



Mission Statement

The City of Oelwein strives to provide services and opportunities that utilize old charm with new thinking to ensure success for future generations.

Values

Creative and Visionary –We believe that an openness to creative and visionary thinking will result in new opportunities, increased efficiencies, and excitement about the future.

Transparency–We believe that transparency, keeping the community informed through open, honest, and welcoming communication, is essential for an informed and involved citizenry.

Team Work –We believe that staying connected with each other and the community can build necessary support systems and help maintain trust.

Adaptability–We believe that adaptability and willingness to grow is essential in finding solutions to organizational and community related challenges.

Commitment–We believe in commitment to each other, to the community, and to following through in everything we do.

Oelwein Goals

Implement projects that enhance the community image and builds community identity with a focus on beautifying key destinations and public spaces while better marketing Oelwein.

Prioritize business and growth opportunities that increase development for the community.

Continue and expand measures to improve housing.

Expand and improve city parks, recreation, and the community trail system.

Maintain core service in local government ensuring sustainability.

Oelwein Goals

Implement projects for community improvement with focus on beautifying key destinations and public spaces

- Pursue visual enhancement projects to create an inviting community – ongoing
 - The downtown tax increment financing (TIF) grant is working with two building receiving significant façade work and three additional buildings working on much needed maintenance
 - Administration
 - Staff is the face of Oelwein. Delivered a friendly greeting and welcoming smile as they assist new residents with services.
 - Assist with city programs: TIF, Downtown Housing Grant, Hotel Motel tracking, Demo Assistance Grants, 3 NSP programs, Local Housing Trust, CDBG Housing Rehab
 - Police
 - Increased and more efficient exterior property abatement process implement. 93.5% compliance rate
 - Parks
 - Planted 54 trees in street boulevards with \$5000 Trees Forever grant
 - Received Governors Volunteer Award for Tree Board
 - Tree City Award
 - New shrub plantings at aquatic center and parks
 - Installed dog park at City Park
 - Mulched several playground areas
 - Took over maintenance of downtown streetscape
 - Fence replacement at log cabin
 - Installing shade structures at aquatic center
 - Utilities
 - Trim and remove trees in the right-of-way
- Continue and expand community engagement/community events – ongoing
 - The city supports the Chamber and their activities that continue to bring people to the community. The City has worked with car shows, Rotary, and the Volunteer Fire Department to close city streets and bring in visitors for attractions.
 - Police
 - Through the community projects that are applied during the year. Officers have performed activities like
 - Arrest Hunger food drive
 - Bowl with a Cop (officers at bowling event for people with special needs)
 - Visiting and helping serve meals at the nursing home
 - Motorcycle Poker Run to raise funds for the Children of St. Jude's
 - Coach 5-0
 - Providing food baskets for those in need around the holidays
 - Cupcakes with Cops (time playing games at the park with area youth all while enjoying cupcakes!)

- Where's Officer Waldo game
- Library
 - The "Universe of Stories" space themed Summer Reading Program had 145 registrants.
 - Workshops and Hands-on Activities
 - Garden Post Painting
 - Wreath Making
 - Escape Rooms
 - Poet Tree: Write a Poem, Share a Favorite Poem
 - Build an Alien stuffed animal
 - Art Show
 - Learn to Play Bridge
 - Monthly Dungeons and Dragons, OWLS Writers League, Book Club, LEGO Club
 - Full Circle Scavenger Hunt
 - Educational Programs
 - *Owl at Home* Children's Opera
 - *Alexander Hamilton: Immigrant, Patriot, Visionary* Exhibit
 - Johnny Appleseed Puppet Show
 - *American Visionary: John F. Kennedy's Life and Times*
 - *Strolling with the Spirits Cemetery Walk*
 - *The Devil Has My Consent: Salem Witch Trials*
- Support Arts and culture improvements in the community – ongoing
 - The city continues to provide grants through Hotel Motel that bring in activities and performances to Oelwein.
 - Wellness and Recreation
 - Budget for new equipment each year at the WWC.
 - Offer community events at the WWC in the parks, multiple themed walks, rock painting, yoga in the park, egg dying event, Aqua Zumba at the Aquatic Center, free Holiday classes on Thanksgiving and New Year's Day.
 - Offer programming for all ages, preschool, school age, young adult, Adult, and Senior. Offer equipment at the WWC for all ages.
 - Having booths at the Senior Health Fair, Ladies Night Out, East Penn Health Fair and the Health Expo at the school.
 - Expanded marketing from just Facebook to Instagram and Twitter also.
- Identify projects for downtown improvement, with focus on connecting and beautifying key destinations and public spaces – next year
 - The city works with the chamber and their downtown committee to continue the beautification of downtown.
- Motivate people to want to live in here by improving the community's image and better marketing existing services & amenities. Re-brand the city. – next year
 - This was not placed as a priority by city council. Re-branding of the city will be a point of discussion over the next two years should council see it as a priority.
 - Administration

