

## Ryan Waller

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**From:** Ryan Waller  
**Sent:** Thursday, October 18, 2018 7:35 AM  
**To:** John Parker; Bob Kling; Shirley Clark; Kelly Shaw; Greg Marchant; Joe Gezel; Greta Southall  
**Cc:** Ryan Waller  
**Subject:** Important Reminder

Good morning, all.

As you all may know, a key contributor to a successful economic development campaign is positive marketing. This is a reason why marketing of our community is a key strategic focus area found within our Strategic Plan, as well as a major recommendation by the Iowa Economic Development Authority coming out of the recent assessment of our City's Square.

As elected officials, you all serve an important role in this area. In your capacity as elected officials, you attend various events here locally, as well as throughout the Metro region and the State. While attending these events you have the opportunity to help further this key strategy by serving as positive ambassadors of our community. These present wonderful forums for you, as positive ambassadors of our community, to share our community's many recent successes and current undertakings that will continue this positive momentum forward. As such, prior to attending events, I would invite and encourage you to:

1. Review current and previous editions of the Waller's Weekly update emails for current progress of initiatives;
2. Review previous City Council agendas for a list of positive actions you all have effectuated;
3. Review and become familiar with the Strategic Plan Tracking document that highlights many major projects that the dedicated City Staff continue to work for the betterment of our community;
4. Review the event dates for the National Balloon Classic and the world-renowned Des Moines Metro Opera; and/or
5. Call me so that we can work together to prepare a list of the positive accomplishments our community has worked so hard to achieve (i.e. plans for a state-of-the-art wastewater treatment plant, community-wide fiber, updated tax abatement, assessment of our Square, reinvestment in public safety, strategic investment in our infrastructure, in-depth studies in our facilities and infrastructure, update of our abatement program, recent subdivisions).

As always, if there are any questions, please feel free to let me know.

Thank you all for your service and *commitment* to our community

Ryan



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