

**Des Moines Water Works Park Foundation**  
**September 13, 2016 Update**

**The Campaign:**

The jump from summer to fall have us back into the swing of things and some of our corporate asks are starting to come back in. One of the most exciting developments has been a corporate challenge grant from the Principal to encourage other corporations to support the project. The CEC is planning to wrap up their primary 1 on 1 calls by the end of the year and we are positioning ourselves to do more “retail” asks starting in October. To date we have received over \$5.56 million in pledges.

Hurd’s Visionaries – The visionaries pin is being finalized by the artist and we should be able to unveil it at a donor recognition event on September 29.

**Implementation & Design:**

The topographical survey has been completed and we are moving into the next stage of design. The design contracts with RDG have been approved by the DMWWPF board and we are moving into that process so that we can complete the hydraulic modeling and position ourselves for final approvals and permitting.

The City Council has accepted and filed the Gray’s Lake Master plan which included the underpass element of Gray’s Lake. This is just the first of many approvals we will need from both the Council and Parks & Recreation Board, but it enables the city staff to more directly negotiate with us and DMWW on the different construction and maintenance questions that this project poses. This helps us move from the conceptual conversations to the more concrete agreements that will be required in the different 28E agreements.

We continue to work with the Mayor, City Manager and City engineers regarding the underpass and George Flagg Parkway. We continue to be mindful of Des Moines Water Work’s Capital Improvement Plan and scheduling, and continue to work closely with staff and designated board members in considering existing systems, operations and long term maintenance, as well as overall plan.

**New Logo/Branding:**

Our new logo will be unveiled at the end of the month and incorporated into our branding and social media.

**Minutes & Financials:** The August financials and meeting minutes from the September DMWWPF Board meeting are attached.

Sam Carrell  
Executive Director  
515.240.7993



## DES MOINES WATER WORKS PARK FOUNDATION

### Board of Directors Meeting

Friday, September 9, 2016- DMWW 12:00 - 1:30

(Pre Meeting lunch available at 11:30 am)

### Minutes



**In attendance:** Dylan Huey, Hannah Inman, Zac Voss, Dave Carlson, Marc Wallace, Morgan Wilcox, Ryan Flynn, Tom Farr, Kate Byus, Chad Rasmussen, Ryan Hanser, Katie Gillette, Proctor Lureman. Via phone: Jason Stone & Randy Reichardt.

**Staff & Guests:** Dan Klopfer – DMWW, Sam Carrell – DMWWPF, Josh Faber – RGI.

#### I. **Welcome/Call to order/affirm agenda**

Vice President Hannah Inman called the meeting to order at 12:05 pm.

#### II. **Approve previous minutes**

The August Board meeting minutes were reviewed and approved.

**Motion: Lureman 2<sup>nd</sup>: Farr APPROVED**

#### III. **Presidents Report – Randy Reichardt**

Reichardt was traveling but present via phone so asked Carrell to provide Presidents report. Carrell updated Board on the many activities taking place and alluded that they would be covered in the following reports, particularly around the new design contracts with RDG, the work with the City re: the underpass, progress in the campaign and on the Hurd's Visionaries pin. He noted that while we continue to work hard on the campaign Reichardt, Byus and Faber also wanted to remind everyone the importance of continuing to involve and recognize our supporters and asked everyone to sign a gift book that would be given to some of the donors for their early support.

#### IV. **BOD Development**

- Campaign Update – Josh Faber (RGI) & Kate Byus

Faber shared information about the campaign efforts and shared that we were continuing to push on the 1 on 1 calls and corporate asks, but were also starting to transition into the non-major gifts. The CEC was hoping to have the in person solicitations completed by the end of the year. Byus shared that we'd recently received two significant corporate gifts, one being a \$500,000 corporate challenge gift from Principal. Carrell explained the parameters around the challenge grant and that Principal would match dollar for dollar any corporate gift over \$50,000 up to a cumulative total of \$500,000. Efforts were already being made to leverage the gift before its December 1 expiration.

## **V. Committee Reports**

### **i. Finance/Treasurers Report – Ryan Flynn/Tom Farr**

Flynn shared the August Financials and current healthy cash position. He also said they were finishing up the IRS 990 for the Foundation and thanked everyone for getting their volunteer hours in. He would be working with Farr, Carrell and committee chairs to start putting together budget for fiscal year 2017. Carrell will share financial reports with minutes.

### **ii. Development – Kate Byus**

Covered mostly in Campaign update, but Byus and Carrell shared information about upcoming donor recognition event on Thursday, September 29.

