

Des Moines Water Works Park Foundation Executive Summary
March 15, 2016

The Campaign:

The conceptual renderings have been completed and they are meeting with great reviews. We have started dropping them into our development materials and will start actively soliciting our targeted lists in the coming weeks. The Campaign Executive Committee will meet again on March 30, to receive the materials.

Implementation & Design:

We've worked through a rough schedule for implementation of the design elements and are now working through a contract for the taking the renderings to final design, with the intent that some of the first phase elements could be completed in 2017 and the remaining in 2018. Some preliminary work may begin yet this year. We continue to be mindful of Des Moines Water Work's Capital Improvement Plan and scheduling, and continue to work closely with their staff and designated board members in considering existing systems, operations and long term maintenance, as well as overall plan.

As previously communicated, per Mayor Cownie's support and direction, we have since met with the City Manager and are now meeting with the engineers to come up with a proposal to alter George Flagg Parkway to address the "pinched area" between the river and the parkway. This would allow for the circuit canals and streams to go through vs. having to bury more pipe to transfer water from the wetlands to the plant. We continue to make progress and are meeting with the City again on the 21.

Minutes & Financials: The financials and meeting minutes for the March 4 DMWWPF Board meeting are attached. The financials reflect moving our books to the Community Foundation and are based on an accrual system. An additional \$1 million restricted pledge is not yet reflected on the financials.

Sam Carrell
Executive Director
515.240.7993



DES MOINES WATER WORKS PARK FOUNDATION
Board of Directors Meeting
Friday, March 4, 2016- DMWW 12:00 - 1:30
MINUTES



Members of the foundation received notice of the meeting and 15 of 19 members were present.

Attendees:

Zac Voss, Randy Reichardt, Claudia Schabel, Chad Rasmussen, Proctor Lureman, Katie Gillette, Ryan Hanser, Kate Byus, Dylan Huey, David Carlson, Jed Gammell, Gunnar Olson, Hannah Inman, Tom Farr, Marc Wallace

Staff/Guests:

Sam Carrell – DMWWPF Staff
Dan Klopfer – DMWW Staff Representative
Teva Dawson – Des Moines Area MPO

- I. Welcome/Call to order/affirm agenda
- II. Approve previous minutes

The minutes were moved by Voss and second Huey and passed unanimously.

III. Presidents Report

President Randy Reichardt updated the board on the previous month's meetings. He reported that the foundation's presentation to Water Works Park went fantastic, nothing that Bill Stowe and Graham Gillette spoke highly of the recent activity of the foundation and how excited they were by the improved communications between the foundation and the utility. Reichardt noted that the Community Foundation of Greater Des Moines also got an update and that they were equally happy with the foundation's direction.

Reichardt said the foundation board members and staff had held many meetings with RDG Planning and Design lately. This included meetings with an artist from Chicago to work on renderings of the first phase, which he said sets the stage for being moved into marketing materials.

Lastly, Reichardt apprised the board that DSMHack was in the process of updating the foundation's website.

Reichardt introduced guest Teva Dawson, senior planner with the Des Moines Area Metropolitan Planning Organization (MPO).

Discussion: Greater Des Moines Water Trails and Greenways Master Plan

Dawson provided the board with an update on the development of a Greater Des Moines Water Trails and Greenways Master Plan, which the Des Moines Area MPO is developing under contract on behalf of the Iowa Department of Natural Resources.

She stated that Water Works Park would play a prominent role in the plan, as it is a major asset at the center of the region. She noted that the MPO staff had completed the first phase of the planning process, the research phase, and that they had recently released the “State of the Rivers” report, an online resource that is rich with information about the existing conditions of the 150 miles of rivers and creeks in the study area.

That report is available here: <http://dmampo.org/water-trails/>

Dawson said the purpose of her visit was to check in and stay connected with the foundation board. She explained that the MPO would be hosting a series of public workshops for different river sections, to be followed with a draft plan by June, public feedback this summer, and final approval later this year. She noted that there will be discussion of possibly mitigating dams throughout the region, including the downtown dams and the dam near Fleur Drive.

She invited the board members to think about which elements from the Water Works Park Master Plan that they would like to see highlighted in the Water Trails Master Plan.

Marc Wallace said he would like to see whitewater elements that would be approachable by novice paddlers. He also stated that recreational opportunities should be easily reached by a majority of the population.

Dawson said safety is a priority of the plan. This includes water quality.

Zac Voss highlighted the planned DNR boat launch in Water Works Park.

Dawson said Greys Lake has also been discussing an access point. She said the Water Trails Plan will need to help the community prioritize access points, as there will likely be more desired than funds allow to build immediately.

Voss suggested using the park as a location for a livery.

Gunnar Olson said from a messaging standpoint, the foundation can talk about the Water Trails Plan as a larger context in which Water Works Park will play a central role.

Reichardt said the foundation would follow up with the MPO in the next couple weeks to help identify elements of the Water Works Park Plan to highlight in the Water Trails Plan.

