

**Des Moines Water Works Park Foundation
January 18, 2017 Update**

The Campaign:

The Campaign Executive Committee is winding up their 1 on 1 asks. Their last meeting is planned for March. We continue to make corporate presentations/asks and are beginning some of the grant/application processes for public money sources based on their granting/application schedules. We are currently over \$6.3 M in pledges.

The Hurd Visionaries – A World Class City concept was featured in the most recent DSM magazine. Link to article: <http://www.dsmmagazine.com/2017/01/10/a-park-a-pin-and-a-world-class-vision/> The pin



is provided to any donor at or above the \$10,000 giving level and honors David Hurd's legacy as an advocate for many causes involving conservation and nature. David served as one of our Honorary Campaign Chairs prior to his death, and his wife Trudy continues to be active in the initiative. A picture of the and its symbolism (below) is included for your information.

The Des Moines Water Works Park Foundation is a non-profit organization formed in November of 2013 to implement the Master Plan for Water Works Park. To achieve our goal of improving the quality of life for Central Iowans by enhancing Water Works Park, the Foundation follows the guiding principles of integrating education, conservation and recreation/health to engage Park users in the story of clean water.

- Water Works Park Foundation Mission Statement

The Hurd pin visually represents an individual's commitment to these principles.

- The "ladder" to the right represents progress, ascension and spiritual connection. The connection of humankind with nature; the progress that is being made by this park transformation; the ascension of this beautiful and diverse park.*
- The ladder spells an "H", an "H" to honor Water Works Park friend and visionary David Hurd. David always worked onward and upward to move his community forward. The gold "rung" implies sophistication and elegance, two words that could easily be used to describe David.*
- The rippled silver on the left side of the brooch represents water. Water, the source of life. The Taoists viewed it as a source of higher wisdom; to the Greeks, it represented a metamorphosis and philosophical recycling. This project will engage the community in the discussion of improving life through education and recreation focusing on our life source, water.*
- The gold square finishes the visual imagery, showcasing the new Water Works Park Foundation Logo and therefore reinforcing the Foundation's mission.*

It is an honor to create this visual commitment and public thank you to those individuals who wear this pin. -Ann Au (Artist)

Implementation & Design:

Potholing was conducted in the phase 1 areas for soil sampling and utility location and elevations throughout December. This information, along with the tree study, topography survey, etc., is being utilized by RDG and the design team as we work through the final schematic design.

The Design team will meet with RDG at the end of the month to review options, cost estimates and work towards final schematic design. The team is made up of representatives from DMWW, DMWWPF, City of Des Moines, Parks & Rec, DNR, HDR (Hydrology experts), and of course RDG and some of their affiliated vendors.

We continue to consult different impacted/aligned organizations for input throughout the process and are on schedule to still complete the project by the end of March. The task force between DMWW and DMWWPF continues to work through a framework to apply to each element as it is designed, as well as an ongoing method for the DMWWPF to support the ongoing operations and maintenance of each element. Several strategies are being suggested and explored and as they are finalized will be included in the approval package for the DMWW board.

We continue to work with City staff to lay out ownership, maintenance and design considerations for the underpass. The city is putting together a 28E draft for our and DMWW's review which we are to see at the end of January. Staff from both the city and park staff will continue to be involved in the design process as well. We continue to consider area projects both in and out of the park to coordinate our planned construction schedule.

Minutes & Financials: The January Board meeting minutes are attached as well as the December financials from the Community Foundation.

Sam Carrell
Executive Director
515.240.7993



DES MOINES WATER WORKS PARK FOUNDATION
Board of Directors Meeting
Friday, November 11, 2016- DMWW 12:00 - 1:30
Minutes



I. Welcome/Call to order/affirm agenda

- President Inman called the meeting to order at 1:01 pm and welcomed two new Board members: Amy Jennings and Matthew Van Loon, Jon Koehn

II. Approve previous minutes

- The December 2016 meeting minutes were reviewed and approved.
Motion: Byus Second: Jennings **APPROVED**

III. Presidents Report

- Inman reflected on the Boards accomplishments and what lay ahead, referencing the goals set out at the retreat. She stated we would be structuring our committee reports around the goals and progress towards them.

IV. BOD Development

- Campaign Update – Byus reported we had over \$6.3 million in pledges, with several more million in asks in process or planned. The CEC was in the final phase of completing the 1 on 1 asks and should finish up their meetings in March, but that corporate asks and our public funding efforts would continue on in accordance with their submittal schedules. A donor sheet was handed out for review.

V. Goal Progress/Committees

i. Finance/Treasurers Report

Flynn reviewed the December 2016 financial report and reported a strong cash position. The board reviewed the December 2015 financial report in contrast to our improvement. A motion was made to accept the report.