### **iii. Implementation –Chad Rasmussen**

Rasmussen reviewed the lengthy process and multiple discussions we had gone through to reach this point in the new contracts with RDG. He alluded to the contract summary handout and explained that a large portion of our cost was due to the necessity to do hydraulic modeling since we are developing in a flood zone, and unique to this kind of project. Carrell recognized Rasmussen, Farr, Carlson and Klopfer's time and efforts in bringing this in for a landing and particularly Klopfer's special efforts to help us align it with DMWW practices. Carrell pointed out that it was a significant investment and necessary, but reminded the Board that this step involved some risk and somewhat of a leap of faith in that we needed to do this to get the information required by the City and DMWW to continue to sign off on design plans, accurately define costs, hydrology impact etc. Rasmussen asked for the Board to approve the contracts.

**Motion: Farr 2<sup>nd</sup>: Lureman APPROVED**

### **iv. Marketing/Communication – Ryan Hanser**

Hanser shared update on branding process and that we would soon have our new logo usage guide in hand. We were also meshing our PR efforts with our development efforts as seen by the significant media coverage over the last couple months. In that spirit and to support our development efforts, some additional collateral pieces were being developed and the marketing committee had negotiated and was proposing some placement in the November Business Record and DSM Magazine. We would also have some additional editorial coverage coming in the February DSM Magazine surrounding the Hurd's Visionaries concept. Hanser asked for Board approval of a \$16,800 expenditure for the collateral piece development and ad and insert placements.

**Motion: Voss 2<sup>nd</sup>: Byus APPROVED**

### **v. User Groups - Dylan Huey**

Huey reported that they were continuing their efforts to reach out and update the list of user groups and would be developing a newsletter for ongoing communication.

**vi. Governance – Claudia Schabel**

Schabel had a conflict but asked Carrell to share the upcoming Board development series through the Community Foundation and encouraged Board members to find one that interested them and attend. Carrell will share series with minutes from meeting.

**vii. DMWW Report – Marc Wallace/Dave Carlson/Dan Klopfer**

Wallace and Carlson shared DMWW efforts around creating a naming policy for DMWW and felt it paralleled the one DMWWPF had established and continuing support. Carrell had shared with Faber and Byus for review and while they had a couple questions, agreed that it complemented our policy. Klopfer stated how much he was enjoying working with the DMWWPF on this project and complimented the Board for continuing to “get things done,” and that he would continue to be here as a resource. He also shared thoughts about the naming policy and encouraged the Board to “push our parts of the upcoming agreements fast” – specifically surrounding the maintenance agreements and the 28E agreements.

**VI. Old Business**

- RDG Contract(s) – covered in committee reports

**VII. New Business**

- Donor Recognition Event – Thursday, September 29<sup>th</sup> 6 – 8 pm in the Park. Carrell explained that we were working with innovative events to stage the area and asked that Board members serve as tour guides to give donors and community leaders personal tours of the area so they could feel the essence of the property and answer any questions.
- DSM Magazine – covered in committee reports.

**VIII. Announcements**

**X. Adjourn – meeting adjourned at 1:05 pm**

Upcoming Meetings/Events

DMWWPF Board Meeting: Friday, October 14 - 12:00 pm - 1:30 - DMWW  
Campaign Executive Committee – Wednesday, September 14 & 28, 4:00pm - DMWW

Des Moines Water Works Park Foundation  
**STATEMENT OF FINANCIAL POSITION**  
As of August 31, 2016

<b>ASSETS</b>		
Cash and Cash Equivalents	\$	569,855.26
Pledge Receivables		3,780,433.00
Prepaid Expenses		1,818.64
<b>Total Assets</b>	<b>\$</b>	<b>4,352,106.90</b>
<b>LIABILITIES</b>		
Accounts Payable	\$	-
Loan Payable: Line of Credit		-
<b>Total Liabilities</b>	<b>\$</b>	<b>-</b>
<b>NET ASSETS</b>		
Unrestricted Net Assets	\$	31,377.77
Temporarily Restricted Net Assets		4,320,729.13
<b>Total Net Assets</b>	<b>\$</b>	<b>4,352,106.90</b>
<b>Total Liabilities and Net Assets</b>	<b>\$</b>	<b>4,352,106.90</b>

DES MOINES WATER WORKS PARK FOUNDATION  
CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITY AND CHANGE IN NET ASSETS  
FOR THE EIGHTH MONTHS ENDING AUGUST 31, 2016

