

**The Campaign:**

The Big News is of course that we have received a Capital pledge of \$250,000. Details to follow!

Since our last update we have also added Kaye Lozier and Kathy Murphy to our CEC. The entire CEC and Campaign Advisory Committee will be meeting on September 17<sup>th</sup> to kick things off. We will begin making our “flooring asks” of the DMWWPF “family” in the next 30 days. Our Campaign Advisory Co-Chairs and the Development Committee continue to meet regularly and work through the details and recruitment process. More good news coming.

We have submitted a \$23,000 grant request to the Stanley Smith Horticultural Trust in cooperation with DMWW. If we are successful, the \$23,000 would be a pass through to DMWW so they can upgrade their signage and tree tagging system in the Arboretum.

Kate and I will be meeting with Debi Durham, the head of Economic Development soon to discuss the project and additional opportunities with the State.

**Implementation & Design:**

Due to some of the concerns expressed by the DMWW Board through Graham Gillette, we are altering our schedule so that we can both address the concerns and still efficiently work through the process. Some revised meeting dates are forthcoming.

We will also be presenting to the Gray’s Lake/Meredith Trails Advisory Committee on September 9. Sue Huppert has volunteered to assist us.

We did get to review the DNR’s plans for a boat landing at the west end of the park at the recent Board meeting. They were received positively and will now be dropped into our design implementation process so that they are adequately vetted before they are eventually presented to DMWW for final approval. Both Bill Stowe and Ted Corrigan have also seen the initial designs.

**DMWWPF/DMWW Agreements:**

We are getting close to a draft and should have something reviewable by the end of this week. This of course is important in light of the donors requesting specifics around how the capital funds will be utilized and how we coordinate implementation with DMWW.

**Governance**

Claudia has board nomination forms available for those who have expressed interest in joining the board.

Warm Regards,  
Sam

Sam Carrell  
Acting Executive Director  
515.240.7993



**DES MOINES WATER WORKS PARK FOUNDATION**  
**Board of Directors Meeting**  
**Friday, August 15, 2015 - DMWW 12:00 PM - 1:30PM**  
**Meeting Minutes**

**Attendees:** Zac Voss, Marc Wallace, Randy Reichardt, Gunnar Olson, Dylan Huey, Katie Gillette, Chad Rasmussen, Dave Carlson, Morgan Wilcox, Proctor Lureman, Kate Byus, Todd Ashby, and Ryan Flynn.

**Guests/Staff:** Sam Carrell (staff). Luis Leon (LT Lean Associates). Pat Boddy & Mike Bell (RDG) and Terry Cole (Calhoun Burns).

**I. Call to order/ confirm quorum**

- The meeting was called to order at 12:07 PM, by DMWWPF President Zac Voss on Friday, August 14th, 2015 at the Des Moines Water Works Administrative Building, 13 members were present and members received notice of the meeting.

**II. Approve minutes of prior meeting**

- The meeting minutes from the board meeting held on Friday, July 10th, 2015 were handed out prior to the meeting and reviewed by the board.

**Motion:** Ashby motioned to approve last month's meeting minutes. Seconded by Reichardt. **APPROVED.**

**III. Board Development:**

- **Boat/Paddler Launch:**
  - Luis Leon joined the board meeting to present the design of the paddler and boat launch/universal access within DMWW Park. This would be the first ADA accessible boat launch within Iowa and is a model design the DNR would like to duplicate.
  - Located on the far west of the park.
  - Parking lot will be laid out next to the launch.
  - Would improve river bank and provide additional areas for fishing.
  - Carrell reminded the board that the board had approved expenditure of \$120,000 in funds from capital campaign to go towards the boat launch but that the boat launch design proposal increased the budget significantly.
  - Wallace discussed what potential issues could arise from flooding as well as plans for signage, etc.

- Sediment on parking lot can potentially happen.
- Signage would be through DMWWPF.
- The DNR said that they would match up to 1/3 of the cost due to higher estimate of cost. The DNR was also paying for the design costs.

