

DES MOINES WATER WORKS PARK FOUNDATION
Board of Directors Meeting
Friday, February 13, 2015 - DMWW 12:00 - 1:30
Meeting Minutes

Attendees: Zac Voss (President), Morgan Wilcox, Kate Byus, Ryan Hanser, Randy Reichardt, Gunnar Olson, Kathryn Dickel, Kate Byus, Dave Carlson, Tom Farr, Hannah Inman, Todd Ashby and Marc Wallace.

Guests/Staff: Sam Carrell: Staff.

I. Call to order/ confirm quorum

The meeting was called to order at 12:11 PM, by DMWWPF President Zac Voss on Friday, February 13th, 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, January 9th, 2015 were handed out prior to the meeting and reviewed by the board.

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

III. Presidents Report (Zac Voss):

- Voss passed out the Memorandum of Understanding between Des Moines Water Works and Des Moines Water Works Park Foundation and reviewed what was included with the board.

Events in the Park:

- Voss mentioned that a new event, Hinterland is being held on July 30th, 2015 and that it may be a good idea to get involved in some way.
- Voss also mentioned the Country festival happening this summer: Dickel has been in touch with the group that is putting on the event and there may be an opportunity to provide a water tent.

Board Giving:

- Voss wanted to recognize the significance of the board contributing to the Foundation each year. We want to ensure that there is 100% board participation in giving this year as well.

- Farr notified the board that if a member did not receive a 'gift acknowledgement' from either Des Moines Water Works Park Foundation or The Community Foundation then let either Sam or Tom know.

IV. BOD Development Segment:

Stowe was unavailable for the BOD meeting so DMWW BOD members Wallace and Carlson provided a brief update on DMWW's legal action.

IV. Committee Reports

i. Development (Kate Byus):

- The Development committee is moving forward with setting up small group meetings for the feasibility study, a list of potential small group meeting invitees was handed out during the meeting. Byus emphasized that if members of the board know any individuals from the list and would like to reach out to them to set up a meeting then to reach out to her directly.

ii. Marketing/Communication (Kathryn Dickel):

- RFP has been sent out and there will be meetings to follow to answer questions by the respondents.
- The goal is to have a new brand in place by the 'Launch Event'

May 30th Event Information:

- The event will consist of multiple 'user group' events throughout the afternoon along with an unveiling of the temporary Public Art Installation in partnership with the DNR, MPO and Public Art Foundation. The goal is to allow people to discover and be reintroduced to the park and show the importance of reconnecting with our rivers.
- The Public Art Installation is front and center in this event due to the message that ties directly with the Foundation's message as well as MPO's plan to introduce water trails.
- At this point the event is planned to run from 11:00 AM - 6:00 PM on May 30th (there is an event following ours so 7:00 PM is the latest we will be able to be in the park)
- Dickel mentioned that if anyone is in touch with any user groups of the park that may want to get involved, PLEASE reach out to Kathryn Dickel, Dylan Huey or Ryan Hanser right away!

iii. User Groups (Ryan Hanser on behalf of Dylan Huey):

- The contracts are out to food truck vendors.
- There has been outreach to user groups, the user group committee may accelerate pieces of that for the event in May.
- There will be opportunity for more than one truck to be stationed in the park at any given time.
- If you have someone or a connection that runs a food truck please reach out to Dylan Huey or Ryan Hanser.

iv. Governance (Claudia Schabel):

- Farr spoke on behalf of Schabel and there are no new updates for this month's meeting.

v. Treasurers Report (Tom Farr):

- Farr updated the board on current financial and operating budgets for the board.

vi. Implementation (Voss/Carrell on behalf of Chad Rasmussen):

- Voss updated the board on behalf of Rasmussen stating that Rasmussen has contacted the city to set up a meeting to learn more about budget, scope, etc., regarding the connection between DMWW Park and Gray's Lake Park.
- Carrell updated the board on behalf of Rasmussen as well and spoke about some of the small and noticeable changes that will be made to the park this year to help create a better user experience.

vii. Finance (Ryan Flynn):

- Farr covered the Finance Committee's January Financial report along with the Treasurer's report.

V. Old Business

i. 2015 Budget:

- Carrell reviewed the 2015 budget and the process utilized to create it. Each committee used planned goals and activities from DMWWPF's 2015 organizational goals and strategies and submitted their proposed budgets to the Finance and then Executive Committee for further review. Carrell reviewed each portion of the budget: Operational, Event, User, Development, Marketing, and Capital.

Motion: Farr motioned to approve the 2015 budget. Seconded by Wallace.

APPROVED.

VI. New Business

- Inman mentioned that Carrell was approached by the IWILL trust coalition to sign on in support.

Motion: Olson motioned to approve Carrell distributing IWILL information to the board to then vote on singing in support (which will be voted on unanimously via email). Seconded by Hanser. **APPROVED.**

- Inman abstained from this motion and vote.

VII. Announcements

- Voss brought up the fact that things will start picking up and suggested and asked the board whether they believe a conference call would be beneficial for committee heads and some of the Executive Committee.
- It was determined to check open record procedures to determine how to best conduct the call within the guidelines

VIII. Adjourn

- The February meeting of the Board of Directors of the Des Moines Water Works Park Foundation adjourned at 1:30 PM.

Motion: Motioned by Dickel. Seconded by Byus. APPROVED.

IX. Executive Session – Not held.

Upcoming Meetings/Events

Marketing Committee: Thursday, March 5 - 1:00 pm - DMWW

Development Committee: TBD

Next BOD Meeting: Friday, March 6 - 12:00 pm - 1:30 DMWW

Park ‘Launch’ Event – May 30