

**Des Moines Water Works Park Foundation
October 19, 2016 Update**

The Campaign:

We are pushing to complete our corporate and individual asks by the end of the year. We have received two corporate pledges of \$100,000 each to leverage the \$500,000 corporate challenge grant we received from Principal and have several more in the works. The public campaign will kick off with a DSM magazine piece later this month, featuring a more retail oriented development piece and highlighting the Hurd Visionary individual giving level of \$10,000 and above. We held a Park Preview Party for donors and partners the end of September and had a very successful event. Both our new logo and the Hurd Pin were unveiled at the party. We are currently at approximately \$5.8M in pledges.

Implementation & Design:

We have begun the final design process with RDG and hope to have completed design by the beginning of 2017 for DMWW approval. Maintenance, operation and programming considerations are being taken into account and a task force between DMWW and DMWWPF are working through a framework to apply to each element as it is designed.

Following City Council action last month, we have met with City staff to lay out ownership, maintenance and design considerations for the underpass. We have put that into a formal request and are currently negotiating with the city around the issues involved. A 28E agreement will be created out of the negotiations. Staff from both the city and park staff will continue to be involved in the design process as well.

Minutes & Financials: The September financials and draft 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, October 14, 2016- DMWW 12:00 - 1:30
Draft Minutes



Board Members In attendance: Morgan Wilcox, Chad Rasmussen, Randy Reichardt, Kate Byus, Tom Farr, Gunnar Olson, Claudia Schabel, Dylan Huey, Jason Stone, Hannah Inman, Jed Gammell, Ryan Hanser and Ryan Flynn (via phone).

Staff & Guests: Dan Klopfer – DMWW, Josh Faber – RGI, Sam Carrell – DMWWPF (via phone).

I. Welcome/Call to order/affirm agenda – Called to order – 12:00

II. Approve previous minutes

Motion: Farr Second: Rasmussen **APPROVED.**

III. Presidents Report

Reichardt pointed out that we were making progress on a lot of fronts: User Group – Adventure Race – showcased potential of park. Meeting with City – moving forward with underpass ownership/maintenance. Maintenance Task Force – answering the questions around future maintenance/operations. Outreach – Hurd’s visionaries – he was receiving a lot of “what’s that lapel pin Randy?” when he wore his pin. Reichardt noted Trudy Hurd’s participation and advocacy for the Hurd Visionaries has been phenomenal. He mentioned some of the recent and future presentations (Lincoln Savings, Salsbury Neighborhood, Plymouth Church, etc.) and that all were going well.

IV. BOD Development - Campaign Update – Josh Faber (RGI)/Kate Byus

Byus and Faber reported that the campaign was at 5.7M+ plus – continuing to progress, major gift work will continue until end of year and we continue to build on other supporting marketing efforts such as DSM magazine, etc. They are also confident that we’ll be able to fully leverage the corporate match challenge from Principal. Progress was being made on some planned small targeted mailings and electronic solicitations (online giving option). Byus highlighted the donor event “lovely and great reminder of how great this will be.” Kudos to all for pulling it together. Faber emphasized the importance of having our active individual donor solicitations wrapped up by Thanksgiving.

V. Committee Reports

i. Finance/Treasurers Report – Ryan Flynn/Tom Farr – Farr reviewed financials and explained the difference between campaign number and recorded assets (primarily waiting for the official documentation to catch up with verbal pledges). We currently have \$549,000 in cash and an

additional \$3.8M in recorded pledges. Flynn reported the Form 990 was completed and would be having Voss sign it as it covered 2015 Fiscal year.

ii. Development – Kate Byus – Added that we still had some named elements available. Carrell explained concept behind community cultural series and its importance to ongoing sustainability and programming. Additional suggestions and partners/approaches were discussed and how these groups were being incorporated/sharing input into the final design stage.

iii. Implementation –Chad Rasmussen – Rasmussen recapped city meeting outcomes and that they have committed people to us to make sure we develop it correctly. Explained how they related our project to skate park project and shared we have sent a letter stating what we would do, what we'd like the city to do – from that we will build 28E agreement.

Rasmussen also reported on initial meetings with DMWW staff on maintenance and operations with elements inside Water Works Park. Stated we had cooperatively established some guiding principles within which to work through the details such as: No increase cost to DMWW. No disruption to DMWW service/operations. Maintenance will be at or above current level. No conflict of interest in PR. Functions are measured against quantitative/qualitative measure. Programming – they are generally supportive of us doing those things to support the DMWWPF business plan. Dan said DMWW is very open to how the programming and revenue works.

iv. Marketing/Communication – Ryan Hanser – Hanser referred to the Park Preview/Donor event as a great TV friendly opportunity. Looking forward to supporting retail fundraising. Explained the recent Business Record article on 2017 DMWW capital increases and how that may impact us. Was working with Laura Sarcone to coordinate communication and help rate payers understand they were not paying for the improvements, but rather our privately raised money flowed through the DMWW finances.

v. User Groups - Dylan Huey – Huey shared our participation at the Food truck festival and that he was posting pictures from both Adventure Race and Preview/Donor event. Discussed how we can take advantage of our social media, etc. Several members thanked Huey for taking and sharing the pictures.

