

# CITY OF RIVERSIDE COUNCIL MEETING AGENDA

## RIVERSIDE CITY HALL COUNCIL CHAMBERS

60 N GREENE STREET

Monday, January 8<sup>th</sup>, 2018 at 5:30 p.m.

### 5:30 PM Work Session

- Pioneer Street Project
- Northern Development Project

### 6:30 PM - City Council Meeting

**NOTICE TO THE PUBLIC:** This is a meeting of the City Council to conduct the regular business of the City. Every item on the agenda is an item of discussion and action if needed.

#### 1. CALL MEETING TO ORDER: Mayor Schneider

- Pledge of Allegiance
- Roll Call

#### 2. APPROVAL OF AGENDA

#### 3. Approval of Consent Agenda

- 3a) Minutes from 12-18-17
- 3b) Expenditures for 01-08-18

#### 4. Citizen/Public Comments:

*This time is for items NOT on the agenda. Please notify the City Clerk if you wish to comment on an agenda item and you will be recognized when that item comes up. When citizens are recognized to speak, please approach the podium, spell your first and last name before proceeding. Citizens should refrain from addressing individual Council Members and should not expect a response to any questions. No formal action will be taken. Time is limited to 3 minutes.*

#### 5. Committee Reports:

#### 6. MMS Consultants Project Discussion

- Pioneer Street Project **pg 3**
  - Set Date for Public Information Meeting (Looking at Jan 17<sup>th</sup> @ 6:00)
  - Motion for MMS to send Project of for Bids (Bid Opening 01/31/18 at 2:00)
- Northern Development Discussion
- Cherry Lane 2<sup>nd</sup> Addition
  - Preliminary Plat & Rezoning
  - Refer Preliminary Plat & Reasoning to Planning & Zoning

#### 7. Res #010818-01 "Set the Date for Public Hearing for Plans Spec, Form of Contract & Est Cost for the Pioneer Street Project" **pg 5**

#### 8. Res #010818-02 "Set the Date for Public Hearing for Rezoning of Cherry Lane - 2<sup>nd</sup> Additions" **pg 6**

#### 9. Update on Community Building Sale – John Sojka

**10. Incentives for Terry Stumpf for Ice House Building pg 9**

**11. City Clerk Resignation pg 17**

- Letter of Resignation/Continuing Assistance/Training during Transition
- Discussion on Office Situation and New Candidate Search
- Possible Assistance from other Communities during Transition

**12. Closed Session pursuant to Iowa Code Section 21.5(1)(i) Personnel**

- Roll Call vote to go into Closed Session
- Roll Call vote to come out of Closed Session & Return to Meeting
- Motion to Proceed as needed

**13. Res #010818-03 "Appointing Interim City Clerk/Treasurer" pg 18**

**14. Res #010818-04 "Appointing Depository" pg 19**

**15. Res #010818-05 "Appointing City Attorney" pg 20**

**16. Res #010818-06 "Appointing "The News" as the Official City News Paper" pg 22**

**17. Mayor Appointments: pg 23**

- Mayor Pro Tem
- Streets/Sidewalks/Equipment/Parks Committee
- 911 Rep/Communications/Emergency Management Committee
- Employee/Finance Committee

**18. Council Appointments:**

- City Clerk/Treasurer
- Planning & Zoning Commission (3 year term)
- Zoning Board of Adjustments (5 year term)

**19. Hotel Feasibility Study pg 26**

**20. Closing Comments**

- Announcements and City Staff Comments
  - Office will be closed 15<sup>th</sup>, 18<sup>th</sup>, 24<sup>th</sup>, 30<sup>th</sup>
  - Budget Session 01-15-18 at 6:00 PM
  - Pioneer Street Project Bid Letting 01/31/18 at 2:00 PM
  - Next City Council Meeting 01-22-18 6:30 PM
- City Council Comments & Requests for Information

**21. Adjourn Council Meeting**

Approved: \_\_\_\_\_  
Allen Schneider, Mayor

Date: \_\_\_\_\_

RIVERSIDE CITY COUNCIL SPECIAL MEETING: December 18, 2017

The Riverside City Council Special meeting opened at 6:33 pm in City Hall with Mayor Allen Schneider requesting roll call. Council members present were: Bob Schneider Jr., Tom Sexton, Rob Weber, Ralph Schnoebelen, and Jeanine Redlinger.

Motion by Redlinger to approve the agenda. Second by Sexton, passed 5-0.

Weber moved to approve the minutes from December 11<sup>th</sup> and Travel Mart's Alcohol permit. Second by Schnoebelen, passed 5-0.

Gary Fisher, of Fisher Insurance updated council on health care options.

Sexton moved to pass Resolution #121817-01 approving Wellmark Health Insurance renewal rates for 2018. The City will participate in the "myBlue HDHP Gold 2000 PPO plan" with city contributing 90% of the premium. The city will also fund a Health Savings Account for each qualified employee, \$1000 for single and \$2500 for family. Second by Weber, passed 5-0.

Redlinger moved to fund \$1000 for single and \$1500 for family to the HSA account on January 3<sup>rd</sup>, 2018. Balance of family plan will be paid over the next 5 months. Family Plan members would be able to request balance of funds early, if needed. Second by Weber, passed 5-0.


City Hall Closed December 25<sup>th</sup> & 26<sup>th</sup> for Christmas Holiday, and January 1<sup>st</sup> & 2<sup>nd</sup> for New Years.

Schnoebelen thanked City Staff for his retirement party.

Schnoebelen moved to adjourn at 7:21 pm. Second by Redlinger, passed 5-0.

Full content of Council Meetings can be viewed on the City web site;  
[www.cityofriversideiowa.com](http://www.cityofriversideiowa.com)

ATTEST:

  
Lory Young; City Clerk

  
Allen Schneider; Mayor



EXPENDITURES JAN. 8, 2018				
COUNCIL MEETING				
ALLIANT ENERGY	PARKS	001-5-430-6371	\$ 284.35	
ALLIANT ENERGY	SEWER	610-5-815-6371	\$ 753.05	
ALLIANT ENERGY	WATER	600-5-810-6371	\$ 150.84	
ALLIANT ENERGY	CITY HALL	001-5-650-6371	\$ 231.74	
ALLIANT ENERGY	COMM BUILD	001-5-460-6371	\$ 50.84	
ALLIANT ENERGY	STREET LIGHTS	001-5-230-6371	\$ 1,428.81	
ALLIANT ENERGY	FIRE STATION	001-5-150-6330	\$ 405.72	\$ 3,305.35
BIG IRON WELDING	PARK PLAQUE BACKING	001-5-430-6325	\$ 13.12	
DOUG MICHEL ELECTRIC	RVFD REPAIRS	001-5-150-6310	\$ 230.89	
ELECTRIC PUMP	REPAIRS- LS 1,2,3	610-5-815-6374	\$ 1,612.75	
HARRY'S TROPHIES	OFFICE	001-5-650-6506	\$ 107.28	
HARRY'S TROPHIES	PARK PLAQUE BACKING	001-5-430-6325	\$ 150.00	\$ 257.28
IOWA PAPER	SUPPLYS	001-5-4360-6325	\$ 249.61	
JAY STUELKE	JAN CELL	001-5-210-6373	\$ 50.00	
JOHNS BUILDINGS	SEWER SHED REPAIRS	610-5-815-6504	\$ 84.50	
JOHNSON COUNTY REFUSE	JANUARY REFUSE	670-8-840-6499	\$ 1,874.25	
KOCH BROS.	COPIER	001-5-650-6496	\$ 715.43	
LAROCHE, BECKY	MILEAGE	001-5-650-6240	\$ 48.60	
LENZ, BRYAN	JAN CELL	001-5-210-6373	\$ 50.00	
MEARDON, SUEPPEL & DOWNER	LEGAL FEES	001-5-640-6411	\$ 2,388.73	
MEARDON, SUEPPEL & DOWNER	VOLK CLOSING	301-5-750-6772	\$ 522.26	
MEARDON, SUEPPEL & DOWNER	NORTHERN DEVELOPMENT	301-5-750-6784	\$ 1,632.04	
MEARDON, SUEPPEL & DOWNER	COMM.BUILD-SOJKA	301-5-750-6675	\$ 864.99	
MEARDON, SUEPPEL & DOWNER	W61 - 28E WASHINGTON COUNTY	301-5-750-6792	\$ 456.98	\$ 5,865.00
MENARDS	SHOP	001-5-210-6372	\$ 272.71	
MMS	GENERAL ENGINEERING	600-5-810-6407	\$ 424.00	
MMS	CAPITAL IMP. PLAN	301-5-750-6779	\$ 1,694.00	
MMS	HWY 22-PIONEER STREET	301-5-750-6781	\$ 9,491.11	
MMS	SEWER/INFRASTRUCTURE	301-5-750-6793	\$ 680.34	\$ 12,289.45
OFFICE EXPRESS	SUPPLYS	001-5-650-6506	\$ 69.27	
OMMI SITE	2 WATER ALARMS- ANNUAL FEE	600-5-810-6373	\$ 552.00	
OMMI SITE	5 SEWER ALARMS -ANNUAL FEE	610-5-815-6373	\$ 1,380.00	
PEOPLE SERVICES	OCT. SERVICE	600-5-610-6500	\$ 10,736.50	
PEOPLE SERVICES	OCT. SERVICE	610-5-815-6500	\$ 10,736.50	\$ 21,473.00
PITNET BOWES	POSTAGE	600-5-810-6508	\$ 295.00	
PITNET BOWES	POSTAGE	610-5-815-6508	\$ 295.00	
RIVERSIDE HISTORY CENTER	4TH QTR GRANT	145-5-650-6413	\$ 5,253.83	
STUELKE HOMES	FLAG POLE REPAIR	001-5-430-6320	\$ 200.00	
YOUNG, LORY	JAN CELL	001-5-650-6373	\$ 50.00	
YOUNG, LORY	KIRKWOOD HOUSING SEMINAR	001-5-650-6240	\$ 21.80	
	TOTAL UNPAID BILLS		\$ 56,508.84	
	DEC. EOM BILLS PAID 12-27-17			
CROELL INC	SIDEWALK- ST.MARY'S & ELM	001-5-210-6417	\$ 352.88	
DELTA DENTAL	JAN. PREMIUM		\$ 212.66	
HD SUPPLY	RVFD	001-5-150-6356	\$ 121.94	
KALONA TIRE	06 3500 GLOW PLUGS	001-5-210-6331	\$ 100.99	
LINCOLN NATIONAL LIFE	JAN. PREMIUM		\$ 251.95	
MEDIACOM	RVFD INTERNET	001-5-150-6332	\$ 139.16	
MEDIACOM	CITY HALL	001-5-650-6373	\$ 110.78	
MID AMERICAN ENERGY	SHOP	001-5-210-6371	\$ 145.13	
MID AMERICAN ENERGY	RVFD	001-5-150-6330	\$ 220.57	
MID AMERICAN ENERGY	CITY HALL	001-5-650-6371	\$ 73.75	
MID AMERICAN ENERGY	COMM BUILD	001-5-460-6371	\$ 44.73	\$ 484.18
OVERHEAD DOOR	SHOP DOOR REPAIRS	001-5-210-6372	\$ 1,011.00	
REC	SIGN	001-5-430-6371	\$ 93.32	
REC	LIFT STATION	610-5-815-6371	\$ 82.70	
REC	SEWER PLANT	610-5-815-6371	\$ 4,084.50	
REC	SHOP	001-5-210-6371	\$ 42.66	
REC	CASION LIFT STATION	610-5-815-6371	\$ 221.70	
REC	TRAFIC LIGHT	001-5-230-6371	\$ 148.63	
REC	WATER PLANT	600-5-810-6371	\$ 3,348.80	
UMB BANK	HSA FUND DEPOSIT 2018		\$ 5,500.00	
US BANK	COPIER LEASE	001-5-650-6496	\$ 166.37	
VERIZON	WATER METER TOWERS		\$ 63.60	
WELLMARK	JAN. PREMIUM		\$ 5,980.86	
WINDSTREAM	WATER, SEWER, SHOP SERVICE		\$ 329.89	
YOTTY	SHOP FLAG POLE REPAIR	001-5-210-6372	\$ 83.18	
	TOTAL PAID		\$ 22,931.75	
	TOTAL EXPENDITURES		\$ 79,440.59	

NUBIES-ERP Non-Utility Billing System for ERP

## Exhibit B Estimate 120090 Worksheet - In Aid

Customer: CITY OF RIVERSIDE Attn: LORI YOUNG  
PO BOX 188  
RIVERSIDE, IA 52327

Customer Account: 6165735841000

Invoice Status: Not Yet Invoiced

Description: ESTIMATE OF COST DIFFERENCE FOR OVERHEAD VS. UNDERGROUND ELECTRIC

Labor Expenses		Material Expenses	
Total Bare Labor:	\$6,123.40	Bare Materials:	\$8,147.11
Total Labor Overhead:	\$3,729.15	Overhead total:	\$2,712.99
Subtotal:	\$9,852.55	Subtotal:	\$10,860.10
General and Administrative:	\$423.66	Administrative and General:	\$466.98
Total Labor Charge:	\$10,276.21	Total Materials Cost:	\$11,327.08

Vehicle Expenses		Other Expenses			
Total Bare Vehicle Cost:	\$6,525.88	Charge	Sales Tax	Other Tax	Item Total
Total Vehicle Overhead:	\$0.00	Estimate Total:	\$11,439.35	\$0.00	\$0.00
Burdened Subtotal:	\$6,525.88	Engineering and Supervision:			\$0.00
Administrative and General:	\$280.61	Admin and General:			\$491.89
Total Vehicles Cost:	\$6,806.49	Total Other Cost:			\$11,931.24

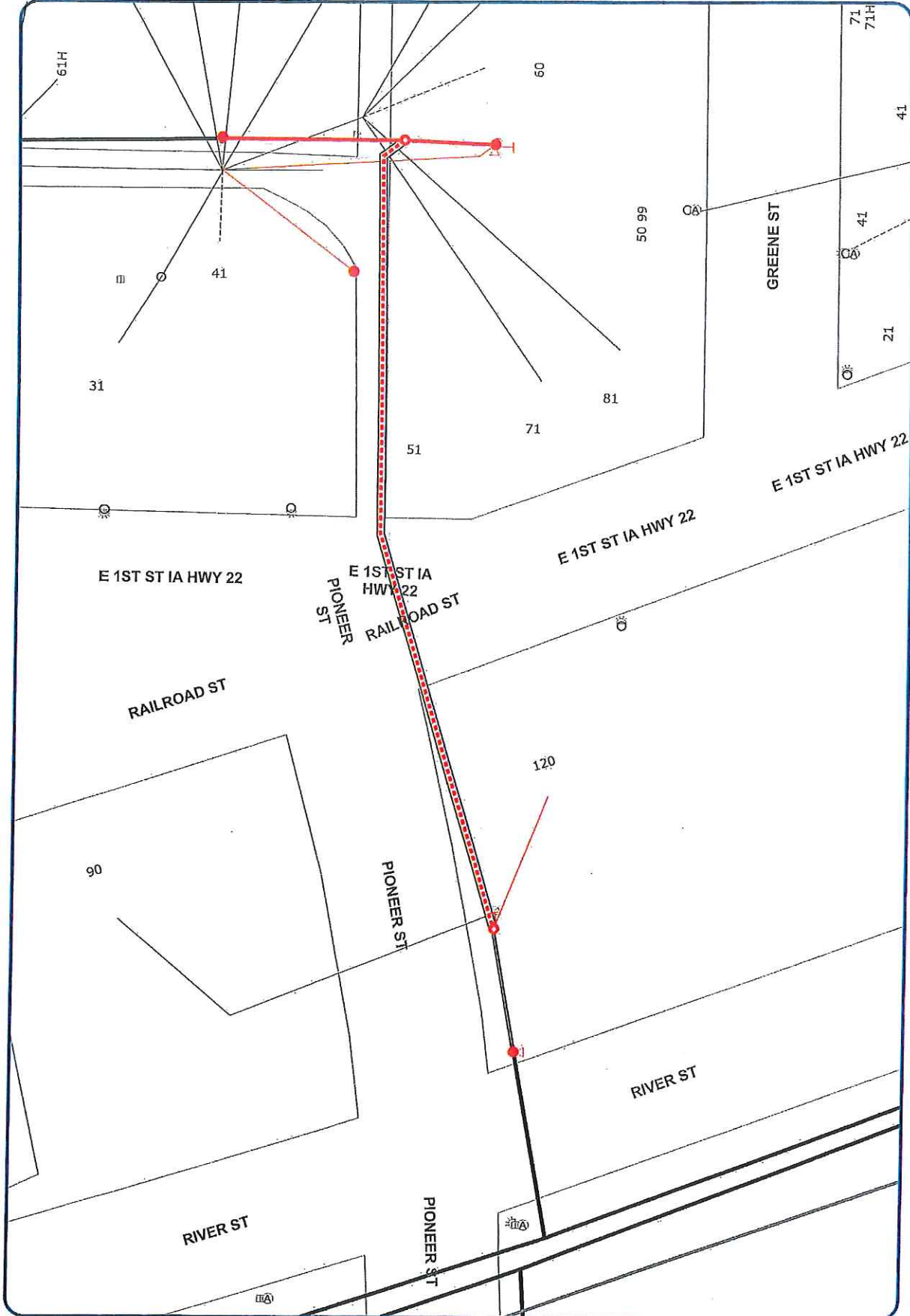
## Summary

Total Labor: \$10,276.21  
 Total Materials: \$11,327.08  
 Total Vehicles: \$6,806.49  
 Total Other: \$11,931.24  
 Total Misc: \$0.00  
 T&M Subtotal: \$40,341.02