- Assisted with efforts to establish the single-hauler program by answering calls, tracking complaints, coordinating services with residents and invoice billing.
 - Inform, educate and promote curbside recycling.
 - Police
 - Positive and reasonable enforcement of laws to improve the community image by reducing crime and blight.
- Intensify outreach and marketing to promote existing amenities and services in Oelwein; take advantage of existing partnerships – ongoing
 - The city continues to work well with the Oelwein school District, Oelwein Chamber and Area Development, and many more organizations. The city has not shied away from a successful partnership.
- Build an identity for the community (e.g. are we for retirement, or “up and coming,” etc.) – next year
 - No movement has been made on this priority. Council and the community must make future planning of Oelwein a goal and determine what they want Oelwein to look like in 10 years.
- Support efforts to improve Oelwein’s community image – next year
 - This effort plays hand in hand with rebranding.
- Economic development efforts, including supporting those willing to work, working toward an overall increase in median income, and drawing more business establishments to meet local need and fill gaps (e.g. coffee shops, restaurants, etc.) – ongoing
 - The city’s relationship with the chamber has helped bring in new employers and potentially new businesses. The city has seen expansions from local employers, with the major problem being staffing for our largest employers.
- Participate in community outreach & collaborations to meet all goals – ongoing
 - The city of Oelwein places its best foot forward at all professional opportunities including but not limited to the Iowa League of Cities Conference, Upper Explorerland Meetings, and many more professional organizations.

Prioritize business and growth opportunities that increase development for the community

- Identify a community coordinator to facilitate partnerships, plans and projects for improvements over the long run – ongoing
 - City staff is working on long range planning for roads, utilities, and general city services. This year council will receive a three-year projection for the budget and what needs to be accomplished to provide services that community members expect.
- Support efforts to generate business growth or expansion. Target businesses that meet local needs (e.g. community college, grocery, etc.) and/or create jobs – ongoing
 - The city administers a revolving loan fund that has helped numerous businesses start in Oelwein.
 - The downtown TIF program provides loans for new businesses.
 - The city actively pursues all economic development leads and works to ensure that any business is worked with throughout the onboarding process.
 - Administration
 - Behind the scene administrative support to the City Administrator as he

is out and about facilitating partnerships, generating business growth, meeting with local businesses, attending meetings, etc.

- Maintain city web site.
- Library
 - Assisted a Senior Seminar student in developing an Instagram account for the library.
 - Provided a Promise Jobs worker the opportunity gain self-sufficiency by learning basic job skills.
 - Collaborated with the U.S. Census Bureau representative to recruit Census Takers.
 - Offer the Brainfuse online database to assist users with career services, test preparation, and tutorials.
- Support economic development efforts with local partners, including OCAD, NICC, RAMS Center, the schools, businesses, and others (e.g. school-to-work collaborations) – ongoing
 - The city is continually put in play when working with local partners to ensure Oelwein is placed in the best light and continues to provide opportunities for new business.
 - Wellness and Recreation
 - The WWC facilitates a partnership with the City of Oelwein, Oelwein Community School District and MercyOne. These 3 entities work together to provide Recreation, Health and Wellness Services for the Citizens of Oelwein and surrounding areas.
 - Work with Senior Seminar on projects each year.
- Parks
 - Senior seminar projects
 - Grave heater
 - Dog Park Benches
 - Bathroom security doors
 - Woodlawn entrance sign
 - Trail bridge improvements
- Enhance business development opportunities on Hwy 150 & downtown. Work with state officials to look at expansion of Hwy 150
 - The City Administrator serves as the chair of the Highway 150 Coalition and works to ensure that Oelwein receives the attention it deserves from the DOT.

Continue and expand measures to improve housing

- Better enforce existing ordinance pertaining to housing and property maintenance – this year
 - The city has worked to make this goal a reality with enforcing the rental inspection code and acquiring junk properties that do not have a future in Oelwein.
 - Community Development
 - Enforce the rental inspection code
 - Monitor building permits to ensure a work man like manner in all improvements
 -
 - Police Department
 - Exterior nuisance abatement process was a great success. The community is significantly cleaner and ready for the next phase of structural abatements.

- Community Development
- Administration
 - Participated in search, interviewing and hiring of Community Development staff.
 - Administrative staff provided support/train new Community Development staff.
 - Admin staff is still responsible for duties that will eventually transfer over to Community Development.
- Continue housing improvement efforts, including rehabilitation or demolition of housing, increasing owner occupied housing, more housing incentives, and working to fill vacant/empty lots – ongoing
 - The Housing Committee is working with Upper Exploereland on a program to help homeowners.
 - The city is set to acquire 37 properties from an absent landlord.
 - The Chamber housing board has purchased a home and is working on flipping the house.
 - The city's revolving loan fund helps contractors looking to flip homes.

