

**MEETING MINUTES**  
**BOARD OF DIRECTORS OF THE**  
**DES MOINES WATER WORKS PARK FOUNDATION**

**March 13<sup>th</sup> 2014**

**The meeting of the board of directors of the Des Moines Water Works Park Foundation was called to order on Thursday, March 13th, 2014 at the boardroom of the Des Moines Water Works administrative building, 2201 George Flagg Parkway, Des Moines, Iowa. Thirteen of the seventeen members of the foundation were present and members received notice of the meeting.**

**Attendees: Zac Voss, Gunnar Olson, Bill Stowe, Claudia Schabel, Kate Byus, Kathryn Dickel, Dylan Huey, Zach Mannheimer, Randy Reichardt, Proctor Lureman, Katie Gillette, Ryan Flynn and Morgan Wilcox.**

**• Call to Order**

The meeting was called to order by Zac Voss at 12:17 PM on Thursday, March 13th 2014, at the boardroom of the Des Moines Water Works administrative building, 13 of the 17 members of the foundation were present and members received notice of the meeting.

**• Approval of minutes**

- Annual Meeting on February 18<sup>th</sup> 2014

- The meeting minutes from the annual meeting of the Board of Directors were handed out prior to today's meeting, were reviewed by the board and approved at today's meeting by Proctor Lureman and seconded by Ryan Flynn.

- First Meeting of the Board of Directors on February 18<sup>th</sup> 2014

- The meeting minutes from the first meeting of the Board of Directors were handed out prior to today's meeting, were reviewed and were approved at today's meeting by unanimous vote.

- **Action Items**

- **Nondiscrimination Policy**

- The non-discrimination policy was created by Tom Farr and is currently in draft. This draft was handed out prior to the meeting and reviewed by the board at the board meeting on March 13th, 2014. Kathryn moved to approve this policy and the entire board approved.

- Special thank you to Tom for drafting this policy.

- **Executive Director Search Committee:** The goal is to conduct a search with people who are not currently sitting on this board to brainstorm with the committee on what they think the right candidate will possess for an Executive Director. The committee will be tentatively looking to raise \$150,000 initially to pay for the Executive Director. The top priority of the Executive Director search committee will be funding.

- Zac Voss requested for a committee to be formed for the Executive Director search. The members nominated include; Christy Nahls, Mindy Visely, Stephanie, and Julia. Claudia will be supporting this committee from the Human Resources side as well as Graham Gillette and Zac Voss whom will also be members of this committee.

- Gunnar Olson moved to approve the creation of the Executive Director committee including the members stated above, the motion was approved by unanimous vote.

- **Committee Structure:** A handout of the proposed DMWW Park Foundation Committee Structure has been handed out prior to today's meeting.

- A motion was proposed that each member of the Des Moines Water Works Foundation can be directed to the committee of which they feel they can impact the most. Gunnar has moved to adopt the proposed committee structure and the motion has been approved by unanimous vote by the board.

- **2014 Event Calendar: Dylan Huey**

- A discussion was started by Dylan Huey to propose that the Foundation work with Des Moines Water Works to hold events at the park

this summer in order to draw people to the park and show that there are changes at Water Works. Bill Stowe is on board to hold some events this summer to trickle in funds to the foundation as long as they do not bump existing events. Additional comments and concerns were aired during today's meeting and are as follows:

- The board needs to find a way to work with all events companies in Des Moines because some members of the board have already been approached by people wanting to hold events at Water Works and it is important that we have a strategy to be open to these ideas.
- A concern aired was that we will end up being the producer of the event even though there would be another party who will be holding it.

• **Discussion Items**

• **501(c)(3) update**

- A copy of the 501(c)(3) progress was sent out prior to this meeting to give the board an update of what Tom Farr has been graciously working on pro bono.

• **Draft of Food Vendor Permit**

- A draft of the food vendor permit was handed out prior to the meeting to review by the board to show an immediate item that the board can work on to start driving traffic to Water Works Park.

• **AFP Update and discussion**

- By waiting until next year to put in the AFP we will have time to fundraise because we will have to input a parking lot, etc.
- Everything had to be ready to go by May 1st on our end to allow the company that will build the AFP to accomplish this task.
- Because the AFP will not be going in this year we will have some time to sort out logistical details. We need to have intense conversation with the city and a few things things to consider will be:

- Surface material - what kind of paving?

- Route to the Aerial Forest Park location - we need a direct route that will direct traffic to the correct area.

- Number of parking stalls.

- Flood control plan.

- Aesthetics of parking and amenities.

- Everything would need to be ready to set up by May 1st in order to get things done on time.

- A visit to one of the companies current parks by a group of the board has been suggested.

- **Communications System:** Due to time limitations, the communication's system will be discussed further with the Marketing committee.

- **Messaging Strategy:** Gunnar Olson

- The primary purpose of messaging is so that every one is audible ready to revert any questions asked of board members back to the primary organizational mission statement. Any story line can feed back into the messaging triangle, which is; provide clean water, attract people to park, educate on importance of clean water.

- A motion was introduced to approve Gunnar to continue to work on this roadmap. Motion was approved by unanimous vote.

- **Fundraising Strategy Priorities**

- Executive Director

- Needs for the AFP:

- Long term strategy

- Fundraising committee

- Long Term Strategy

- RDG- Signage to start putting signs in the park.

- **Set date for the next board meeting**

- The next meeting of the board of the Des Moines Water Works Foundation will be held in April 2014 on the second Thursday of the month at 12:00 PM.

- **Adjourn Meeting**

- Due to time limitations the meeting of the board of the Des Moines Water Works Park Foundation was adjourned at 1:23 PM on March 13th, 2014.

- **Additional action items from members for next meeting**

- The first meeting for the executive search committee will be held on April 1st 2014.

- Claudia will be putting together talent acquisition strategies to review to help shape the committee's next steps.

- The fundraising committee will be bringing strategies forward for the board's April meeting.

- We will continue to work with Rick Malm on the food vendor permit to adjust things, such as; time limit, approved menus, location, etc.

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SECRETARY