In Aid Type: Contribution		Tax Adder Used: 123.34%	
Total Cards:	\$0.00	Total T&M:	\$49,756.61
Less Future Revenue:	\$0.00	Less Future Revenue:	\$0.00
Less Deposit Amount:	\$0.00	Less Deposit Amount:	\$0.00
Cards Remainder:	\$0.00	T&M Remainder:	\$49,756.61

Taxes Paid By Alliant  
 Sales Tax on Materials: \$461.16  
 State Tax on Other Services: \$0.00  
 Other Tax on Other Services: \$0.00

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Classification: Confidential

Map Title

1:483



**RESOLUTION #010818-01**

**RESOLUTION TO SET THE DATE FOR PUBLIC HEARING  
FOR PLAN SPECS, FORM OF CONTRACT AND ESTIMATED  
COSTS FOR THE PIONEER STREET PROJECT**

**WHEREAS**, the City Council of Riverside, Iowa, will hold a public hearing on January 22<sup>ND</sup>, 2018 during the City Council Meeting beginning at 6:30 pm, to accept the plan specifications, form of contract and estimated costs for the Pioneer Street Project.

**THEREFORE, BE IT RESOLVED**, The City of Riverside City Council, hereby approves the date for the Public Hearing.

**IT WAS MOVED BY** Councilperson \_\_\_\_\_, seconded by Councilperson \_\_\_\_\_ that the foregoing resolution be adopted.

**ROLL CALL VOTE:** Schneider, Sexton, Rodgers, Weber, Redlinger

Ayes:

Nays:

Absent:

**Passed and Approved** by the City Council of Riverside, Iowa and approved this 8<sup>th</sup> day of January, 2018.

Signed: \_\_\_\_\_  
Allen Schneider, Mayor

Date: \_\_\_\_\_

Attest: \_\_\_\_\_  
Lory Young, City Clerk

Date: \_\_\_\_\_

## RESOLUTION #010818-02

### RESOLUTION TO SET THE DATE FOR PUBLIC HEARING FOR THE REZONING OF CHERRY LANE 2<sup>ND</sup> ADDITION

**WHEREAS**, the City Council of Riverside, Iowa, will hold a public hearing on January 22<sup>ND</sup>, 2018 during the City Council Meeting beginning at 6:30 pm, to rezone the property where the Cherry Lane 2<sup>nd</sup> Addition is located from A-1 Agricultural to R-1 Single Family Residential.

**THEREFORE, BE IT RESOLVED**, The City of Riverside City Council, hereby approves the date for the Public Hearing.

**IT WAS MOVED BY** Councilperson \_\_\_\_\_, seconded by Councilperson \_\_\_\_\_ that the foregoing resolution be adopted.

**ROLL CALL VOTE:** Schneider, Sexton, Rodgers, Weber, Redlinger

Ayes:

Nays:

Absent:

**Passed and Approved** by the City Council of Riverside, Iowa and approved this 8<sup>th</sup> day of January, 2018.

Signed: \_\_\_\_\_  
Allen Schneider, Mayor

Date: \_\_\_\_\_

Attest: \_\_\_\_\_  
Lory Young, City Clerk

Date: \_\_\_\_\_



**NOTICE OF PUBLIC HEARING ON****PROPOSED ADOPTION OF REZONING TWO PARCELS OF AUDITOR'S PARCEL M, ONE PARCEL FROM A-1 TO P-1 AND ONE PARCEL FROM A-1 TO R-1, BOTH LOCATED IN SECTION 8, TOWNSHIP 77 NORTH, RANGE 6 WEST OF THE 5<sup>TH</sup> PM**

YOU ARE HEREBY NOTIFIED that the City of Riverside, Iowa, will hold a public hearing on Monday, January 22<sup>nd</sup>, 2018 at the meeting beginning at 6:30 p.m. in the City Council Chambers located at the Riverside City Hall, 60 North Greene Street, Riverside, Iowa, on the proposal to rezone two parcels of Auditor's Parcel M, one parcel from A-1 to P-1 and one parcel from A-1 to R-1. The legal descriptions for the two parcels are below:

**DESCRIPTION - REZONING PARCEL #1 (A-1 to P-1)**

Beginning at the Northeast Corner of Auditor Parcel "M" to Riverside, Iowa, in accordance with the Plat thereof Recorded in Book 25 at Page 0094 of the Records of the Washington County Recorder's Office; Thence S01°50'36"E, along the East Line of said Auditor Parcel "M", 437.97 feet; Thence S88°09'24"W, along said East Line, 60.00 feet; Thence S01°50'36"E, along said East Line, 37.14 feet; Thence Northwesterly 43.71 feet along a 150.00 foot radius curve, concave Northeasterly, whose 43.56 foot chord bears N77°26'56"W; Thence N69°06'03"W, 11.26 feet; Thence Northwesterly, 56.83 feet, along a 150.00 foot radius curve, concave Southwesterly, whose 56.49 foot chord bears N79°57'14"W; Thence S89°11'35"W, 440.18 feet; Thence Northwesterly, 76.01 feet, along a 150.00 foot radius curve, concave Northeasterly, whose 75.20 foot chord bears N76°17'22"W; Thence N61°46'19"W, 12.00 feet, to a Point on the West Line of said Auditor Parcel "M"; Thence N28°08'18"E, 488.55 feet, to the Northwest Corner thereof; Thence N89°18'51"E, along the North Line of said Auditor Parcel "M", 446.75 feet, to the Point of Beginning. Said Zoning Parcel contains 5.96 Acres, and is subject to easements and restrictions of record.

**DESCRIPTION - REZONING PARCEL #2 (A-1 to R-1)**

Commencing at the Northeast Corner of Auditor Parcel "M" to Riverside, Iowa, in accordance with the Plat thereof Recorded in Book 25 at Page 0094 of the Records of the Washington County Recorder's Office; Thence S01°50'36"E, along the East Line of said Auditor Parcel "M", 437.97 feet; Thence S88°09'24"W, along said East Line, 60.00 feet; Thence S01°50'36"E, along said East Line, 37.14 feet, to the Point of Beginning; Thence continuing S01°50'36"E, along said East Line, 125.16 feet, to the Northeast Corner of Cherry Lane Addition, in accordance with the Plat thereof Recorded in Book 27 at Page 0226 of the Records of the Washington County Recorder's Office; Thence S89°11'35"W, along the North Line of said Cherry Lane Addition, 731.64 feet, to the Northwest Corner thereof, and a Point on the West Line of said Auditors Parcel "M"; Thence N28°14'22"E, along said West Line, 156.67 feet; Thence N89°13'58"E, along said West Line, 0.66 feet; Thence N28°08'18"E, along said West Line, 43.09 feet; Thence S61°46'19"E, 12.00 feet; Thence Southeasterly, 76.01 feet along a 150.00 foot radius curve, concave Northeasterly, whose 75.20 foot chord bears S76°17'22"E;

Thence N89°11'35"E, 440.18 feet; Thence Southeasterly, 56.83 feet, along a 150.00 foot radius curve, concave Southwesterly, whose 56.49 foot chord bears S79°57'14"E; Thence S69°06'03"E, 11.26 feet; Thence Southeasterly, 43.71 feet, along a 150.00 foot radius curve, concave Northeasterly, whose 43.56 foot chord bears S77°26'56"E, to the Point of Beginning. Said Zoning Parcel contains 2.36 Acres, and is subject to easements and restrictions of record.