**Motion:** A motion to allocate an additional \$80,000 in capital funds (if necessary) to build the desired design and take the design through the DMWWPF implementation and DMWW approval process when appropriate. Motion by Huey. Second by Wilcox.

**APPROVED.**

- **The Design Process – RDG:** Pat Boddy & Mike Bell joined the board meeting to share the proposed design process for the first phase elements, specifically the tunnel/connector and transition area (memorial garden etc.). The process would include a technical team (Implementation Committee) and a community Design Team (Campaign & Development Committee members plus key partners in the community) to react to proposed design and make sure it fit in the larger community plans. Their work would be integrated with wider DMWWPF's efforts and work up to final DMWW approval.
- The process would help fulfill the recommendation made by the Community Foundation and within the feasibility study, such as:
  - Involving more seasoned community members in our process and governance
  - Provide input by leaders and key donors into the process and define how and when their donations would be utilized.
- Boddy & Bell explained that the aggressive timetable was proposed so that we could work through the design process so it could receive final approval from DMWW and could be ready to bid in early 2016, where contractors and prices would be most advantageous. They suggested having specific design would also help with the fundraising aspects of the campaign by demonstrating the attractiveness of the design.
- Timelines the Foundation needs to be aware of:
  - Permitting.
  - Critical contractors: where timing and cost are crucial.
  - Multiple levels of approval and collaboration.
- Boddy provided a suggested comprehensive timeline for the detailed design of the tunnel/connector and transition areas, as well as preliminary design for the other first phase elements.
- RDG initial contract set forth with the DMWWPF would:
  - Provide preliminary design on phase one elements would be as comprehensive as possible to move the project forward.
  - Initial funds would pay for conceptual design

- Be between DMWWPF and RDG
- Bell wanted to reiterate that they are building a team that is extremely knowledgeable and has also done this before which will help ensure a successful implementation.
- There was significant discussion and clarification about the process. Rasmussen mentioned that without outside consultants like RDG we will not have the capacity to accomplish this plan.
- Funding - The Board affirmed that this was the proper process to follow. Carrell asked Wallace and Carlson if they felt this was a plan that they were confident in and could advocate for with the DMWW Board, both affirmed that they could.
- There was a general concern that we should not enter into an agreement until capital funds were raised to proceed. Voss then shared that he had received a \$250,000 capital campaign pledge from a donor to enable us to move forward with the design process. Gillette pointed out that this was a pledge and not actually money received, but Voss was confident we would receive the necessary funds to move forward quickly.
- Voss proposed that to move forward with the contract with RDG, that we should discuss with our Campaign Advisory Co-Chairs and get their support as well. Due to an absence of key board members and input from advisors a decision will not be made at today's meeting but the board will be informed of the further discussions and specifics of the donation and then asked to vote via email.

#### **IV. Presidents Report (Voss):**

- **Community Foundation meeting:**
  - Voss shared the vote of confidence and support that came from the meeting with our Advisory Council and key donors at the Community Foundation. It has resulted in some additional suggestions of interested individuals who could join the board. Nomination forms are available through Schabel.
- **Items to be completed:**
  - Executive Director Review:
    - Review will be based on the key accountabilities and scope of work in which he was hired to help accomplish. A two week deadline has been put in place for this review to be completed.
    - A Published review will be distributed to the board.
    - A finance meeting will be held to propose allocation for Executive Director.

- A list of accountabilities and goals will be created along with an established salary which will then be presented to Carrell and the board.

## **V. Committee Reports:**

### **i. Development (Byus):**

- Development Committee is getting close to having additional development materials ready to review and distribute.
- We have changed some of the titles around to better reflect the roles and level of involvement of our Campaign Advisory Co-Chairs and our new Honorary Chairs. ‘
- We continue to have success building our CEC (Campaign Executive Committee) and will start making our campaign “flooring asks” of our Board, Advisory and DMWWPF close family over the next 30 days.