Motion: Lureman Second: Stone **ACCEPTED**

ii. Development – covered in earlier report

iii. Implementation

Rasmussen reported ongoing meetings with DMWW regarding maintenance and operational details, as well as the city in regards to the underpass. Negotiations are continuing with a draft 28E agreement coming from the city at the end of January. He also reported on schematic design progress by the design committee. He stated we have a great team and that we are reviewing design, materials and cost estimates so that we can bring some good recommendation and decision points to the Board. Potholing efforts had been completed for both soil sampling and utility locations to support the work of the design team.

iv. Marketing/Communication

Carrell reported for Hanser and acknowledged the committee's work playing out in recent coverage in the Des Moines Register (front page), Business Record (Inman front cover) and DSM Magazine (feature article on Hurd Visionaries). He reviewed ongoing efforts to align our social media with the development and communication efforts, and that we were setting up the necessary mechanisms for online giving.

v. User Groups

Carrell reported for Huey and Gammell, stating outreach was continuing and we would undoubtedly see some movement with 2016 goal initiatives around the Wild, landing and signage/virtual information.

vi. Governance

Schabel reporting we would be conducting our new board member orientation prior to next month's Board meeting and would be working to further improve our onboarding and recruitment processes and efforts.

vii. DMWW Report

Wallace and Carlson reported DMWW was pleased with our progress and ongoing discussions to work through details. Wallace and Carlson shared how they both serve on the Planning Committee for DMWW and how they have to plan for future growth of number of DMWW customers and how that might impact both the DMWW Capital Improvement Plan and our efforts surrounding the Park and circuit. They talked about the future of a larger wetland and how the design for that wetland was currently in the CIP, but many factors may impact the wetlands development. Lureman asked Klopfer for an update on the wetland pilot project. Klopfer shared its status and the impact the cold weather and freezing has had on it and its nitrate removal performance. Inman inquired if the pilot had met their expectations. Klopfer said yes, but they are not new to this process so they know what to expect and cited how they use similar processes at some of the other DMWW properties. He encouraged the Board continue to plan thoughtfully and work on getting the written agreements in place.

VI. Old Business

- **Gift Acceptance Policy Revision** – Carrell explained the need to add a small addendum to the Gift Acceptance Policy re: how to offer extended naming rights after the initial 20 year term. Stating we had conferred with Bill Stowe and DMWW and developed the following language to add to our existing policy: **Section VII – Miscellaneous Provisions** Sub Section B, item iii. Add: *In the case of major gifts or other exceptional circumstances, and at its discretion, the Board may offer a donor the opportunity to extend the naming agreement after the fixed term for additional renewal terms; or may offer the donor the right of first refusal at*

the end of the fixed term for an extension of the naming agreement, or both. Carrell stated this would keep us within DMWW's gift acceptance policy and allow for reinvestment if appropriate at that time.

A motion was made to approve the addition to DMWWPF's gift acceptance policy.

Motion: Olson Second: Byus Abstain: Stone **APPROVED**

- **RGI Renewal** – Carrell explained the components of the contract extension and reduced fees allowing RGI to continue counsel until the major portion of the campaign was completed, estimated to be April or May. The Executive Committee had approved the extension, but Carrell asked for the Board to affirm the action to assure total transparency . A motion was made to affirm the Executive Committee's action.

Motion: Flynn Second: Byus **APPROVED**

- **Goals for 2017** – Inman reviewed the 2017 goals and her intent to include them with all committee reports to assure progress on each throughout the year.

VII. New Business

- **Dahl's Bankruptcy Case – dismissal** – Stone explained how the DMWWPF had been mistakenly named in the Dahl's bankruptcy suit, and outlined the steps we had to go through to get our name dismissed. The Board thanked Stone for his and his firms work in getting us officially dismissed from the case.
- **Budget Process** – Carrell outlined the budgeting process and how we will be able to use the budget as an effective tool to measure our progress. He will be sending each committee head their budget section and we should anticipate a budget review at the next Board meeting.

VIII. Announcements

- Olson updated the Board on the Water Trails Plan and the progress in raising the \$500,000 to conduct the engineering study which the MPO would soon be releasing an RFQ to select the firm.
- Inman shared that the Capital Crossroads 2.0 plan would be released on February 1 at the Botanical Center at 4:30 pm. She stated our plan was prominent in the 2.0 plan and that we had several board members also involved in that initiative. Encouraged members to attend the unveiling if possible.