Following the public hearing, the City Council will consider rezoning two parcels of Auditor's Parcel M, one parcel from A-1 to P-1 and one parcel from A-1 to R-1. The proposed Ordinance is available for review at the City Clerk's Office in the Riverside City Hall during regular business hours.

All interested persons are invited to attend the public hearing and to offer comments, orally or in writing, in support of or in opposition to the proposed rezoning. Written comments may be submitted to the Riverside City Clerk, P.O. Box 188, Riverside, IA 52327-0188, in advance of the public hearing. Any questions regarding the Ordinance may also be directed to City Hall.

This notice is published at the direction of the City Council for the City of Riverside, Iowa.

ICE HOUSE TAX REBATE EXAMPLES								
100% FOR 7 YEARS				TOTAL		REBATE		
	YEAR 1	SEPT 2018	\$ 7,268.74	\$ 7,268.74	100%	\$ 7,268.74		
	YEAR 2	MAR 2019	\$ 7,268.74					
		SEPT 2019	\$ 7,268.74	\$ 14,537.48	100%	\$ 14,537.48		
	YEAR 3	MAR 2020	\$ 7,268.74					
		SEPT 2020	\$ 7,268.74	\$ 14,537.48	100%	\$ 14,537.48		
	YEAR 4	MAR 2021	\$ 7,268.74					
		SEPT 2021	\$ 7,268.74	\$ 14,537.48	100%	\$ 14,537.48		
	YEAR 5	MAR 2022	\$ 7,268.74					5 YEAR
		SEPT 2022	\$ 7,268.74	\$ 14,537.48	100%	\$ 14,537.48		TOTAL
								\$ 65,418.66
	YEAR 6	MAR 2023	\$ 7,268.74					
		SEPT 2023	\$ 7,268.74	\$ 14,537.48	100%	\$ 14,537.48		
	YEAR 7	MAR 2024	\$ 7,268.74					
		SEPT 2024	\$ 7,268.74	\$ 14,537.48	100%	\$14,537.48		
	YEAR 8	MAR 2025	\$7,268.74	\$ 7,268.74	100%	\$7,268.74		
		TOTAL REBATE				\$ 101,762.36		
GRADUATED FOR 7 YEARS				TOTAL		REBATE		
	YEAR 1	SEPT 2018	\$ 7,268.74	\$ 7,268.74	100%	\$ 7,268.74		
	YEAR 2	MAR 2019	\$ 7,268.74					
		SEPT 2019	\$ 7,268.74	\$ 14,537.48	80%	\$ 11,629.98		
	YEAR 3	MAR 2020	\$ 7,268.74					
		SEPT 2020	\$ 7,268.74	\$ 14,537.48	70%	\$ 10,176.24		
	YEAR 4	MAR 2021	\$ 7,268.74					
		SEPT 2021	\$ 7,268.74	\$ 14,537.48	60%	\$ 8,722.49		
	YEAR 5	MAR 2022	\$ 7,268.74					5 YEAR
		SEPT 2022	\$ 7,268.74	\$ 14,537.48	50%	\$ 7,268.74		TOTAL
								\$ 45,066.19
	YEAR 6	MAR 2023	\$ 7,268.74					
		SEPT 2023	\$ 7,268.74	\$ 14,537.48	40%	\$ 5,814.99		
	YEAR 7	MAR 2024	\$ 7,268.74					
		SEPT 2024	\$ 7,268.74	\$ 14,537.48	30%	\$ 4,361.24		
	YEAR 8	MAR 2025	\$7,268.74	\$ 7,268.74	20%	\$ 1,453.75		
		TOTAL REBATE				\$ 56,696.17		
The City wants the piece of proerty behind the City Hall that we have been maintaining this piece of property at least seince 1997. This piece of property needs to part of the negotiations.								

Hosted by  
Vanguard Appraisals, Inc.

**Parcel Number:** 04-18-277-006  
**Deed Holder:** HOTROD, L.L.C.  
**Property Address:** 70 RI 1ST ST W  
 RIVERSIDE [MAP THIS ADDRESS](#)  
**Class:** COMMERCIAL  
**Map Area:** RIVERSIDE COM  
**Plat Map:** 4-18D  
**Sec-Twp-Rng:** --  
**Lot-Block:** --  
**Legal Description:** 02 B OP LOT 3 4 & E1/2  
**Property Report:** [PROPERTY REPORT \(PDF FILE\)](#)



*Ice House*



1 / 1



Current Value Information			
Land Value	Dwelling Value	Improvement Value	Total Value
\$49,000	\$0	\$325,000	\$374,000

Land Front Foot Information				
Lot	Front	Rear	Side 1	Side 2
Main Lot	100.00	100.00	62.00	62.00
Sub Lot 2	25.00	25.00	85.00	85.00

Agricultural Land Information		
Total Acres	Total CSR	Average CSR
0.0000	0.00	0.00

Commercial Building Information		
Occupancy	Year Built	Building Area
Bars and Lounges	2007	3,050

Sale Information			
Sale Date	Amount	Non-Useable Transaction Code	Recording
07/09/2007	\$0	50 - Other with explanation	2007-2575
07/09/2007	\$0	50 - Other with explanation	2007-2575
12/07/2006	\$75,000	34 - Vacant lot	2006-5651

Washington County, IA / Property Tax / Search /

## Parcel Number 0418277006

### Deed Holder

**Name** HOTROD, L.L.C.  
**Mailing Address** 3095 HALF MOON AVE NW  
TIFFIN, IA 52340

### Parcel Information

<b>Location</b>	70 W 1ST ST	<b>District</b>	RICHG - RIVERSIDE CTY/HIGHLAND
<b>Sec / Twp / Range</b>		<b>Property Class</b>	C - Commercial
<b>Legal Description</b>	02 B OP LOT 3 4 & E1/2	<b>Deed Book</b>	2007
<b>Acreage</b>	0.000	<b>Deed Page</b>	2575
		<b>Deed Date</b>	7/9/2007

### Tax Services

- Search Tax Parcels
- Estimate Taxes

### Need Help?

- Contact Us
- 319-653-7721

### Announcement

Office Hours are Monday through Friday from 8:00 am to 4:15 pm.

## Valuation and Tax Information

2016 (This Year) 2015 (Last Year)

	Assessed	Taxable	Assessed	Taxable
<b>Land Value</b>	47200	42480	47200	42480
<b>Building Value</b>	586300	527670	586300	527670
<b>Net Value</b>	633500	570150	633500	570150
<b>Levy Rate</b>		31.866280		32.305500



<b>Gross Tax</b>	\$18,168.56	\$18,418.98
<b>Tax Credits</b>		
<b>Business</b>	2805.96	2841.23
<b>Property</b>		
<b>Credit</b>		
<b>Net Annual</b>	<b>\$15,362.00</b>	<b>\$15,578.00</b>
<b>Taxes</b>		

Pay Taxes Online

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View Report

GISExternal

## Tax History

Tax Year	Type	First Half	Second Half	First Interest	Second Interest	Total	Bill Number	Special/ Drainage
2016	Tax	\$7,681.00	\$7,681.00	\$0.00	\$0.00	\$15,362.00	815082	
	Payment	\$7,681.00	\$0.00	\$0.00	\$0.00	\$7,681.00		
	9/29/2017							
<b>Total Due</b>		<b>\$0.00</b>	<b>\$7,681.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$7,681.00</b>		
2015	Tax	\$7,789.00	\$7,789.00	\$0.00	\$0.00	\$15,578.00	714852.0	
	Payment	\$0.00	\$7,789.00	\$0.00	\$0.00	\$7,789.00		
	3/31/2017							
	Payment	\$7,789.00	\$0.00	\$0.00	\$0.00	\$7,789.00		
	9/29/2016							

Tax Year	Type	First Half	Second Half	First Interest	Second Interest	Total	Bill Number	Special/ Drainage
<b>Total Due</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
2014	Tax	\$7,261.00	\$7,261.00	\$0.00	\$0.00	\$14,522.00	614833.0	
	Payment 3/31/2016	\$0.00	\$7,261.00	\$0.00	\$0.00	\$7,261.00		
	Payment 9/28/2015	\$7,261.00	\$0.00	\$0.00	\$0.00	\$7,261.00		
<b>Total Due</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
2013	Tax	\$8,083.00	\$8,083.00	\$0.00	\$0.00	\$16,166.00	514822.0	
	Payment 3/30/2015	\$0.00	\$8,083.00	\$0.00	\$0.00	\$8,083.00		
	Payment 9/24/2014	\$8,083.00	\$0.00	\$0.00	\$0.00	\$8,083.00		
<b>Total Due</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
2012	Tax	\$7,972.00	\$7,972.00	\$0.00	\$0.00	\$15,944.00	414801.0	
	Payment 3/28/2014	\$0.00	\$7,972.00	\$0.00	\$0.00	\$7,972.00		
	Payment 8/22/2013	\$7,972.00	\$0.00	\$0.00	\$0.00	\$7,972.00		
<b>Total Due</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
2011	Tax	\$8,217.00	\$8,217.00	\$0.00	\$0.00	\$16,434.00	314798.0	
	Payment 2/26/2013	\$0.00	\$8,217.00	\$0.00	\$0.00	\$8,217.00		
	Payment 9/26/2012	\$8,217.00	\$0.00	\$0.00	\$0.00	\$8,217.00		