Expand and improve city parks, recreation, and the community trail system

- Work to create a health and safe community. Build off existing progress in walkability, recreation and wellness. – ongoing
 - The city is working on a transportation plan to ensure walkability is met in future projects.
 - Numerous grants have been received for trails and park improvements.
 - Parks
 - Extended Wings Park trail and replaced bridge
 - Developed Friends of Trails program
 - Sealed cracks/ then entire east side trail
 - Installed stretching station
 - Raised \$1.175 million for future trails
 - Diamond 3 fence replacement
- To better serve and attract families, continue improvements to the recreation system, such as better organization of youth and adult programming, added amenities at the aquatics center, and consideration of an indoor pool – ongoing
 - Administration
 - Provide administrative support as needed to Park, Pool, Cemetery and Wellness Depts., by answering phone, preparing documents, research, titling equipment, process and train pool employee payroll paperwork, process payroll, invoicing, pay claims, interviewing assistance, etc.
- Expand and improve the trail system, including considering intracity connections (e.g. to Fayette-Manchester-Readlyn) – ongoing
- Expand and connect the sidewalk system in new and existing neighborhoods – ongoing
- Pursue measures to increase utilization of great public facilities – ongoing
 - Library

- Friends of the Library added four Little Free Libraries along the trail system and at the campground.
 - Added a bird nesting box made by the First Grade Class along the library bike path.
- Recreation improvements, including a soccer field at the sports complex, and a professional director or designated staff to spearhead coordination of existing and expanded sports and recreation programs – next year
 - Discussions have taken place with the school district to implement full timer personnel for recreation.
- Recreation improvements, including pre-emptive updates to aquatic center, and updates to sporting equipment – ongoing

Maintain core service in local government ensuring sustainability

- Continue to maintain core services – ongoing
 - City and Council have two tremendous tasks. The first is to provide services as a service organization, and the second is to lead the community. These roles are crucial to the success of the community and are extremely challenging.
 - Parks
 - Updated equipment at aquatic center
 - Added rock/graded campground pads
 - Painted exterior and interior of shower house
 - Installed LED lighting in parks/shop
 - Updated equipment in park and cemetery
 - Replaced garage doors on cemetery buildings
 - Painted office at Woodlawn
 - Exterior painting projects at pool
 - Chip seal roads at cemetery
 - Aerator purchased for rec fields
 - Signage updates
 - Library
 - Updated the multifunction printer and offer scanning services to the public.
 - Updated computers from Windows 7 to Windows 10.
 - Updated server and switches.
 - Repainted select areas of library interior.
 - Refreshed story time by offering morning and afternoon sessions and incorporated interactive playtime.
 - Fayette County Library Association hosted a Library Trustee training on “The Top Ten Legal Issues Libraries Face.”
 - Fayette County Library Association presented to the County Supervisors and received a 2% increase in county funding for rural patrons.
 - Added jigsaw puzzles for check-out and expanded the graphic novels collection.
 - Added the Hoopla web and mobile library media streaming platform for audio books, comics, e-books, movies, music, and TV.

- Received permission from the Oelwein Daily Register to allow access to the digitized, historical newspapers from the library's website.
 - Added the *Fayette County GAR Records*, *the Fayette County Atlases*, and *the Roster of Civil War Soldiers in the War of the Rebellion* historical databases.
 - Friends of the Library raise funds in support of the library through annual Book and Bake Sales and the Chocolate Fest.
- Administration
 - Every day, staff works toward maintaining core services for other departments by being at their desks answering calls, preparing documents, informing other departments as issues arise, invoicing, etc.
 - Preparing mass mailings to downtown business owners or residents in a concentrated area.
 - Preparing, publishing and maintaining city code to assist residents.
 - Monthly Utility Billing, log work orders
 - Maintain Cemetery Records
 - Financial Reports, pay claims, budgeting, bonding, grant reimbursements, tracking projects
 - Assisted in creating and publishing snow and ice brochure
 - Promote a healthy and safe work environment by being involved on the safety committee.
- Wellness and Recreation
 - WWC will continue to recycle and use earth friendly cleaning supplies
- Utilities
 - Continue to provide clean water
 - Process wastewater on a regular basis
- Plan, budget for and implement regular updates to outdated water, sewer and street infrastructure and equipment – this year
 - Projects are in motion for streets, water, and sewer.
 - Utilities
 - Projects
 - Disinfection and 42 Well Improvements
 - 20th St Lift Station
 - Old Road
 - 2019 Patch and Chip Seal
 - Wings East Road Project
 - Q Avenue/6th Ave SW
 - West Water Tower and Water Infrastructure
 - Making progress on the transportation plan
 - Received \$600,000 in CDBG funds
- Be more sustainable as a community (expanded recycling, alternative energy, etc.) – ongoing
 - The city is continually working on their tree program to provide many benefits for years to come for residents.
- Expand city services, including incorporating city mulching/composting site (versus burning), and community gardens (i.e. in tree dump site) – this year
 - The city has started mulching their yard waste and provides this to residents.