

# MARSHALLTOWN

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## CITY CLERK'S OFFICE

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March 23, 2022

**To:** Mayor Joel Greer & Members of the City Council  
**From:** Alicia Hunter, City Clerk  
**Re:** Chapter 118 Permits

**Policy Issue:** Goal 3 / Objective 1 of the Strategic Plan: Review City-issued licenses and permits for necessity.

**Recommendation:** To amend Chapter 118 with the attached revisions and to amend the fee schedule.

**Background:** Chapter 118 – Peddlers and Solicitors, outlines the permit requirements for a peddler, solicitors, or transient merchants. Staff recommend separating the currently combined application to two separate applications for Peddler/Solicitors and Transient Merchants since they have different requirements.

Currently, transient merchants are limited to selling only seven days or less during any calendar month. There is no restriction on peddler/solicitors. A State of Iowa food license is a requirement of our Transient Merchant permit and it does not have any sales restrictions. The city also does not have staff to monitor when Transient Merchants are operating. It is staff recommendation to eliminate the restriction on the number of days.

Currently, transient merchants are only allowed to operate on private commercial property. Staff would like to allow operation on public property with a new 24-hour license. This license would be in addition to an annual license.

The current fee schedule for all 3 permits is: \$200 per year, \$60 per month, \$25 per week, \$6 per day. Staff recommendations include the following: eliminating weekly and monthly rates; issuing Peddler/Solicitors licenses by the day and increasing the fee to \$10; issuing annual Transient Merchant licenses at the \$200 per unit that expire May 1<sup>st</sup> each year (the State of Iowa license is \$250); issuing annual Transient Merchant licenses for owners who also have a brick and mortar business at a reduced rate of \$25 annually; creating a new 24-hour public property transient merchant license at \$50 per day.

### CITY COUNCIL

Al Hoop, Gabriel Isom, Barry Kell, Mike Ladehoff,  
Jeff Schneider, Gary Thompson, Dex Walker



**Budget Impact:**

<b>License</b>	<b>Current Fee</b>	<b>New Fee</b>
Peddler/Solicitor (per person)	\$6 per day	\$10 per day
Peddler/Solicitor (per person)	\$25 per week	N/A
Peddler/Solicitor (per person)	\$60 per month	N/A
Peddler/Solicitor (per person)	\$200 per year	N/A
Transient Merchant (per unit)	\$6 per day	\$50 per day
Transient Merchant (per unit)	\$25 per week	N/A
Transient Merchant (per unit)	\$60 per month	N/A
Transient Merchant (per unit)	\$200 per year	\$200 per year
Transient Merchant (with brick & mortar)	N/A	\$25 per year
24-hr Transient Merchant (on public/private property)	N/A	\$50 per day

**Attachment:** Chapter 118 Markup Revision

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April 8, 2022

**To:** Mayor Joel Greer & Members of the City Council  
**From:** Alicia Hunter, City Clerk  
**Re:** Chapter 118 Permits

Further discussion was requested on this item regarding the approval of Transient Merchants in the Marshalltown Central Business District.

Suggested options for language for § 118.008 PERMITTED LOCATIONS.

(D) Requests to operate in the Marshalltown Central Business District will only be considered if it is at the request of a Main Street Business. Parking will only be permitted in front of said business with the 24-hour Transient Merchant license.

OR

(D) Transient Merchants are not allowed to operate on Main Street from 3<sup>rd</sup> Street to 3<sup>rd</sup> Avenue unless authorized as part of a special community-wide approved by the City Clerk referenced in § 118.003 CERTAIN EXEMPTIONS.

**CITY COUNCIL**

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