

DES MOINES WATER WORKS PARK FOUNDATION

Board of Directors Meeting

Friday, March 6, 2015 - DMWW 12:00 - 1:30

Meeting Minutes

Attendees: Zac Voss (President), Morgan Wilcox, Ryan Hanser, Ryan Flynn, Dylan Huey, Gunnar Olson, Kathryn Dickel, Dave Carlson, Tom Farr, Hannah Inman, Proctor Lureman and Katie Gillette. Kate Byus (conference call)

Guests/Staff: Sam Carrell: Staff.

I. Call to order/ confirm quorum

- The meeting was called to order at 12:08 PM, by DMWWPF President Zac Voss on Friday, March 6th, 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, February 13th, 2015 were handed out prior to the meeting and reviewed by the board.

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

III. Presidents Report:

- Voss informed the board that the first fundraising meeting was held with a small group and it was very successful and a lot of good questions and ideas came about.
- A list of the attendees will be sent out by Carrell so that board members can view those who attended.

IV. BOD Development Segment:

Bill Stowe, DMWW Update

IV. Committee Reports

i. Development (Kate Byus):

- Byus updated that many of the small group meetings have been set.
- Carrell mentioned that the feasibility study does not have a hard end completion date because of the amount of people that need to be met but is a deadline in place to meet with people.
- Voss proposed/asked the board if we have a system built in order to effectively thank those for attending.

ii. Marketing/Communication (Kathryn Dickel):

- Dickel updated the board that a meeting was held to review the RFP's. The committee reviewed 6 proposals and requested 3 to meet with and ask additional questions around capabilities.
 - The committee is focusing on how they bring the brand into the physical world as well as the process they go through.
 - Mike Bell will be coming in on a consultant basis.
 - Anyone is welcome to join Next Thursday, March 12th from 1:00 PM-4:00 PM.
 - Dickel updated the board about 'Launch', a meeting will be held this coming Monday, March 9th to finalize implementation details.
 - Dickel has been working with Sam Summers with Hinterland (July 31st-August 2nd) and working with

DMWW on camping for the event. The camping grounds would be moved to the back loop.

- Voss mentioned that it will be important to systemitize this process and relationship to hold a successful event for all parties.

iii. User Groups (Dylan Huey):

- Huey and Hanser have been reaching out and meeting with multiple user groups. The committee has been trying to make sure at least two members are present at the meetings with user group representatives.

- Food trucks- things are moving forward, one official signed contract.

- Soccer

- Boat ramps: the price has not been settled as of now, the DNR is excited to get the ramp created and finished.

iv. Governance (Claudia Schabel):

- Schabel presented on the succession planning process which will be distributed to the board via google docs. Schabel emphasized that this process is still open to feedback.

- Dickel recommended a yearly self evaluation for each board member.

- Huey recommended adding a section for community experience/ hobbies that are relatable and relevant.

- Gillette suggested that there be a 'chair' of the capital campaign.

v. Treasurers Report (Tom Farr):

- Flynn updated the board on the financial position of the board. He wanted to mention that the foundation has a low amount of board participation at this point.

- Carrell mentioned that he is reaching out to potential sponsors for events.

vi. Implementation (Chad Rasmussen):

- Voss reported on behalf of Rasmussen stating that Rasmussen has started diving into investigative research for the tunnel, etc.

vii. Finance (Ryan Flynn):

- Updated board during Treasurers report

V. Old Business

VI. New Business

VII. Announcements

VIII. Adjourn

Motion: Dickel motioned to adjourn the meeting at 1:24PM. Seconded by Flynn.
APPROVED.

IX. Executive Session

Upcoming Meetings/Events

Branding RFP Review: Thursday, March 5 – 1:00 pm - DMWW

Marketing Committee: Thursday, April 2 - 1:00 pm - DMWW

Development Committee: Friday, April 3 – 11:30 am - RGI

Next BOD Meeting: Friday, April 10 - 12:00 pm - 1:30 DMWW

Park “Launch” Event – May 30

Next Thursday, March 12th from 1:00 PM-4:00 PM.