General discussion about further developing the website, particularly as we moved into next phase of development and design.

vi. Governance – Claudia Schabel – Schabel reviewed draft slate of 2017 Board officers and thoughts behind it. Proposing Inman as President, Byus as 1st Vice President, stating 2nd Vice President was still open for consideration, Olson as Secretary and Flynn as Treasurer. She also discussed opening BOD positions made available by Wilcox, Farr and Ashby as they were not seeking new terms.

vii. DMWW Report –Dan Klopfer – Klopfer clarified DMWW’s CIP budget and how much of DMMWPF capital monies had been included in it for FY 2017 (approx.. \$1.8M). Klpfer also shared that Voss had offered to sponsor a thank you and informational lunch for DMWW staff in Dec. and expressed his gratitude for that gesture. Wetland update – plants are growing and that they are seeing about a 2/3 reduction in pollutants form the water although they haven’t been able to get the carbon permit yet, but even without it, the testing was promising. He also explained some of their testing parameters.

A discussion also followed around in-kind donations and how that might work with DMWW. Klopfer explained the DMWW requirements and how we might be able to have different organizations include them in their construction bids depending on size and scope.

VI. Old Business

VII. New Business

- 2017 Officer slate/BOD members – introduced but no action taken, covered in committee reports.

VIII. Announcements – Good thoughts

Connectivity between Park and downtown –

IX. Adjourn Reichardt adjourned the meeting at 1:14 pm

Upcoming Meetings/Events

DMWWPF Board Meeting: Friday, November 11 - 12:00 pm - 1:30 - DMWW

Des Moines Water Works Park Foundation
STATEMENT OF FINANCIAL POSITION
As of September 30, 2016

ASSETS		
Cash and Cash Equivalents	\$	548,993.32
Pledge Receivables		3,795,433.00
Prepaid Expenses		1,591.31
Total Assets	\$	4,346,017.63
LIABILITIES		
Accounts Payable	\$	25,151.70
Loan Payable: Line of Credit		-
Total Liabilities	\$	25,151.70
NET ASSETS		
Unrestricted Net Assets	\$	29,667.26
Temporarily Restricted Net Assets		4,291,198.67
Total Net Assets	\$	4,320,865.93
Total Liabilities and Net Assets	\$	4,346,017.63

DES MOINES WATER WORKS PARK FOUNDATION
CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITY AND CHANGE IN NET ASSETS
FOR THE NINE MONTHS ENDING SEPTEMBER 30, 2016

	Sep-16				FISCAL YEAR TO DATE			
	Actual	Budget	Budget Variances		Actual	Annual Budget	Budget Variances	
			\$	%			\$	%
REVENUES AND OTHER SUPPORT								
Capital Support								
Campaign Income	\$ 55,550.00	\$ 241,666.67	\$ (186,116.67)	23.0%	\$ 4,623,250.00	\$ 2,900,000.00	\$ 1,723,250.00	159.4%
Non Capital Support/Giving								
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	235.98	-	235.98	0.0%	482.72	-	482.72	0.0%
Other Income	-	-	-	0.0%	-	-	-	0.0%
Total Revenues and Other Support	\$ 55,785.98	\$ 258,708.33	\$ (202,922.35)	21.6%	\$ 4,623,732.72	\$ 3,104,500.00	\$ 1,519,232.72	148.9%
EXPENSES								
Operating Expenses								
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%	6,750.00	9,000.00	(2,250.00)	75.0%
General Office/Equipment/Supplies/Mailing	1,166.19	270.83	895.36	430.6%	4,894.82	3,250.00	1,644.82	150.6%
Travel	-	166.67	(166.67)	0.0%	-	2,000.00	(2,000.00)	0.0%
Board of Directors	30.13	-	30.13	0.0%	30.13	-	30.13	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%
Total Operating Expenses	1,946.32	10,654.17	(8,707.85)	18.3%	27,340.66	127,850.00	(100,509.34)	21.4%
Capital Expenses								
Staffing & Administrative Costs	\$ 63,958.33	\$ 7,083.33	\$ 56,875.00	902.9%	\$ 135,625.31	\$ 85,000.00	\$ 50,625.31	159.6%
Campaign Contract	-	4,500.00	(4,500.00)	0.0%	-	54,000.00	(54,000.00)	0.0%
Campaign Support	21,122.30	820.83	20,301.47	2573.3%	25,816.72	9,850.00	15,966.72	262.1%
Recognition	-	208.33	(208.33)	0.0%	-	2,500.00	(2,500.00)	0.0%
Projects (Design/Development/Implementation)	-	154,583.33	(154,583.33)	0.0%	108,760.45	1,855,000.00	(1,746,239.55)	5.9%
Total Campaigning & Capital Expenses	85,080.63	167,195.83	(82,115.20)	0.51	270,202.48	2,006,350.00	(1,736,147.52)	13.5%
Total Expenses	\$ 87,026.95	\$ 177,850.00	\$ (90,823.05)	48.9%	\$ 297,543.14	\$ 2,134,200.00	\$ (3,673,313.72)	13.9%
Change in Net Assets	\$ (31,240.97)	\$ 80,858.33	\$ (112,099.30)	-39%	\$ 4,326,189.58	\$ 970,300.00	\$ 5,192,546.44	445.9%
Net Assets, Beginning of Year					\$ (5,323.65)			
Net Assets, End of Year					\$ 4,320,865.93			