IX. Adjourn The meeting was adjourned at 1:15 pm

Upcoming Meetings/Events

DMWWPF New Board Member Orientation: Friday, Feb. 10 - 11 – 11:45 DMWW

DMWWPF February Board Meeting: Friday, February 10 - 12:00–1:30 pm - DMWW

Campaign Executive Committee: Tuesday, January 24 – 4:00 pm – DMWW

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

ASSETS		
Cash and Cash Equivalents	\$	1,036,464.29
Pledges Receivable		3,796,433.00
Contribution Receivable		52,200.00
Prepaid Expenses		909.32
Total Assets	\$	4,886,006.61
LIABILITIES		
Accounts Payable	\$	81,054.80
Total Liabilities	\$	81,054.80
NET ASSETS		
Unrestricted Net Assets	\$	25,192.94
Temporarily Restricted Net Assets		4,779,758.87
Total Net Assets	\$	4,804,951.81
Total Liabilities and Net Assets	\$	4,886,006.61

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

	Dec-16				FISCAL YEAR TO DATE			
	Actual	Budget	Budget Variances		Actual	Annual Budget	Budget Variances	
			\$	%			\$	%
REVENUES AND OTHER SUPPORT								
Capital Support								
Campaign Income	\$ 613,300.00	\$ 241,666.67	\$ 371,633.33	253.8%	\$ 5,260,990.00	\$ 2,900,000.00	\$ 2,360,990.00	181.4%
Non Capital Support/Giving								
Anonymous	-	-	-	0.0%	-	-	-	0.0%
Board Giving	-	166.67	(166.67)	0.0%	-	2,000.00	(2,000.00)	0.0%
Corporate & Foundation Giving	-	16,666.67	(16,666.67)	0.0%	-	200,000.00	(200,000.00)	0.0%
Individual Gifts	-	208.33	(208.33)	0.0%	-	2,500.00	(2,500.00)	0.0%
Park Sponsorships	-	-	-	0.0%	-	-	-	0.0%
User/Vendor Revenue	-	-	-	0.0%	-	-	-	0.0%
Total Non Capital Support/Giving	-	17,041.67	(17,041.67)	0.0%	-	-	-	0.0%
Investment Income	192.48	-	192.48	0.0%	1,077.52	-	1,077.52	0.0%
Other Income	-	-	-	0.0%	-	-	-	0.0%
Total Revenues and Other Support	\$ 613,492.48	\$ 275,750.00	\$ 337,742.48	222.5%	\$ 5,262,067.52	\$ 3,104,500.00	\$ 2,157,567.52	169.5%
EXPENSES								
Operating Expenses								
Accounting/Audit	\$ 750.00	\$ 750.00	\$ -	100.0%	\$ 9,500.00	\$ 9,000.00	\$ 500.00	105.6%
Board of Directors	872.75	-	872.75	0.0%	902.88	-	902.88	0.0%
Development Committee Budget	-	208.33	(208.33)	0.0%	-	2,500.00	(2,500.00)	0.0%
General Office/Equipment/Supplies/Mailing	786.01	270.83	515.18	290.2%	6,340.66	3,250.00	3,090.66	195.1%
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%
Staffing & Administrative Support	-	2,916.67	(2,916.67)	0.0%	-	35,000.00	(35,000.00)	0.0%
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%
Total Operating Expenses	2,408.76	9,695.83	(8,909.82)	24.8%	32,409.25	116,350.00	(94,343.63)	27.9%
Capital Expenses								
Campaign Contract	\$ 25,208.33	\$ 4,500.00	\$ 20,708.33	560.2%	\$ 177,500.30	\$ 54,000.00	\$ 123,500.30	328.7%
Campaign Support	1,541.62	820.83	720.79	187.8%	56,327.14	9,850.00	46,477.14	571.8%
Professional Services/ Projects	64,179.80	154,583.33	(90,403.53)	41.5%	185,555.37	1,855,000.00	(1,669,444.63)	10.0%
Recognition	-	208.33	(208.33)	0.0%	-	2,500.00	(2,500.00)	0.0%
Staffing & Administrative Costs	-	7,083.33	(7,083.33)	0.0%	135,625.31	85,000.00	50,625.31	159.6%
Total Campaign & Capital Expenses	90,929.75	159,904.17	(68,974.42)	56.9%	419,382.81	1,918,850.00	(1,499,467.19)	21.9%
Total Expenses	\$ 93,338.51	\$ 169,600.00	\$ (77,884.24)	55.0%	\$ 451,792.06	\$ 2,035,200.00	\$ (3,139,496.33)	22.2%
Change in Net Assets	\$ 520,153.97	\$ 106,150.00	\$ 415,626.72	490%	\$ 4,810,275.46	\$ 1,069,300.00	\$ 5,297,063.85	449.9%
Net Assets, Beginning of Year					\$ (5,323.65)			
Net Assets, End of Year					\$ 4,804,951.81			