IV. Board Development:
• Final Conceptual Renderings

Sam Carrell provided the board an update on the development of final conceptual renderings. He gave a short presentation walking the board members through the evolution of design as it has been worked out. He noted the emphasis on quality of life, the importance of flood resilience, along with integrating conservation, education and recreational opportunities into the clean water story.

The renderings highlight many important benefits, including water experience, a place that helps improve public mental health, connections to the city, fine arts, and a destination designed around daily usage, but that could also support larger events. Elements of the renders include wayfinding, the amphitheater and great lawn, landscaping and signage, and the underpass.

V. Committee Reports
i. Finance/Treasurers Report – Ryan Flynn/Tom Farr

Tom Farr said the checking account had \$2,750 dollars and savings had \$4,273 earmarked for RDG fees. An additional \$13,000 was being held at the Community Foundation account that we recently activated to start utilizing their services for our operational and campaign financials.

He praised the work of Ryan Flynn and his staff for the work they'd done to date.

Farr noted that a line of credit continues to be pursued with Bankers Trust and we can anticipate our financial reports coming from the Community Foundation from now on.

ii. Development – Kate Byus

Byus said the Development Committee has been waiting for the final conceptual renderings and that it would be meeting with the Campaign Committee next week. She said the renderings could give people more confidence in what they are asking donors to support while giving people more enthusiasm for the project.

She noted that she and Carrell had presented to Des Moines Founders Garden Club and were well received and have been asked to pursue a joint grant through their national organization.

Voss indicated he and Inman had recently presented to Nexus Women's Group and also got good feedback.

iii. Implementation –Chad Rasmussen

Rasmussen said Carrell covered everything in his presentation.

iv. Marketing/Communication – Ryan Hanser

Ryan Hanser discussed some of the steps the foundation may want to take before the capital campaign reaches the public phase, including the possibility of a branding effort. He said there has been discussion of another LAUNCH event, but that the consensus is that there won't be one this year given the focus on the capital campaign. He reiterated the valuable work being done on behalf of the foundation by DSMHack. He said the new website will be a platform on which the foundation could build.

v. User Groups - Dylan Huey

Dylan Huey said his committee would probably start meeting jointly with the Marketing Committee. He said they would be reaching out to food trucks again soon to continue to foster that relationship.

vi. Governance – Claudia Schabel

Claudia Schabel reported that she is in maintenance mode and reviewing charters. Her work has included documenting processes, looking at a list of board members and their terms. She reminded the board of the ongoing need to recruit talented new members to the board.

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

Dan Klopfer reported a final location for a pilot wetland project. He cautioned that the early phase of the construction period would look muddy, but that it would soon look more like wetlands.

VI. Old Business

None discussed.

VII. New Business

- Discussion: Final Design Contract

Carrell reported that the foundation is coming to end of first contract with RDG, and needs to start thinking about the next contract. The board discussed its desire to continue working with RDG.

Reichardt made a motion to empower the Implementation Committee to begin negotiations with RDG. Hannah Inman seconded. The motion carried unanimously.

- Discussion: Payment process to DMWW for project construction

Discussion on this topic was delayed.

VIII. Announcements

None made.

IX. Adjourn

The meeting was adjourned.

Upcoming Meetings/Events

DMWWPF Board Meeting: Friday, April 8 - 12:00 pm - 1:30 DMWW

Campaign Executive Committee – Wednesday, March 30th - 4:00pm - DMWW

Respectfully submitted, Gunnar Olson, Secretary

Des Moines Water Works Park Foundation
STATEMENT OF FINANCIAL POSITION
 As of February 29, 2016

ASSETS		
Cash and Cash Equivalents		\$ 5,530.11
Pledge Receivables		770,200.00
	Total Assets	<u>\$ 775,730.11</u>
LIABILITIES		
Accounts Payable		\$ 16,667.00
	Total Liabilities	<u>\$ 16,667.00</u>
NET ASSETS		
Unrestricted Net Assets		\$ 54,895.24
Temporarily Restricted Net Assets		704,167.87
	Total Net Assets	<u>\$ 759,063.11</u>
	Total Liabilities and Net Assets	<u>\$ 775,730.11</u>

DES MOINES WATER WORKS PARK FOUNDATION
CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITY AND CHANGE IN NET ASSETS
FOR THE MONTH AND YEAR ENDED FEBRUARY 29, 2016