### **ii. Marketing/Communication: (Carrell reporting on behalf of Dickel)**

- We are holding off on the initial branding process until appropriate timing with campaign.

### **iii. User Groups (Dylan Huey):**

- The Outside Scoop (Ice Cream Truck) will be in the park from 11:00 AM - 2:00 PM every Saturday for the rest of the summer.
- Please stop by and support or support via social media!

### **iv. Governance (Carrell reporting on behalf of Schabel):**

- Schabel will be sending out board applications in case members know of someone looking to join.
- Governance committee is starting the process of recruitment and succession planning for leadership.
- Schabel would like us to consider expanding the amount of seats available on the board.

### **v. Finance/Treasurers Report (Ryan Flynn/Tom Farr):**

- Flynn updated the board on financial position of the board. During the month of July and August we have had a few individual donations.
- The 990 was submitted.
- A special thank you to for Ryan for working hard on this form!

### **vi. Implementation (Chad Rasmussen):**

- Rasmussen has continued to move forward with implementation meetings specifically regarding the tunnel.

## VI. Old Business

- Gift Acceptance Policy & Donor Recognition Agreement
  - Due to time constraints the board did not discuss this topic.

## VI. New Business

- DMWW/DMWWPF Agreement
  - Voss made the board aware that the DMWW meeting from Tuesday is on an audio file and he suggests that each member listen to it to be keyed in and to listen to the concerns expressed at that meeting by the DMWW Board. He also shared an email from DMWW Board Chair Graham Gillette re: the concerns.
  - There was some discussion about how to better communicate with DMWW and how to better utilize Wallace and Carlson to communicate to the DMWW Board as there seems to be a disconnect on what we're accomplishing and focused on as an organization vs. their perception. Wallace expressed some frustration and shared some of our concerns. Rasmussen expressed the importance of our ability to operate as a separate entity.
  - Voss expressed that we are in a position to assure the Water Works Board that we are in a position to be successful and move forward. He stated that we would continue to work through the issues they've identified and address some of what seemed to be some misinformation about our progress and procedures.

## VII. Announcements

- Des Moines Adventure Race will be held in the Park on October 10th.

## VIII. Adjourn

**Motion:** Wallace motioned to adjourn the Board of Directors monthly meeting at 1:38 PM. Huey seconded. **APPROVED.**

Next DMWWPF BOD Meeting: Friday, September 11 - 12:00 pm - 1:30 DMWW

## **Des Moines Water Works Park Foundation YTD July 2015 Financial Summary**

### ***Statement of Activities:***

#### **General Operations:**

- YTD Contributions consist primarily of contributions from an individual donor (\$25k), Board members and their related companies (\$18k), and corporate contributions (\$10k).
- Revenue of \$2k represents advertising revenue from rental of space on towers located along Fleur Drive.
- Outside Contract Services represents fees paid to acting Executive Director.

#### **Launch Event:**

- We were very close to our financial goal of breaking even on the event. We received \$12,900 of event sponsorships and other revenue and incurred event production expenses of \$13,700.

#### **Leadership Grant Funds (Feasibility Study):**

- YTD we have incurred \$14k of expenses for Outside Contract Services (Renaissance Group) and \$4k for Printing related costs. These expenses were related to preparation of the feasibility study.

### ***Statement of Financial Position:***

- We ended July 2015 with cash in banks of about \$22k. We began 2015 with a cash balance of \$43k.

### ***Deferred Expenses:***

- As of July 31, 2015, we have approximately \$19k due to Renaissance Group that is not included in the attached financials.

