

# In the Middle

OCTOBER 2021 NEWSLETTER



## **City Council Meeting** **October 26th, November 9, November 23rd**

6:00pm, City Council Chambers  
Visit the City of Peosta [website](#)  
for Agenda and Minutes.

## **City-Wide Clean Up** **(Large Garbage Pick up)** **Saturday, November 6th** Purchase Stickers [HERE](#) Deadline to Purchase online **November 3rd**

## **Elections** **Tuesday, November 2, 2021** [Dubuque County Election Website](#) Register to Vote [Here](#)

The Mayor and three council seats will be on the ballot, each is a four year term.

## **Mayor's Message**

This month's message is all about our municipal elections on Tuesday, November 2nd. The main message is to join with family and friends to go vote!

I cannot stress enough the importance of making your voice heard by voting by any of the methods made available to us by the Dubuque County Elections Office. Please do not be complacent and assume that it will work out well without your direct participation.

In this election we will elect representatives for the following 3 City Council positions as well as the Mayor. All of Peosta's elected positions are now 4-year terms.

- Karen Lyons was elected to the Council in 2013, re-elected in 2019, and has served two full terms. Karen also served two 2-year terms on City Council from 1985 to 1989. Karen is not running for another term.
- John Kraft was elected to the Council in the regular November 2017 election and has served his full first term. John is on the November ballot.
- Mike Ackerman was elected to the Council in a December 2020 special election to fill a vacancy. Mike is not running for another term.
- Jim Merten was elected as Mayor in a January 2020 special election to fill a vacancy. I am on the November ballot.
- Alexis Lundgren has not yet served on City Council, however she has made the generous decision to apply her skills and experience for the city's benefit and will be on the ballot for one of the open council seats.

The terms for Council members Gerry Hess (since 2011) and Doug Hughes (since 2019) will expire at the end of 2023.

Those keeping track will quickly realize that there will be two names on the ballot (John and Alexis) for three open council seats. Write-in votes typically determine who fills these open seats. This makes it particularly important for YOU to talk with your neighbors about who might best serve in this capacity and organize as many people as you can to vote for that write-in candidate. As is always the case you may



be voting to get someone in or you may be voting to keep someone out. Both are important in our democracy.

Connect with your neighbors and make sure you are actively helping Peosta select the best candidates to lead us on our journey for the next 4 years.

Be safe and be happy!



## Trick or Treating

**Sunday, October 31st**  
**6:00pm-7:30pm**



## Development, development, and MORE development!



PHOTO CREDIT: Jessica Reilly/Telegraph Herald

In case you haven't noticed, there are a few exciting things happening in Peosta. The Darkbird Taphouse is rapidly approaching completion. This 4,600 square foot two level building includes an outdoor patio area and is slated to be open for business in late November, and we couldn't be more excited to have a beer selection that will be brewed at their "sister



## Hotel/Motel Tax Referendum

The City of Peosta will have on the November ballot a referendum item of whether to have or not have a Hotel/Motel Tax. So, with election season just around the corner, I wanted to take this opportunity and provide some information to help you make an informed decision. A hotel motel tax is a tax placed on each night's stay at a hotel. You might also encounter this tax as hotel lodging tax, tourist tax, room tax

company”, Dimensional Brewing Co., in Dubuque .

Next, Jumble Coffee, is coming in at a close second with their opening planned by years end. Their location is across the street from Darkbird and will be a drive-thru like their Dubuque and Asbury locations and will offer the same great coffee creations along with their signature clothing and accessories available by online order. If you haven't already visited either location, check out their website at [www.jumblecoffee.com](http://www.jumblecoffee.com) to see what they have to offer.

Just up the road, we have another commercial site being erected. This commercial project is located at the entrance to Thunder Valley Drive, right off Cox Springs Road and will consist of four 1,200 (approx.) square foot offices. This project is in the beginning stages, so stay tuned as the construction continues and announcement of what businesses choose Peosta as their choice to do business in!

And let's not forget what is happening on Peosta Street. Steve's ACE Hardware is making great progress on their 15,500 square foot site that will employ 15 to 20 workers. This will be the third location to operate under the Steve's ACE name and is owned by Jason and Sara Carpenter. Over the next couple of weeks, you should see the walls being put up allowing the contractor to start work on the interior finishes. This location will offer the same great products, customer service and will be in Peosta. Look for this site to open in early 2022.