Tax Year	Type	First Half	Second Half	First Interest	Second Interest	Total	Bill Number	Special/ Drainage
<b>Total Due</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
2010	Publication Cost	\$0.00	\$4.00	\$0.00	\$0.00	\$4.00	214763.0	
2010	Tax	\$8,372.00	\$8,372.00	\$251.00	\$251.00	\$17,246.00	214763.0	
	Payment 5/7/2012	\$0.00	\$4.00	\$0.00	\$0.00	\$4.00		
	Payment 5/7/2012	\$0.00	\$8,372.00	\$0.00	\$251.00	\$8,623.00		
	Payment 11/7/2011	\$8,372.00	\$0.00	\$251.00	\$0.00	\$8,623.00		
<b>Total Due</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
2009	Tax	\$8,328.00	\$8,328.00	\$625.00	\$0.00	\$17,281.00	114724.0	
	Payment 2/25/2011	\$8,328.00	\$8,328.00	\$625.00	\$0.00	\$17,281.00		
<b>Total Due</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
2008	Publication Cost	\$0.00	\$4.00	\$0.00	\$0.00	\$4.00	014690.0	
2008	Tax	\$8,374.00	\$8,374.00	\$0.00	\$128.00	\$16,876.00	014690.0	
	Payment 5/26/2010	\$0.00	\$4.00	\$0.00	\$0.00	\$4.00		
	Payment 5/26/2010	\$0.00	\$126.00	\$0.00	\$2.00	\$128.00		
	Payment 4/12/2010	\$0.00	\$8,248.00	\$0.00	\$126.00	\$8,374.00		
	Payment 9/30/2009	\$8,374.00	\$0.00	\$0.00	\$0.00	\$8,374.00		

Tax Year	Type	First Half	Second Half	First Interest	Second Interest	Total	Bill Number	Special/ Drainage
<b>Total Due</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
2007	Tax	\$259.00	\$259.00	\$0.00	\$0.00	\$518.00	914612.0	
	Payment 8/27/2008	\$259.00	\$259.00	\$0.00	\$0.00	\$518.00		
<b>Total Due</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
2006	Tax	\$257.00	\$257.00	\$0.00	\$0.00	\$514.00	814237.0	
	Payment 8/16/2007	\$257.00	\$257.00	\$0.00	\$0.00	\$514.00		
<b>Total Due</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
2005	Tax	\$253.00	\$253.00	\$0.00	\$0.00	\$506.00	714230.0	
	Payment 12/12/2006	\$0.00	\$253.00	\$0.00	\$0.00	\$253.00		
	Payment 9/30/2006	\$253.00	\$0.00	\$0.00	\$0.00	\$253.00		
<b>Total Due</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
2004	Tax	\$259.00	\$259.00	\$0.00	\$0.00	\$518.00	613974.0	
	Payment 3/24/2006	\$0.00	\$259.00	\$0.00	\$0.00	\$259.00		
	Payment 9/30/2005	\$259.00	\$0.00	\$0.00	\$0.00	\$259.00		
<b>Total Due</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
2003	Tax	\$300.00	\$300.00	\$0.00	\$0.00	\$600.00	513987.0	

Tax Year	Type	First Half	Second Half	First Interest	Second Interest	Total	Bill Number	Special/ Drainage
	Payment 3/21/2005	\$0.00	\$300.00	\$0.00	\$0.00	\$300.00		
<b>Total Due</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		
2002	Tax	\$238.00	\$238.00	\$0.00	\$0.00	\$476.00	413871.0	
<b>Grand Total Due</b>		<b>\$0.00</b>	<b>\$7,681.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$7,681.00</b>		

Pay Property Taxes Online

Washington County Assessor

Washington County, 222 W Main St., Washington, IA 52353

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Lory Young  
PO Box 404  
Wellman, IA 52356

December 27<sup>th</sup>, 2018

Mayor Allen Schneider  
PO Box 188  
Riverside, IA 52327

Dear Mayor Schneider,

I am writing to announce my resignation from the City of Riverside, effective January 12<sup>th</sup>, 2018.

This was not an easy decision to make. The past five and a half years have been trying but very rewarding. I've enjoyed working for the City of Riverside and being part of a successful team dedicated to providing the citizens of Riverside with the best they have to offer.

Thank you for the opportunities for growth that the City of Riverside has provided me.

I wish you and the City Council all the best. If I can be of any help during the transition, please don't hesitate to ask.

Sincerely,

Lory Young  
319-330-6490

**RESOLUTION #010818-03**

**RESOLUTION APPOINTING BECKY LAROCHE AS INTERIM CITY  
CLERK FINANCE OFFICER**

**WHEREAS** the City of Riverside has determined that it is necessary to appoint Becky LaRoche as Interim City Clerk Finance Officer effective January 15<sup>th</sup>, 2018 to complete the duties described in the City Clerk Finance Officer job description until the position is filled by a qualified applicant.

**NOW, THEREFORE, BE IT RESOLVED** by the City of Riverside City Council of Riverside, IA to designate Becky LaRoche as Interim City Clerk Finance Officer.

**BE IT RESOLVED** that designation shall be in effect until the position is filled.

**MOVED BY** Councilperson \_\_\_\_\_, Seconded by Councilperson \_\_\_\_\_ to approved the foregoing resolution.

**PASSED AND APPROVED** this 8th day of January, 2018 by the City Council of Riverside, IA.

**Roll Call:** Schneider, Sexton, Rodgers, Weber, Redlinger

Ayes:

Nays:

Absents:

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Allen Schneider, Mayor

Attest: \_\_\_\_\_ Date: \_\_\_\_\_

Lory Young, City Clerk

**RESOLUTION #010818-04****RESOLUTION APPOINTING DEPOSITORY**

**WHEREAS** the City of Riverside has determined it necessary to appoint People's Trust and Savings Bank and Hills Bank and Trust as the official depositories for all City funds.

**Peoples Trust & Savings Maximum Deposits up to \$ 6,000,000.00**  
**Hills Bank & Trust Co. Maximum Deposits up to \$ 3,000,000.00**

**WHEREAS** the Riverside City Council hereby designate the following named banks to be depositories for the City of Riverside. The City of Riverside's Utility Billing Clerk, Mayor and Mayor Pro Tem are hereby authorized to deposit, set up and sign for any checking, savings, money market and Certificate of Deposit accounts for the City of Riverside.

**NOW, THEREFORE, BE IT RESOLVED**, the following people are authorized to conduct banking for the City of Riverside, IA: Allen Schneider as Mayor, Tom Sexton as Mayor Pro Tem, Becky LaRoche as Utility Billing Clerk. All banking is required to have two authorized signatures and this resolution covers the calendar year of 2018.

**MOVED BY** Councilperson \_\_\_\_\_, seconded by Councilperson \_\_\_\_\_, to approve the foregoing resolution.

**Roll Call:** Schneider, Sexton, Weber, Rodgers, Redlinger

Ayes:

Nays:

Absents:

**Passed and Approved** by the City Council of Riverside, Iowa on this 8<sup>th</sup> day of January, 2018.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Allen Schneider, Mayor

Attest: \_\_\_\_\_ Date: \_\_\_\_\_

Lory Young, City Clerk

**RESOLUTION #010818-05****RESOLUTION TO APPOINTING CITY ATTORNEY**

**WHEREAS** the City of Riverside has determined that it is necessary to appoint a City Attorney to advise the City Council and staff on matters of the City's legal business.

**NOW, THEREFORE, BE IT RESOLVED** by the City of Riverside City Council of Riverside, IA to designate William Sueppel Jr. of Meardon, Sueppel and Downer P.L.C. of Iowa City, IA as City Attorney for the City of Riverside, IA and

**BE IT RESOLVED** that designation shall be in effect for one year from January 1, 2018 to December 31, 2018 at the rate of \$165.00 per hour.