	February 2016				FISCAL YEAR TO DATE			
	Actual	Budget	Budget Variances		Actual	Annual Budget	Budget Variances	
			\$	%			\$	%
REVENUES AND OTHER SUPPORT								
Capital Support								
Campaign Income	\$ -	\$ 241,666.67	\$ (241,666.67)	0.0%	\$ 770,700.00	\$ 2,900,000.00	\$ (2,129,300.00)	26.6%
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	0.48	-	0.48	0.0%	1.37	-	1.37	0.0%
Other Income	-	-	-	0.0%	-	-	-	0.0%
Total Revenues and Other Support	\$ 0.48	\$ 258,708.33	\$ (258,707.85)	0.0%	\$ 770,701.37	\$ 3,104,500.00	\$ (2,333,798.63)	24.8%
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%	1,500.00	9,000.00	(7,500.00)	16.7%
General Office/Equipment/Supplies/Mailing	-	270.83	(270.83)	0.0%	132.50	3,250.00	(3,117.50)	4.1%
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%	-	69,350.00	(69,350.00)	0.0%
Miscellaneous	-	41.67	(41.67)	0.0%	-	500.00	(500.00)	0.0%
Total Operating Expenses	750.00	10,654.17	(9,904.17)	7.0%	1,632.50	127,850.00	(126,217.50)	1.3%
Capital Expenses								
Staffing & Administrative Costs	\$ 16,667.00	\$ 7,083.33	\$ 9,583.67	235.3%	\$ 16,667.00	\$ 85,000.00	\$ (68,333.00)	19.6%
Campaign Contract	-	4,500.00	(4,500.00)	0.0%	-	54,000.00	(54,000.00)	0.0%
Campaign Support	432.11	820.83	(388.72)	52.6%	432.11	9,850.00	(9,417.89)	4.4%
Recognition	-	208.33	(208.33)	0.0%	-	2,500.00	(2,500.00)	0.0%
Projects (Design/Development/Implementation)	4,250.00	154,583.33	(150,333.33)	2.7%	4,250.00	1,855,000.00	(1,850,750.00)	0.2%
Total Campaign & Capital Expenses	21,349.11	167,195.83	(145,846.72)	0.13	21,349.11	2,006,350.00	(1,985,000.89)	1.1%
Total Expenses	\$ 22,099.11	\$ 177,850.00	\$ (155,750.89)	12.4%	\$ 22,981.61	\$ 2,134,200.00	\$ (4,222,436.78)	0.0%
Change in Net Assets	\$ (22,098.63)	\$ 80,858.33	\$ (102,956.96)	-27%	\$ 747,719.76	\$ 970,300.00	\$ 1,888,638.15	77.1%
Net Assets, Beginning of Year					\$ 11,343.35			
Net Assets, End of Year					\$ 759,063.11			

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

ASSETS		
Cash and Cash Equivalents		\$ 10,661.74
Pledge Receivables		770,500.00
	Total Assets	<u>\$ 781,161.74</u>
LIABILITIES		
Accounts Payable		\$ -
	Total Liabilities	<u>\$ -</u>
NET ASSETS		
Unrestricted Net Assets		55,645.24
Temporarily Restricted Net Assets		725,516.50
	Total Net Assets	<u>\$ 781,161.74</u>
	Total Liabilities and Net Assets	<u>\$ 781,161.74</u>

DES MOINES WATER WORKS PARK FOUNDATION
CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITY AND CHANGE IN NET ASSETS
FOR THE MONTH AND YEAR ENDED JANUARY 31, 2016

	January 2016				FISCAL YEAR TO DATE			
	Actual	Budget	Budget Variances		Actual	Annual Budget	Budget Variances	
			\$	%			\$	%
REVENUES AND OTHER SUPPORT								
Capital Support								
Campaign Income	\$ 770,700.00	\$ 241,666.67	\$ 529,033.33	318.9%	\$ 770,700.00	\$ 2,900,000.00	\$ (2,129,300.00)	26.6%
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	0.89	-	0.89	0.0%	0.89	-	0.89	0.0%
Other Income	-	-	-	0.0%	-	-	-	0.0%
Total Revenues and Other Support	\$ 770,700.89	\$ 258,708.33	\$ 511,992.56	297.9%	\$ 770,700.89	\$ 3,104,500.00	\$ (2,333,799.11)	24.8%
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%	750.00	9,000.00	(8,250.00)	8.3%
General Office/Equipment/Supplies/Mailing	132.50	270.83	(138.33)	48.9%	132.50	3,250.00	(3,117.50)	4.1%
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%	-	69,350.00	(69,350.00)	0.0%
Miscellaneous	-	41.67	(41.67)	0.0%	-	500.00	(500.00)	0.0%
Total Operating Expenses	882.50	10,654.17	(9,771.67)	8.3%	882.50	127,850.00	(126,967.50)	0.7%
Capital Expenses								
Staffing & Administrative Costs	\$ -	\$ 7,083.33	\$ (7,083.33)	0.0%	\$ -	\$ 85,000.00	\$ (85,000.00)	0.0%
Campaign Contract	-	4,500.00	(4,500.00)	0.0%	-	54,000.00	(54,000.00)	0.0%
Campaign Support	-	820.83	(820.83)	0.0%	-	9,850.00	(9,850.00)	0.0%
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%	-	1,855,000.00	(1,855,000.00)	0.0%
Total Campaign & Capital Expenses	-	167,195.83	(167,195.83)	-	-	2,006,350.00	(2,006,350.00)	0.0%
Total Expenses	\$ 882.50	\$ 177,850.00	\$ (176,967.50)	0.5%	\$ 882.50	\$ 2,134,200.00	\$ (4,266,635.00)	0.0%
Change in Net Assets	\$ 769,818.39	\$ 80,858.33	\$ 688,960.06	952%	\$ 769,818.39	\$ 970,300.00	\$ 1,932,835.89	79.3%
Net Assets, Beginning of Year					\$ 11,343.35			
Net Assets, End of Year					\$ 781,161.74			