The city also has a couple of notable infrastructure projects underway. First is the Highway 20 Lift Station upgrade project which is visible from Highway 20. The project consists of adding 40 horsepower pumps to keep up with the capacity needs of our growing community. Secondly, and not as visible, is our new Wastewater Treatment Facility that is located at the end of Kapp Drive and Pat Simon Drive. This \$7 million dollar project is driven by the capacity needs of our community now, and well into future. The switch over to the new system will occur in November, with no interruption to the community.

Stay tuned as the city has more development on the way and I will communicate the exciting news as it becomes available.

Stay safe and healthy.

**Annette Ernst**  
City Administrator

or sales tax. The tax, as all other taxes, was created to increase government revenues. But instead of increasing taxes on local residents (property taxes for example), state and local governments turned to the non-voter. Travelers would be taxed when they stayed in Peosta.

A lodging tax rate can vary from city to city, and even from neighborhood to neighborhood and have been around for a while and are beneficial for reasons that I will elaborate on.

Chapter 423A of the Iowa Code allows the City of Peosta to impose a Hotel Motel Tax Rate (not to exceed) 7%. If this is passed by the voters, it will become effective on the first day of July 2022. No less than 50% of the revenue shall be used for those purposes set out and/or defined by Iowa Code Section 423A.7(4)(a). Eligible costs will fall into the category of: acquisition of sites for, or constructing, improving, enlarging, equipping, repairing, operating or maintaining recreational, convention, cultural or entertainment facilities, including, but not limited to, memorial buildings, halls and monuments, civic centers, convention buildings, auditoriums, coliseums and parking areas or facilities located at those recreational, convention, cultural or entertainment facilities, or the payment of principal and interest on bonds or other evidence of indebtedness issued by the City for those recreational, convention, cultural or entertainment facilities, or for the promotion and encouragement of tourist and convention business, economic development in the City of Peosta. The remaining 50% is to be unrestricted and designated to the general fund account.

Peosta has come a long way since 2001 with a population of 651 residents to current population of 1,908, which by the way, is an increase of 38.6% percent from the 2010 decennial census.

Here is a link to the code. <https://www.legis.iowa.gov/docs/code/423A.pdf>. Feel free to contact me with any questions that you may have.

# Spooktacular Halloween Decorating Contest!



Here is how to join!

Get into the Fall spirit and join the City of Peosta's Spooktacular Halloween Decorating contest! Decorate the exterior of your home, business, or just your front doors. You and your family or business could win one of three prizes-Gift Certificates from the Peosta Community Centre and local businesses.

Email the City of Peosta at [info@cityofpeosta.org](mailto:info@cityofpeosta.org) or call (563-556-8755). Please include your name, address, and phone number. (City of Peosta Residents Only) The deadline to register is Friday, October 22nd. Stay tuned to the City of Peosta Facebook page and Website for the list of participating homes and businesses. Voting will take place next week!



## Peosta Police Department

Halloween is fast approaching! Trick or treating in Peosta will be held October 31<sup>st</sup> from 6:00pm-7:30pm Here are some friendly safety reminders to the parents and children celebrating the holiday:

### HALLOWEEN SAFETY TIPS

#### Walk Safely

1. Cross the street at corners, using traffic signals and crosswalks. Look left, right and left again when crossing and keep looking as you cross.
2. Put electronic devices down, keep heads up and walk, don't run, across the street.
3. Teach children to make eye contact with drivers before crossing in front of them.
4. Always walk on sidewalks or paths. If there are no sidewalks, walk facing traffic as far to the left as possible. Children should walk on direct routes with the fewest street crossings.
5. Watch for cars that are turning or backing up. Teach children to never dart out into the street or cross between parked cars.
6. Join kids under age 12 for trick-or-treating. If kids are mature enough to be out without supervision, tell them to stick to familiar areas that are well lit and trick-or-treat in groups.

#### Costumes for a Safe Halloween

1. Decorate costumes and bags with reflective tape or stickers and, if possible, choose light colors.
2. Choose face paint and makeup whenever possible instead of masks, which can obstruct a child's vision.
3. Have kids carry glow sticks or flashlights to help them see and be seen by drivers.
4. When selecting a costume, make sure it is the right size to prevent trips and falls.