**MOVED BY** Councilperson \_\_\_\_\_, Seconded by Councilperson \_\_\_\_\_ to approved the foregoing resolution.

**PASSED AND APPROVED** this 8th day of January, 2018 by the City Council of Riverside, IA.

**Roll Call:** Schneider, Sexton, Rodgers, Weber, Redlinger

Ayes:

Nays:

Absents:

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Allen Schneider, Mayor

Attest: \_\_\_\_\_ Date: \_\_\_\_\_

Lory Young, City Clerk

**Becky LaRoche**

---

**From:** Jim Johnson <publisher@kalonanews.com>  
**Sent:** Thursday, January 04, 2018 4:01 PM  
**To:** becky@cityofriversideiowa.com  
**Attachments:** untitled-[2].htm

Becky:

The News newspaper requests to once again be named an official newspaper for the City of Riverside. We appreciate our ongoing partnership with the city to provide Riverside residents with public notices that affect their lives.

I will attend the meeting and be available to answer questions from council members if there are any.

All the best,

JIM

--

Jim Johnson  
Publisher  
The Kalona News



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**RESOLUTION #010818-06**

**RESOLUTION APPOINTING OFFICIAL NEWSPAPER FOR  
PUBLICATIONS**

**WHEREAS**, the City of Riverside finds it necessary on an annual basis to designate a newspaper of general circulation within the community as the appropriate entity for the publication of all official notices and proceedings;

**NOW, THEREFORE BE IT HEREBY RESOLVED BY THE CITY COUNCIL OF THE CITY OF RIVERSIDE, IOWA, as follows:**

"The News" to be the official weekly newspaper for the City of Riverside, Iowa and that such designation shall be in effect for one year beginning with the first council meeting in January 2018, through December 31, 2018.

**IT WAS MOVED BY** Councilperson \_\_\_\_\_, seconded by Councilperson \_\_\_\_\_, that the foregoing Resolution be approved.

**PASSED AND APPROVED** this 8th day of January, 2018 by the City Council of Riverside, IA.

**Roll Call:** Schneider, Sexton, Rodgers, Weber, Redlinger

Ayes:

Nays:

Absents:

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Allen Schneider, Mayor

Attest: \_\_\_\_\_ Date: \_\_\_\_\_

Lory Young, City Clerk

**MAYOR APPOINTMENTS:**

Mayor Pro Tem – Tom Sexton

Streets, Sidewalks, Equipment & Parks Committee:

1. Bryan Lenz
2. Jay Stuelke
3. Andy Rodgers
4. Rob Weber

911 Rep, Communications, Emergency Management Committee:

1. Allen Schneider
2. ?
3. ?

Employee & Finance Committee:

1. Allen Schneider
2. ?
3. ?

Fire Department Reps from City Council:

1. ?
2. ?

**CITY COUNCIL APPOINTMENTS:**

Planning and Zoning Commission:

1. Ryan Rogerson – Chairperson
2. Nate Robinson – Vice Chairperson
3. Marcy Musser
4. Brad Fuhrmann
5. Ralph Schnoebelen
6. Ellen Cloyed (2 mile)
7. Mike O'Leary

Zoning Board of Adjustments:

1. Mike Schneider
2. Diane Poch
3. Linmarie Eden
4. Denny Bush

the order of the Council, the Mayor shall act in accordance with the Code of Ordinances and the laws of the State.

9. Licenses and Permits. Sign all licenses and permits which have been granted by the Council, except those designated by law or ordinance to be issued by another municipal officer.

10. Nuisances. Issue written order for removal, at public expense, any nuisance for which no person can be found responsible and liable.

11. Absentee Officer. Make appropriate provision that duties of any absentee officer be carried on during such absence.

**15.03 APPOINTMENTS.** The Mayor shall appoint the following officials:  
(Code of Iowa, Sec. 372.4)

**1. Mayor Pro Tem**

**15.04 COMPENSATION.** The salary of the Mayor is four thousand dollars (\$4,000.00) per year, plus fifty dollars (\$50.00) for each Council meeting attended, payable monthly.  
(Code of Iowa, Sec. 372.13[8])

**15.05 VOTING.** The Mayor is not a member of the Council and shall not vote as a member of the Council.

(Code of Iowa, Sec. 372.4)

**17.04 COUNCIL MEETINGS.** Procedures for giving notice of meetings of the Council and other provisions regarding the conduct of Council meetings are contained in Section 5.06 of this Code of Ordinances. Additional particulars relating to Council meetings are the following:

1. Regular Meetings. The time and place of the regular meetings of the Council shall be fixed by resolution of the Council.
2. Special Meetings. Special meetings shall be held upon call of the Mayor or upon the request of a majority of the members of the Council.  
(Code of Iowa, Sec. 372.13[5])
3. Quorum. A majority of all Council members is a quorum.  
(Code of Iowa, Sec. 372.13[1])
4. Rules of Procedure. The Council shall determine its own rules and maintain records of its proceedings.  
(Code of Iowa, Sec. 372.13[5])
5. Compelling Attendance. Any three (3) members of the Council can compel the attendance of the absent members at any regular, adjourned or duly called meeting, by serving a written notice upon the absent members to attend at once.

**17.05 APPOINTMENTS.** The Council shall appoint the following officials and prescribe their powers, duties, compensation and term of office:

1. City Administrator
2. City Clerk
3. Deputy Clerk
4. City Attorney
5. City Treasurer
6. Planning and Zoning Commission
7. Zoning Board of Adjustment

**17.06 COMPENSATION.** The salary of each Council member is sixty dollars (\$60.00) for each meeting of the Council attended, payable monthly.

(Code of Iowa, Sec. 372.13[8])

# Hotel R&D, llc

**Providing accurate Research and Development services for hotels and other tourism industry ventures.**

**Research through the eyes of an owner, operator and developer.**

**Hotel R&D, llc.  
944 Evans Street  
Oshkosh, Wisconsin 54901**

**Telephone (414)-379-2105  
Email: [micland12@yahoo.com](mailto:micland12@yahoo.com)**



## Hotel R&D, llc

### FEASIBILITY STUDY PROCESS

#### Phase 1 Field Work

##### 1) Field Work and Analysis

Hotel R&D, Inc gathers all available data and information on the subject market including a *Smith Travel Research* report on area hotel performance trends; sales data for existing competition; listing of local companies, organizations and attractions, highway traffic data and existing competition.

Visit the subject market to interview potential demand generators, evaluate existing supply and closest available competitive supply, and determine initial strength and support of the subject market.

##### 2) Site Analysis

Hotel R&D, Inc will inspect the proposed site(s) for general development approval and obtain information regarding zoning and building restrictions, setbacks, easements and utility tap fee calculations. In addition, a "Site Marketability Analysis" will describe the potential strengths and weakness of the parcel ranging from size limitations to visibility, accessibility and value of nearby support services.

##### 3) Initial Overview

A brief report on these initial findings will be presented. This will involve the determination of positive or negative findings during the fieldwork portion of the study.

**If a weakness in the market is determined during the fieldwork phase of the study, such as previously unannounced competition or a potential loss of a major demand generator, further analysis will be terminated until an agreement is made with you to continue with the market study. If the project is terminated, all information and market data will be presented to you. No additional charges, except the retainer fee and stated travel expenses, will be incurred.**

**Phase 2      Feasibility Study Components****1)      Transmittal Letter and Conclusions**

---

- \* Project Summary and Feasibility Conclusions
- \* Summary of Operating Performance (5 years)
- \* ADR (average sales price per unit)
- \* Usage (annual occupancy, visitors, rounds, covers, etc.)
- \* Revenues
- \* Net Operating Income
- \* Recommendations of size, property type, features and amenities.
- \* Suggestions of franchise affiliations (if necessary) and marketing strategies

**2)      Market Area Analysis**

---

- \* Regional Map
- \* General Market Characteristics
- \* Population Growth Trends and Forecasts
- \* Employment Trends and Distribution
  - \* Major Employers
  - \* Unemployment Trends
- \* Transportation
  - Highway System (traffic counts)
  - Airport usage trends
  - \* Other transportation activity
- \* Tourism Attractions and Attendance Patterns
- \* Commercial Real Estate Overview
  - \* Proposed Commercial Development

**3)      Site Analysis**

---

- \* Neighborhood Map
- \* Location
- \* Proximity to Major Demand Generators
- \* Access and Visibility
- \* Surrounding Area Characteristics

