
- Cameo – Restaurant

WORKFORCE DEVELOPMENT/EDUCATION

- High School
 - o Smokey Row
 - o Restaurants
- High School Education
 - o Many opportunities
- Childcare
- Remote working / coworking space
- No adult education
- Library - learning center
- Need for coding classes
- Kids programming at library
 - o After school – youth center in works

TRANSPORTATION + RECREATION

- Have bike trail – needs expansion
- Walking path
- Community center – school
- Rec center
- Indoor pool
- Splash pad
- Country Club
 - o Pool upgrades?
- Update trail
- Park updated
- Playground
- Indoor play/kids
- Sledding

GROUP 2

WHAT'S UNIQUE

- Served community- wanting to help, supportive, rally around an issue
- Excellent schools, pre-K
- Proximity to Des Moines
- Church options
- Doctor + Dentist + nursing home
- Fitness program
- Full time parks and recreation director + programming
- Restaurants – coffee, ice cream
- Strong agricultural community
- Senior Center
- Manufacturing
- Bakery
- Golf course
- Flags on the highway + cemetery
 - o American Legion
- Walking trail / park
- Library
- Size of community
- Chamber of Commerce
- Fire + EMS
- Social activities
 - o Lyons, Legion, Alumni Association, Auxiliary, Masons
- Events
 - o Pig Out, 4th of July, Christmas on the Park, Homecoming tailgate, Holiday Craft Show

WHAT'S MISSING

- Grocery
- Assisted living
- Housing - \$180-\$220
- Recreation for kids
- New track – HS
- Childcare – infant, after school
- Aquatic Park / pool / splash pad
- Central Park – activation
- Garden club (closing)
- Newspaper/communication
- Campground
- Volunteer opportunities – where are we needed?
- Music
- Playgrounds

- Field lights – park
- Extended bike path
- Downtown destination
 - o Restaurant
 - o Breweries / tap room
 - o Family friendly
 - o Sports bar
 - o Mexican / Italian / seafood
- Gladys Black Day - “Iowa’s Bird Lady”
- Welcome Wagon committee
- Commercial tax base

ARTS + CULTURE

- Public art
- Art classes
 - o Painting, water color, pottery, knitting
- Music lessons
- Community band / HS band
- Dance studio
- Live music
- Band shell
- Community events
- Something – square events
 - o First Fridays
- Trapshooting
- Car classes
- Climbing walls
- Language
- Choirs

EDUCATION + WORKFORCE

- Summer camps
- After school activities
- More education
- SOMETHING workshops
- Tutor / homework help
- Coding
- Computer classes
- Something development
- Trap shooting team
- NOTE: food pantry at Methodist Church
- HS Job training
 - o Silver card program
- Internet- connectivity

- Co-working spaces
- Early childcare
- Daycare center
 - o Have several in-home- close to retirement
- Options for new youth center
 - o Something for kids to do

HOUSING

- Single family homes
- Assisted living
- Downsizing
- Snowbird homes
- Maintenance free living –
 - o Townhomes, Duplex
- Custom Home Building
- Within walking distance
- Gap
- Rentals
- Blighted – mostly homes
 - o City stepped up nuisance policy
- Vacant lots – sizes too small
- Infrastructure – sidewalk

TRANSPORTATION + RECREATION

- Extend bike trails
 - o Lake Red Rock
- Public restrooms at the park
- Lights at fields – adults softball, tournaments
- Concert venue / amphitheater
- Shooting range / shotgun club
- Casino
- Gamers
- Options to get around – Uber
- Aquatic center
- Splash pad
- Fitness center at High School

NIGHTLIGHTE + RETAIL

- Frosty's
- Checkerboard
- Smokey Row
- Memorial Hall – events
- Summer park
- Dairy Shop
- **Needs**
 - Welcome Committee- chamber
 - How to meet people
 - Community space
 - Keep business downtown
- **Missing**
 - Pumpkin Patch
 - Doughnut shop
 - Quilt shop
 - Brewing
 - Bowling alley / roller skating