

DES MOINES WATER WORKS PARK FOUNDATION

Board of Directors Meeting

Friday, June 12, 2015 - DMWW 12:00 - 1:30

Meeting Minutes

Attendees: Zac Voss (President), Morgan Wilcox, Marc Wallace, Randy Reichardt, Gunnar Olson, Ryan Flynn, Dylan Huey, Chad Rasmussen, Dave Carlson, Tom Farr, Proctor Lureman, Katie Gillette, Ryan Hanser, Claudia Schabel, Hannah Inman, and Kate Byus.

Guests/Staff: Sam Carrell and Josh Farber. Advisory Council: Janis Ruan.

I. Call to order/ confirm quorum

- The meeting was called to order at 12:06 PM, by DMWWPF President Zac Voss on Friday, June 12th, 2015 at the Des Moines Water Works Administrative Building, 16 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, May 8th, 2015 were handed out prior to the meeting and reviewed by the board.

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

III. Presidents Report (Zac Voss):

- Voss recapped the progress of the board from the past few weeks and what events have gone on: Launch Event, food trucks in the park and presentation to The Community Foundation.
- Development committee has been very busy and presented to the Community Foundation. The Foundation was not selected to receive the grant this time around. Carrell reiterated that the answer was, "not yet" and not, "no".

IV. Joint Advisory Council/BOD Discussion

Feasibility Recap (Josh Faber)

- Faber provided the board with an update on the Feasibility Study
 - The feasibility study was presented on May 19th.
 - The project has tested as high as any project in recent history for RGI.
 - The case that was made to the community was well received and understood.

Motion: Olson motioned to approve & accept the feasibility study conducted by The Renaissance Group. Seconded by Byus. **APPROVED.**

Addressing Opportunities/Issues

- The public would like to have a better understanding of how DMWW's normal operations support the implementation of the Master Plan. Faber stated Voss and Carrell had been working with DMWW (Stowe and Gillette) to start understanding where DMWW's capital and operational expenditures intersect with the Master Plan implementation.
- Initial reviews from feasibility study interviews and funders indicate the Board should make sure it adds additional recognizable community leaders to the Campaign and Board leadership. The Development Committee and Advisory Council members are discussing how and who to approach in the community.

Campaign Goal – Action Item

- The Feasibility study concluded that DMWWPF could successfully conduct a \$9 million Capital Campaign as a first phase of implementing the Master Plan.

Motion: Olson motioned to approve 9 million as the goal for the first phase. Seconded by Inman.
APPROVED.

Implementation: First phase projects/elements priorities - Action Item

- Voss walked the board through the First Phase Elements of the Big Splash for which the initial \$9 million would be utilized. Carrell provided a handout with a list and diagram of the initial elements.

Motion: Hanser motioned to approve the first phase elements of the big splash. Seconded by Byus.
APPROVED.

Development Committee Recommendations - Action Item

Campaign Cabinet & Campaign Cabinet/Advisory Council/Board Crossover

- One thing that was clear was that the community recognized that the board has taken the right steps towards the goal, however, while the community values the board at this point they would also like to see seasoned members added to the board to help push this project through.
- Faber along with the Development Committee recommended creating a Campaign Cabinet that would include two levels of involvement:
 - 1.) Campaign executive committee (people that will be going out and making calls, setting meetings, will be a time extensive role).
 - 2.) Honorary co-chair/s (this role will be a role of validation, those willing to be involved/advising on the front-end and supporting the campaign, but less time intensive.
 - The Development committee will be working with the Advisory Council, Carrell and Faber to create the campaign cabinet.

Motion: Lureman motioned to approve the creation of a Campaign Committee. Seconded by Inman. **APPROVED.**

Renaissance Group, Inc.-

Josh Faber passed out a proposal to the board on behalf of RGI prior to the board meeting. The proposal was for continuing services as campaign council for the Capital Campaign.

RGI recommended sending out an update to all those who have been involved up to this point, this would include a cover letter describing actions taken and next steps.

Motion: Farr motioned to move forward with contracting RGI to be our campaign counsel, following some negotiated terms for payment deferral based on mutually acceptable terms for both RGI and DMWWPF. Seconded by Lureman. **APPROVED.**

IV. Committee Reports

i. Development (Kate Byus):

- Updates provided through prior discussion on Feasibility Study.

ii. Marketing/Communication (Kathryn Dickel):

- No updates this month besides the success of the Launch Event.

iii. User Groups (Dylan Huey):

- Food trucks have been in the park and have been busy!
 - Please support the food trucks on the weekends by stopping by with friends or family!
- There may be an opportunity for a food truck bash for the end of summer in the park.

iv. Governance (Claudia Schabel):

- Schabel notified the board she would be distributing a board survey and self-evaluation survey to evaluate each Board member's experience thus far and help determine each member's future commitment.

v. Finance/Treasurers Report (Ryan Flynn/Tom Farr):

- Flynn updated the board on statement of activity and financial position for the month of May.
- Farr updated the board on the balance after the launch event and indicated we did slightly exceed our allotted funds for the event.
 - Some money should be recovered from Iowa Craft Beer Tent revenue.
- Farr mentioned that at the last board meeting we had an anonymous contribution and a few additional board contributions.
- Dickel has sold some additional advertising within the park.

- Expenses for food trucks included the licensing and hand washing station. A base fee was charged to help cover some of the initial costs.
- Members of the board have been looking into additional revenue through concerts going on in the park.

vi. Implementation (Chad Rasmussen):

- Rasmussen met with City and State park regarding logistics of the tunnel.

V. Old Business

VI. New Business

- Carrell informed the board that he has been working with the Arborist for DMWW regarding a joint grant which would be helpful to DMWW for some re-tagging of trees and adding a historical plaque for the Arboretum. DMWW is not eligible to apply for the grant, but can through DMWWPF. Carrell stated it was consistent with our mission and could mean \$20,000 for enhancements in the arboretum, and would demonstrate another positive collaboration with DMWW.

Motion: Lureman motioned to approve submitting the grant on DMWW's behalf. Seconded by Inman. **APPROVED.**

VII. Announcements

VIII. Adjourn

Upcoming Meetings/Events

DMWWPF BOD Meeting: Friday, July 10th - 12:00 pm - 1:30 DMWW