**4)      Lodging Market Overview**

---

- \* Current Competitive Supply
- \* Primary Competition
- \* Competition Supply Table
  - \* Property
  - \* Number of Rooms/Size/Sq. Footage/Capacity
  - \* Year Opened
  - \* Occupancy/Usage trends
  - \* Average Rate/average sales per unit
  - \* Demand Segmentation (percentage of corporate/tourist/group)
- \* Competitive Supply Map
- \* Proposed Additions to Supply

5) **Demand Analysis**

- \* Identification of Demand Segments (corporate/tourist/group/incentive)
- \* Demand Generator Interviews – commercial businesses and attractions
- \* Estimates of Accommodated Demand by Segment for the Competitive Supply
- \* Daily/Seasonal Variations in Demand
- \* Unaccommodated Demand
- \* Estimated Growth by Demand Segment

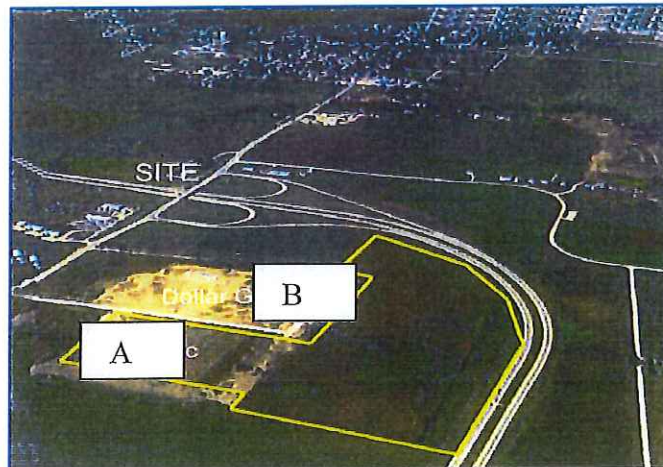
6) **Estimated Occupancy/Usage and Average Rate/Price**

- \* Market Demand Penetration
  - \* Fair Market Share
  - \* Estimated Penetration by Demand Segment for Proposed Hotel/Attraction
  - \* Estimated Occupancy/Usage - 12 month and 5 year
- \* Estimated Average Rate/Price per unit sold (5 year)

7) **Prospective Financial Analysis**

- \* Monthly (first year) and 5-year pro forma of operating revenue complete to Net Operating Income. The five-year pro forma can also be modified to include Return on Investment and Debt Service Coverage.

**This report format has been approved by hotel franchise companies, major financial and lending institutions, community economic development organizations and the United States Small Business Administration.**



## ***SYNOPSIS OF EXPERIENCE***

Hotel R&D, llc  
944 Evans Street  
Oshkosh, Wisconsin 54901  
Telephone: (414)-379-2105

### ***Michael P. Lindner***

Involved in the hospitality industry for over 35 years, Mike's experience is diverse including the management of two independent commercial motels, a Hilton Garden Inn and a water park resort in Wisconsin Dells. Mike has also developed two limited service properties and an extended stay suites hotel. Areas of studies include hotel, restaurant, conference centers, golf courses, condominium resorts, water parks, aquatic recreation and retail.

The Marriott Corporation's Franchised Hotel program provided experience in the areas of management, marketing and sales. Experience in front office operations and specialized sales and marketing techniques has resulted in the development of a unique, understandable research and development process which views projects from the eyes of an operator, not an outside industry consultant. This process is well accepted by lodging operators, investors, lenders and developers.

Mike received his General Managers' Certification from Hilton Hotels as a General Manager of a Hilton Garden Inn. It is the experience as a manager of this brand that led to the re-creation of the proformas and demand analysis of our Hotel Market Studies by utilizing real-life profit and loss projections and in depth Demand Generator Interviews.

The Development of a Hearthside Extended Stay hotel and two GrandStay Inns as well as co-development of numerous limited service brands enables our fieldwork and analysis of a market and site to be performed through the eyes of a developer. This allows focus on those particular issues that can mean the difference between a successful and unsuccessful project.

Recent assignments have included:

- Conducted over 450 market studies for new hotel and tourist developments in a variety of major, secondary, and foreign markets for independent developers, lenders and operators.
- Coordinated and implemented a marketing and sales program for several major market, limited service hotel property, as well as for a chain of full service hotels located throughout the Midwest.
- Assisted numerous first-time buyers in acquisition, franchise selection and market repositioning, resulting in a successful turnaround of several distressed properties.
- Co-author of Hotel Research and Market Analysis Strategies, an independent study guide and text supplement for the University of Wisconsin.



**Hotel R & D, LLC**  
**Hotel Research & Development**

December 11, 2017

Lory Young, IaCMC, IaCMFO  
City Clerk/Finance Officer  
City of Riverside  
PO Box 188  
City of Riverside, IA 52327

VIA EMAIL: lory@cityofriversideiowa.com

**PROPOSAL/AGREEMENT FOR HOTEL MARKET ANALYSIS**

Thank you for your interest in the research services of Hotel R&D, LLC. I would enjoy the opportunity to evaluate the Riverside market area and assist in your efforts to attract new lodging development. This letter will serve as both proposal and agreement should you decide to proceed with my services. As you will read, Hotel R&D, LLC offers extensive experience in hotel feasibility studies and projects in a variety of Iowa markets.

**BACKGROUND AND UNDERSTANDING**

It is understood that you are interested in attracting a new hotel to Riverside and would utilize a Hotel Market Study as an informative analysis to be distributed to potential investors, developers, franchises and others. Aside from limiting the quality of services that are desired in Riverside, the community may also be losing substantial property and lodging tax revenues as well as general support of area businesses. Accordingly, you are interested in evaluating the feasibility of new lodging development that would not have a negative impact on any current supply of accommodations.

Hotel R&D proposes to assist you with this project by evaluating the level of lodging demand in the community and region, and if sufficient to support a new hotel, identify the appropriate size and scope of a facility that will be economically viable.

**SCOPE OF PROJECT**

The scope of services that we propose to provide to assist you in evaluating the hotel development is detailed below.

- Meet with you to obtain background details regarding the issues that have fueled the interest and/or concern of attracting new lodging development to the City.
- Inspect and evaluate any site(s) that may have been identified in order to determine its' suitability for hotel development. This analysis will encompass an evaluation of the sites' accessibility, visibility, and physical characteristics that might affect the marketability of a new hotel project.
- Assemble and analyze economic and demographic data pertaining to the local

## **Hotel R & D, LLC**

### **Hotel Research & Development**

and regional market to evaluate the present economic climate and to estimate future growth potential, particularly as it relates to lodging demand. This section often reflects an expansion of any existing Comprehensive Plan that may exist in the community as it relates to Economic Development.

- Quantify the current overall demand for hotel rooms in the market area, and demand that may be attracted by a new hotel with various features and amenities (pool, meeting/banquet room, etc.). Estimates will be made as to the share of market demand that is generated by commercial travelers, tourists, group meetings, and any other identifiable sources of demand.

- The Hotel Market Analysis will provide a comprehensive analysis of the Riverside and Washington County region as well as the impact from neighboring hub communities including Iowa City and throughout Southeast Iowa as it correlates with the conditions and trends of the State hospitality industry. Lodging operations within a radius of Riverside including but not limited to the previously stated areas will be evaluated, categorized and individually described with estimated occupancy and average rates (annual and seasonal) as well as customer volume, demographics and origins.

- Identify other proposed hotel developments in the market area, to the extent information is available; assess their probability of completion and the degree to which they will compete with the subject hotel.

### **PHASES AND TIMELINE OF PROJECT**

The Hotel Market Study is completed in two phases. The first phase, "Preliminary Findings" is designed to provide an initial overview of the analysis fieldwork. If the preliminary findings determine that the market cannot support new lodging development, the project is concluded and no additional work will be done nor will any additional fees be charged other than the required retainer. If the preliminary conclusions indicate a positive environment for new lodging, the final report will be created upon your approval.

The first phase of the Hotel Market Demand Study (through Scope #3) typically takes 30 days depending on availability of target contacts and information. Final phase of the project is estimated to take an additional two weeks.