## Drive Extra Safely on Halloween

1. Slow down and be especially alert in residential neighborhoods. Children are excited on Halloween and may move in unpredictable ways.
2. Take extra time to look for kids at intersections, on medians and on curbs.
3. Enter and exit driveways and alleys slowly and carefully.
4. Get rid of any distractions - like your phone - in your car so you can concentrate on the road and your surroundings.
5. Turn your headlights on earlier in the day to spot children from greater distances.

Police Chief-Mike Comer



## Friendly Reminder for Dog Owners:

*Please be mindful when taking your furry friends outside for walks. Dog owners are responsible for cleaning up after their dogs.*

1. Bring It! Carry a scooper bag when you walk your dog.
2. Scoop It! Use the baggie like a glove, scoop the poop, invert and seal the bag.
3. Toss It! It belongs in the trash.



The basketball/volleyball/Tennis courts will be closed on the following dates for tournaments

**Saturday, October 30th**  
**Saturday, November 6th**  
**Saturday, November 13th**  
**Sunday, November 21st**

### New Hours:

October 1-May 27th  
Monday-Thursday — 5:00am-9:00pm  
Friday — 5:00am-8:00pm  
Saturday-Sunday — 7:00am-7:00pm

Youth Volleyball Sign Ups are open! Sign up your team today.

3rd and 4th Grade  
5th and 6th Grade  
7th and 8th Grade



**Dubuque County Library**  
**PEOSTA / NICC BRANCH**  
8342 NICC Drive  
Peosta, IA 52068  
Phone | 563-556-5110 ext.2224  
Email | [library@dubcolib.lib.ia.us](mailto:library@dubcolib.lib.ia.us)

**NICC/Peosta Branch entrance is accessible by the north entrance of the building.**

Would you like to receive the Dubuque County Library District monthly email newsletter? [Sign Up Today](#)

### **Spooky Perlers Craft: (K-5th Grade)**

Drop in and make a spooky ironed bead craft with Miss Kayla. No registration required.

**Tuesday, Oct. 19th at 4:30pm,**  
Peosta/NICC Branch



### **Family Movie:**

Enjoy a new release on the library's big screen with popcorn

**Tuesday, Oct. 26th, 6:00pm at**  
Peosta/NICC Branch

---

## Citywide Fall Clean-Up November 6th

Citywide Fall cleanup day will be on **Saturday, November 6th**. Please have all items to be picked up at the curb before 7:00 am. Bi-County Disposal will make one trip through town.

If you have any questions please call City Hall or **email** City Hall.

Each appliance, computer monitor, television, or tire to be picked up will require a sticker. Stickers can be purchased online through our website or by calling City Hall at (563) 556-8755. Tags will be mailed.

Appliance: \$12.00  
Car Tires: \$6.00  
Truck Tires: \$12.00  
Tractor Tires: \$27.00  
All Monitors & Televisions: \$17.00

### **\*\*\*3 Options to purchase your Sticker\*\*\*\***

\*PAY AND REGISTER ONLINE **HERE** (Your Sticker will be mailed to you)

\*Drop your payment in the City of Peosta Drop box which is located in the upper level of the Peosta Community Centre parking lot. (Your Sticker will be mailed to you)

\*Purchase your Sticker at City Hall.

### **REGISTRATIONS AND PAYMENTS ARE DUE BY 4:00 PM ON TUESDAY, NOVEMBER 2**

#### **Items that won't be picked up:**

Yard waste, stockpiled daily garbage, rocks, concrete, large amounts of building and construction materials, railroad ties, paint (unless the can is completely dried out and open, chemicals, motor oil, shingles, fencing, fluorescent bulbs



This month's business spotlight is **Peosta Dental!** Dr. Reed has been offering dental care to

the Peosta community since 2006. Peosta Dental offers complete family general dental care and Invisalign. Invisalign consultations are free. Dr. Austin Reed and the Peosta Dental team's mission is to help patients achieve a stable, healthy dentition while using the latest in dental technology. New patients are welcome!

Austin Reed grew up in Urbandale and after graduation from dental school he moved to Peosta and opened his dental practice. He and his wife have four sons and currently live in Dubuque. He enjoys coaching his son's sports teams and spending time with his family.

[peostadental.com](http://peostadental.com)  
[Appointment Request](#)



(563) 556-8755

[City of Peosta Website](#)