	Aug-16				FISCAL YEAR TO DATE			
	Actual	Budget	Budget Variances		Actual	Annual Budget	Budget Variances	
			\$	%			\$	%
<b>REVENUES AND OTHER SUPPORT</b>								
<b>Capital Support</b>								
Campaign Income	\$ 13,000.00	\$ 241,666.67	\$ (228,666.67)	5.4%	\$ 4,567,700.00	\$ 2,900,000.00	\$ 1,667,700.00	157.5%
<b>Non Capital Support/Giving</b>								
Anonymous	-	-	-	0.0%	-	-	-	0.0%
Corporate & Foundation Giving	-	16,666.67	(16,666.67)	0.0%	-	200,000.00	(200,000.00)	0.0%
Park Sponsorships	-	-	-	0.0%	-	-	-	0.0%
Board Giving	-	166.67	(166.67)	0.0%	-	2,000.00	(2,000.00)	0.0%
User/Vendor Revenue	-	-	-	0.0%	-	-	-	0.0%
Individual Gifts	-	208.33	(208.33)	0.0%	-	2,500.00	(2,500.00)	0.0%
Investment Income	173.41	-	173.41	0.0%	246.74	-	246.74	0.0%
Other Income	-	-	-	0.0%	-	-	-	0.0%
<b>Total Revenues and Other Support</b>	<b>\$ 13,173.41</b>	<b>\$ 258,708.33</b>	<b>\$ (245,534.92)</b>	<b>5.1%</b>	<b>\$ 4,567,946.74</b>	<b>\$ 3,104,500.00</b>	<b>\$ 1,463,446.74</b>	<b>147.1%</b>
<b>EXPENSES</b>								
<b>Operating Expenses</b>								
Staffing & Administrative Support	\$ -	\$ 2,916.67	\$ (2,916.67)	0.0%	\$ -	\$ 35,000.00	\$ (35,000.00)	0.0%
Accounting/Audit	750.00	750.00	-	100.0%	6,000.00	9,000.00	(3,000.00)	66.7%
General Office/Equipment/Supplies/Mailing	704.68	270.83	433.85	260.2%	3,728.63	3,250.00	478.63	114.7%
Travel	-	166.67	(166.67)	0.0%	-	2,000.00	(2,000.00)	0.0%
User Committee Budget	-	520.83	(520.83)	0.0%	-	6,250.00	(6,250.00)	0.0%
Development Committee Budget	-	208.33	(208.33)	0.0%	-	2,500.00	(2,500.00)	0.0%
Marketing Committee Budget	-	5,779.17	(5,779.17)	0.0%	15,600.00	69,350.00	(53,750.00)	22.5%
Miscellaneous	-	41.67	(41.67)	0.0%	65.71	500.00	(434.29)	13.1%
<b>Total Operating Expenses</b>	<b>1,454.68</b>	<b>10,654.17</b>	<b>(9,199.49)</b>	<b>13.7%</b>	<b>25,394.34</b>	<b>127,850.00</b>	<b>(102,455.66)</b>	<b>19.9%</b>
<b>Capital Expenses</b>								
Staffing & Administrative Costs	\$ 8,333.33	\$ 7,083.33	\$ 1,250.00	117.6%	\$ 71,666.98	\$ 85,000.00	\$ (13,333.02)	84.3%
Campaign Contract	-	4,500.00	(4,500.00)	0.0%	-	54,000.00	(54,000.00)	0.0%
Campaign Support	272.00	820.83	(548.83)	33.1%	4,694.42	9,850.00	(5,155.58)	47.7%
Recognition	-	208.33	(208.33)	0.0%	-	2,500.00	(2,500.00)	0.0%
Projects (Design/Development/Implementation)	12,029.16	154,583.33	(142,554.17)	7.8%	108,760.45	1,855,000.00	(1,746,239.55)	5.9%
<b>Total Campaign &amp; Capital Expenses</b>	<b>20,634.49</b>	<b>167,195.83</b>	<b>(146,561.34)</b>	<b>0.12</b>	<b>185,121.85</b>	<b>2,006,350.00</b>	<b>(1,821,228.15)</b>	<b>9.2%</b>
<b>Total Expenses</b>	<b>\$ 22,089.17</b>	<b>\$ 177,850.00</b>	<b>\$ (155,760.83)</b>	<b>12.4%</b>	<b>\$ 210,516.19</b>	<b>\$ 2,134,200.00</b>	<b>\$ (3,847,367.62)</b>	<b>9.9%</b>
<b>Change in Net Assets</b>	<b>\$ (8,915.76)</b>	<b>\$ 80,858.33</b>	<b>\$ (89,774.09)</b>	<b>-11%</b>	<b>\$ 4,357,430.55</b>	<b>\$ 970,300.00</b>	<b>\$ 5,310,814.36</b>	<b>449.1%</b>
<b>Net Assets, Beginning of Year</b>					\$ (5,323.65)			
<b>Net Assets, End of Year</b>					\$ 4,352,106.90			