**Des Moines Water Works Park Foundation**  
**Statement of Activities**  
 January through July 2015

	General	Launch	Leadership Grant Fund	TOTAL
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
43200 · Contributions	53,644	12,570	0	66,214
43300 · Revenue	2,310	360	0	2,670
<b>Total Income</b>	<b>55,954</b>	<b>12,930</b>	<b>0</b>	<b>68,884</b>
<b>Expense</b>				
50100 · Human Resources				
50130 · Outside Contract Services	52,500	0	13,791	66,291
<b>Total 50100 · Human Resources</b>	<b>52,500</b>	<b>0</b>	<b>13,791</b>	<b>66,291</b>
61000 · Advertising & Promotional	0	1,200	0	1,200
62800 · Facilities and Equipment				
62830 · Donated Facilities	250	0	0	250
62840 · Equip Rental and Maintenance	703	0	0	703
<b>Total 62800 · Facilities and Equipment</b>	<b>953</b>	<b>0</b>	<b>0</b>	<b>953</b>
65000 · Operations				
65020 · Postage, Mailing Service	198	0	0	198
65030 · Printing and Copying	0	0	4,321	4,321
65040 · Supplies	827	0	0	827
65060 · Licenses and Permits	1,161	0	0	1,161
65080 · Insurance - Liability, D&O	2,350	200	0	2,550
<b>Total 65000 · Operations</b>	<b>4,536</b>	<b>200</b>	<b>4,321</b>	<b>9,056</b>
68300 · Travel and Meetings				
68310 · Conference, Convention, Meeting	75	0	0	75
68320 · Travel	0	0	35	35
<b>Total 68300 · Travel and Meetings</b>	<b>75</b>	<b>0</b>	<b>35</b>	<b>110</b>
69000 · Event Production				
69100 · Food & Entertainment	0	3,201	0	3,201
69400 · Supplies	0	2,897	0	2,897
69500 · Security	0	710	0	710
69600 · Licenses & Permits	0	40	0	40
69700 · Services	90	5,456	0	5,547
<b>Total 69000 · Event Production</b>	<b>90</b>	<b>12,304</b>	<b>0</b>	<b>12,394</b>
<b>Total Expense</b>	<b>58,154</b>	<b>13,704</b>	<b>18,147</b>	<b>90,004</b>
<b>Net Ordinary Income</b>	<b>-2,200</b>	<b>-774</b>	<b>-18,147</b>	<b>-21,120</b>
<b>Net Income</b>	<b>-2,200</b>	<b>-774</b>	<b>-18,147</b>	<b>-21,120</b>

## Des Moines Water Works Park Foundation

## Statement of Activities

July 2015

	General	Launch	Leadership Grant Fund	TOTAL
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
43200 · Contributions	25,944	0	0	25,944
43300 · Revenue	0	60	0	60
<b>Total Income</b>	25,944	60	0	26,004
<b>Expense</b>				
50100 · Human Resources				
50130 · Outside Contract Services	8,250	0	5,024	13,274
<b>Total 50100 · Human Resources</b>	8,250	0	5,024	13,274
62800 · Facilities and Equipment				
62830 · Donated Facilities	250	0	0	250
62840 · Equip Rental and Maintenance	200	0	0	200
<b>Total 62800 · Facilities and Equipment</b>	450	0	0	450
68300 · Travel and Meetings				
68320 · Travel	0	0	35	35
<b>Total 68300 · Travel and Meetings</b>	0	0	35	35
69000 · Event Production				
69700 · Services	90	0	0	90
<b>Total 69000 · Event Production</b>	90	0	0	90
<b>Total Expense</b>	8,790	0	5,059	13,849
<b>Net Ordinary Income</b>	17,154	60	-5,059	12,155
<b>Net Income</b>	17,154	60	-5,059	12,155

7:29 PM  
08/13/15  
Cash Basis

**Des Moines Water Works Park Foundation**  
**Statement of Financial Position**  
As of July 31, 2015

	<u>Jul 31, 15</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Bankers Trust Business Checking	22,615
Total Checking/Savings	<u>22,615</u>
Total Current Assets	<u>22,615</u>
<b>TOTAL ASSETS</b>	<b><u>22,615</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
31300 - Perm. Restricted Net Assets	16,982
32000 - Unrestricted Net Assets	26,754
Net Income	<u>-21,120</u>
Total Equity	<u>22,615</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>22,615</u></b>