

Local People. Local Stories.

# PCM EXPLORER

## MONROE



The City of Monroe is looking to change up its look with a new slogan and logo. Any idea can be shared on the city's Facebook page or to sean@hotsewp.com. File Art

# Who is Monroe?

## City looking to re-evaluate community slogan and logo

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The City of Monroe is looking at changing up its image. A change to the city slogan and logo have been discussed by the city council and now it is looking to the community for suggestions.

Currently, the city slogan is "At the crossroads," with an "X" style image of two lines crossing for the logo. Based off of the towns location at the intersection of Highway 14 and Highway 163, it is been the face of Monroe for many years.

"Is it time for something new? Something that defines our community? Something that represents our rich history or our promising future?" the city said in a post of Facebook. "We'd love to hear from

you as well, and reasons why our current branding should remain unchanged."

Discussion on the topic started at the March city council meeting. Council member Sean Wilson said when talking with contemporaries in the marketing industry, the current set up didn't quite hit right.

"Everyone I talk to and my initial take when talking branding, 'At the crossroads' instantly hits you with a negative," Wilson said. "Has anyone been at a crossroads in their life? It is when something is kind-of going on, something bad is happening at you're at the crossroads."

He also said the current logo is difficult to work with when doing multimedia projects. While working on videos for the city, he has found it can be unfriendly to incorpo-

rate in the pieces he is putting together.

"I'm looking for something that has a really positive vibe. My first thoughts were 'Monroe — In Motion' or 'City in Motion.' Something that is active, progressive, something that is forward," Wilson said. "I think it is time for something updated, modern and more representative of our town and the things we have going on."

The city is first asking the public its opinion on what should represent Monroe. Should the slogan and logo stay the same or is it time for a new look?

Ideas can be shared on the city's Facebook page or sent to sean@hotsewp.com. The council is hoping to hear from everyone including PCM students, long-time community members and those new to town.

"If you had to pick something that represents our town, what does that look like?" Wilson said.

## JASPER COUNTY

# ASSESSED VALUATIONS HAVE PEOPLE TALKING

### Jasper County Assessor's Office is seeing more inquiries from citizens asking about their increased property values

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There is a large uptick in phone calls, walk-ins and emails at the Jasper County Assessors Office, and it's all because of the increased property valuations.

Residents have also probably noticed the uptick in their property valuations after receiving their updated assessments in the mail. In years past, such increases have caused residents to worry their taxes might go up, too, and the governing bodies receiving these complaints have always pointed to the assessor.

Jasper County Assessor Stacey Von Dielingen said most folks are asking why their assessments have increased so much and what their options are if they want to contest it. Most taxpayers,

she said, are just not overly familiar with the process the county assessors must follow in the state of Iowa.

"My role as county assessor is to place a fair and equitable market value on property, within the confines of Iowa Code and what the current market is doing," Von Dielingen said. "Normal assessment years are odd numbered years, although valuations can change in even numbered years due to various factors."

Even with the high volume of inquiries the assessor's office has been receiving, Von Dielingen encourages taxpayers to contact her and her staff with any questions. They are more than willing to explain the changes and assure them that just because valuations go up, their taxes may not.

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## MONROE

# Running for ice cream

### Jersey Freeze Frosty Nose Cold Toes 5K Saturday in Monroe

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Frosty noses and extra cold toes have been a staple of the Jersey Freeze run and walk since it started. To help beat the freeze, the event has moved to April 15 where the coldest part will hopefully be the tasty ice

cream served at the end of the race.

"Iowa's tastiest 5K is back," organizers said. "Registration includes chip timing, shirt, Jersey Freeze ice cream and a medal."

The Jersey Freeze Frosty Nose Cold Toes 5K Run Walk begins at 9 a.m. on the south

JERSEY FREEZE 5K • 3



Hopefully there aren't as many frosty noses and cold toes as the Jersey Freeze run moves to April 15 in Monroe. File Photo

## MONROE

# Jasper County enters into agreement to receive more opioid settlement money

### Funds will be dispersed by committee, whose first round of application deadlines is April 30

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Jasper County is going to be receiving even more settlement money from companies who were sued for their role in the opioid crisis.

Jasper County Attorney Scott Nicholson said the county has already started receiving funds from the three major pharmaceutical companies that entered into settlement

agreements. The county board of supervisors initially hired lawyers in 2018 to sue the companies.

However, the lawyers have also begun to sue and reach settlements with retail outlets, specifically Teva, Allergan, Walgreens, Walmart and CVS. Nicholson sought a formal resolution from the board of supervisors to enter into these settlements and start receiving even more funding.

"It's going to be another

significant amount of money from what I can tell," Nicholson said. "... This means more money for the Opioid Settlement Committee to disperse in Jasper County. I'm not sure exactly how much money we're going to be receiving. But, I mean, these are five of the larger retailers in America."

In February, the board of supervisors established the Jasper County

SETTLEMENT • 3



Jasper County Attorney Scott Nicholson speaks to the board of supervisors about the opioid settlement money that will be coming into the county, which will be dispersed by a committee. Christopher Braunschweig/PCM Explorer