

DES MOINES WATER WORKS PARK FOUNDATION

Board of Directors Meeting

Friday, December 12, 2014 – DART Community Room 2:00 - 4:00

(Social Hour/Celebration to follow at Des Moines Social Club)

Meeting Minutes

Attendees: Zac Voss (President), Morgan Wilcox, Kate Byus, Ryan Flynn, Proctor Lureman, Ryan Hanser, Randy Reichardt, Gunnar Olson, Kathryn Dickel, Claudia Schabel, Katie Gillette, Chad Rasmussen, Tom Farr and Todd Ashby.

Guests/Staff: Dave Carlson – DMWW BOD, Sam Carrell - Staff.

I. Call to order/ confirm quorum

- The meeting was called to order at 2:15 PM, by DMWWPF President Zac Voss on Friday, December 12th at the community room of the DART administrative building, 14 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, November 14th, 2014 were handed out prior to the meeting and reviewed by the board.

Motion: Rasmussen motioned to approve last month's meeting minutes. Seconded by Dickel. APPROVED.

III. BOD Development Segment

Josh Faber, Renaissance Group – Feasibility Study Update

- Faber discussed progress made with the feasibility study and also mentioned he would need hosts to bring a group of 5-10 people together and walk through the case study.
- Byus mentioned that Carrell would be keeping status on these meetings.
- Byus has also asked the board to provide her with any names of people who would be interested in hearing more about giving either monetarily or in kind.

IV. Presidents Report - Zac Voss

- Welcome new BOD member – Todd Ashby – Executive Director of MPO

- Voss reported on recent updates within development and the feasibility study.
- The importance of stressing the Quality of life message was a recurring theme by the participants in the beta group session.
- The beta group expressed a lot of excitement around things to come.

V. Annual Planning Retreat:

Carrell facilitated the planning retreat discussion and broke the discussion into 4 subsequent parts in order to decide the 5 most important things the Des Moines Water Works Foundation would like to accomplish in 2015.

- Review Five Most Important Things Compilation: Prior to December's board meeting each member was asked to answer a questionnaire that would be used in the planning retreat. The board was asked to offer their opinion on the five most important things for The Foundation to accomplish. The answers were compiled and reviewed by the board first. The present members then individually voted on the 5 things thought to be most important. The results were:
 1. Implement Development Plan
 2. Implement Marketing Plan
 3. Complete Feasibility Study
 4. Promote H2O Quality Story
 5. Build Strong User Group Relationships
- After significant discussion, these five were reduced to three goals for DMWWPF for 2015:
 1. Raise the money
 2. Tell the story
 3. Increase Park Usage/Support
- Committee Breakouts: Each committee was asked to breakout and determine what their five goals should be to best support the three identified goals of the Board. Highlights of each committee's reports out to the group:
 - Schabel (Governance) - Recruitment of board members with the right connections to complete our goals. Helping to support development goals but also encouraging each board member to commit to a goal. Create an effective recruitment and succession plan.
 - Byus (Development) - Implement feasibility study, operational budget, and tell the story to 150 potential people.
 - Rasmussen (Implementation) - Work with the city for better understanding of the connector which includes pricing and logistics.

- Hanser (User Group) - Food carts, outreach, reintroduce the park and provide current user improvement. Support fundraising at user level, Increase users and Measure/track users
- Dickel (Marketing/communication) - Help with fundraising by providing material or help with presentations. Provide marketing and communications assistance to tell the story to the public as well as with current users as well as promoting the park to up the current usage.
- Carrell will work with Olson to wordsmith goals and then combine detailed committee goals into master document for committee's to develop more fully with timelines, measurable and assigned responsibilities. This document will serve as the BOD's roadmap for 2015.

VI. Annual Budget Review

Budgets will continue to be developed through the committee work and approved at the January meeting.

VII. Announcements

VIII. Adjourn

Motion: Olsen moved to adjourn the meeting. Seconded by Ashby.
APPROVED.

IX. Celebration at Des Moines Social Club

Upcoming Meetings/Events

Next BOD Meeting: Friday, January 9 - 12:00 pm - 1:30 DMWW