Final preparation and reporting of the Hotel Market Study will be completed and presented. The completed study will include:

- a. Executive Summary
- b. Conclusions and Recommendations of type of facility, size, features and amenities, potential branding and especially location
- c. Complete Market Description and background support data
- d. Maps, photos, interview results
- e. Complete financial analysis including a variety of project cost scenarios with Return on Investment



## Hotel R & D, LLC

### Hotel Research & Development

(Optional) Once the Hotel Market Demand Study has been completed and presented, Hotel R&D, LLC would appreciate the opportunity to provide additional services by assisting in the creation of the Request for Proposal for Lodging Development designed to be distributed to potential developers, investors, etc. Hotel R&D, LLC has a database of all national and regional hotel franchise representatives for the Wisconsin market and active developers involved in the Wisconsin market area.

**This optional service would be provided at no additional costs beyond the Hotel Market Demand Study outlined in this letter. Hotel R&D, LLC would benefit from the exposure generated from this report and by providing development leads (via the RFP) to its' developer clients.**

HOTEL R&D, LLC NOR MICHAEL P. LINDNER IS NOT EMPLOYED WITH ANY OUTSIDE DEVELOPMENT COMPANY OR RELATED HOTEL ENTITIES AND DOES NOT RECEIVE COMPENSATION IN ANY FORM FROM ANY COMPANY OR INDIVIDUAL OTHER THAN REFERRALS AND RECOMMENDATIONS.

#### COST OF PROJECT

Compensation for the Hotel Market Demand Study will be **\$6,500.00** inclusive of all expenses directly associated with the fieldwork and preparation of the study. It also includes required visits and meetings with the client. This is a discounted fee as an agreement with Iowa Area Development Corporation. Your involvement with IADC is not required but strongly suggested if applicable.

A retainer of **\$3,250.00** is required at the commencement of this project. The retainer is applied towards the purchase of Smith Travel Research reports as well as time, travel and other materials.

The balance of **\$3,250.00** will be due upon receipt of the final Hotel Market Analysis.

Again, I appreciate the opportunity to provide this proposal and am available for any comments, questions or meetings.

Your acceptance of this agreement is indicated by your dated signature below and its return along with the required retainer made out to Hotel R&D, LLC.

Sincerely,

Signed,

*Michael P. Lindner*

Michael P. Lindner  
Hotel R&D, LLC  
944 Evans Street  
Oshkosh, Wisconsin 54901  
414-379-2105

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

Partial list of recent feasibility and consultation project locations:

**ALABAMA**

Andalusia, upper economy

**ARKANSAS**

Fort Smith, full service acquisition

Little Rock, full service

**CALIFORNIA**

Corning, limited service

Marysville, limited service

Yreka, limited service

Santa Rosa, all suites and vineyard attraction

Lodi, economy and restaurant

Los Banos, hotel

Oroville, inn & suites, visitor center

**COLORADO**

Denver, limited service, restaurant

Parker, upper economy

**FLORIDA**

Green Cove Springs, limited service

Jacksonville, ext stay

Pensacola, ext stay

**GEORGIA**

Smyrna (Atlanta), limited service

LaGrange, limited service

Augusta, limited service, ext stay

**ILLINOIS**

Chicago Midway Airport, limited service

Crystal Lake, all suites

Danville, limited service

DeKalb., limited service/dormitory

Decatur, full service acquisition

Edwardsville, SIU housing

Effingham, limited service

11 others

**MISSOURI**

St. Louis area (4)

Kansas City area (2)

Fulton, limited service

Mexico, limited service

Cape Girardeau, limited service

Marshall, limited service

**MONTANA**

Bozeman, all-suites

**NEW MEXICO**

Albuquerque, casino hotel

Gallop, limited service

**NEW YORK**

Watertown, limited service

**NEVADA**

Las Vegas, casino hotel

Acomita, casino hotel, conference

**NORTH DAKOTA**

Hazen, limited service

Jamestown, limited service

**OHIO**

Cincinnati – (5)

Cleveland, downtown extended stay

Cleveland area (7)

Toledo area (3)

Dayton (4)

Columbus (4)

Ashland, Bowling Green, Jeffersonville(2)

Cadiz, Madison, Ironton

**OKLAHOMA**

Enid, limited service

Stillwater, limited service

Ponca City, limited service



**INDIANA**

Indianapolis area (6 residential)  
Troy/Tell City, conference center  
Merrillville, all-suites/full service  
Fort Wayne (3)  
Gas City, limited service  
7 others

**IOWA**

Des Moines, limited service  
Boone, limited service  
Storm Lake, limited service  
Cedar Rapids, extended stay  
Dubuque, limited service, ext. stay  
Davenport area, limited service  
Mt. Pleasant, limited service

**KANSAS**

Herington, economy

**KENTUCKY**

Grayson, motel, rest., theater  
Bowling Green, extended stay  
Elizabethtown, limited service  
Glasgow, limited service

**LOUISIANA**

Lafayette - upscale

**MICHIGAN**

Sault Ste Marie, suites  
Escanaba, limited service  
Newberry, resort  
Grand Rapids area (4)  
Kalamazoo (3)  
Detroit (2)

**MINNESOTA**

Deer River, hotel/golf  
Minneapolis Area (5)  
Rochester (2)  
Mankato, Marshall  
Minneapolis, hotel, retail, housing

**OREGON**

Florence, limited service  
Pendleton, casino hotel banquet center

**PENNSYLVANIA**

Lebanon, full service  
Uniontown, limited service  
Grove City, limited service

**SOUTH DAKOTA**

Rapid City (multiple)  
Belle Fourche, limited service  
Deadwood, full service

**TENNESSEE**

Jackson, limited service  
Nashville area (2)  
Newport, limited service

**TEXAS**

Allen, limited service  
Commerce, A&M conference hotel  
San Marcos, full service

**WISCONSIN**

Appleton area hotel/waterpark  
Metro Milwaukee Area (11)  
Madison area (6)  
Eau Claire/Chippewa Falls (3)  
Shawano, casino hotel, motel  
Wisconsin Dells, limited service  
Wausau region (5)  
Cable, resort acquisition  
Door County (3)  
Eagle River, limited service

**INTERNATIONAL**

Poznan, Poland, infrastructure  
Locz, Poland, nightclub/hotel  
Wroclaw, Poland  
Windsor, Ontario golf  
Thunder Bay, Ontario

**MISSISSIPPI**

Vicksburg, casino hotel	AmericInn
Oxford, limited service	Amerihost Inn
Batesville, limited service	Baymont Inns
Jackson, full service	Best Western
	Choice Hotels

**OPERATIONS/MANAGEMENT**

Hilton Garden Inn  
 Water Park Resort  
 Holiday Inn Convention Center  
 RV Resort  
 Comfort Inns and Suites  
 Country Inn & Suites

**FRANCHISES**

Country Inn & Suites	Marriott
GrandStay Hotels	Microtel & Hawthorne Suites
Hampton Inns	Motel 6
Hilton Garden Inns	Wyndham Brands
Holiday Inns	Numerous Independents

**DEVELOPMENT/CO-DEVELOPMENT**

AmeriHost Inns  
 Country Inn  
 Best Western  
 Comfort Inn & Suites  
 Hearthside Extended Stay  
 Independent Resort



December 12, 2017

Lory Young, IaCMC, IaCMFO  
City Clerk/Finance Officer  
City of Riverside (Pop. 993)  
PO Box 188  
City of Riverside, IA 52327

Dear Lory

I have prepared and engagement proposal regarding market research for the potential development of a limited service hotel to be located in the city of Riverside, IA. Lighthouse Hotel Development Group can assist you with market research, brand selection, determining the size, style and development of the proposed hotel.

#### **TIMING**

Your market study is scheduled based upon the accepted return of this engagement letter and receipt of the retainer check.

Lighthouse Hotel Development Group will present preliminary findings after all the field work research is completed. This should be around three to four weeks from the start of the research.

A final comprehensive Market Research Report should be completed within 45 to 60 days of the start of the project.

#### **FEES**

Lighthouse Hotel Development Group's fee for a limited service hotel market study is \$7700.00. A retainer of 50% (\$3850) will be due with the signed engagement letter. The balance of \$3850.00 will be due upon receipt of the completed final comprehensive Market Research Report.

#### **ENGAGEMENT**

To engage Lighthouse Hotel Development Group, simply sign this letter and send it along with the retainer check payable to Lighthouse Hotel Development Group to the following address:

Lighthouse Hotel Development Group  
S77 W17015 Casey Drive  
Muskego, WI 53150

Please proceed with the limited service Hotel Market Study for the City or Riverside,  
IA.

ACCEPTED BY: \_\_\_\_\_

TITLE: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

Sincerely,

Don Klain  
Lighthouse Hotel Development Group  
President  
414-630-7554