

**MEETING AGENDA  
BOARD OF DIRECTORS OF THE  
DES MOINES WATER WORKS PARK FOUNDATION  
June 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 Friday, June 13<sup>th</sup>, 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, Bill Stowe, Hannah Inman, Zach Mannheimer, Kate Byus, Kathryn Dickel, Dylan Huey, Randy Reichardt, Proctor Lureman, Gunnar Olson, Katie Gillette, Ryan Flynn, Morgan Wilcox, Marc Wallace and Sam Carrell.**

- I. Call to order/ confirm quorum:
  - a. The meeting was called to order at 12:02 PM, by Zac Voss on Friday, June 13<sup>th</sup>, 2014, at the boardroom of the Des Moines Water Works administrative building, 14 of the 17 members were present and members received notice of the meeting.
- II. Approve minutes of prior meeting
  - a. The meeting minutes from the board meeting held on Friday, May 9<sup>th</sup> 2014 were handed out prior to the meeting and reviewed by the board, Ryan Flynn motioned to approve the minutes and the motion was approved by Dylan Huey.
- III. President's Report:
  - a. The Foundation present to the Greater Des Moines Community Foundation twice
    - i. They have interest in funding a project later on.
    - ii. The Foundation was awarded \$35,000 and awarded a grant for a feasibility study.
    - iii. The Greater Des Moines Community Foundation would also like to see an advisory council formed.
  - b. Aerial forest Park
    - i. Recommendation to stay engaged with Aerial Forest Park and visit the parks but to hold off for now.
  - c. Motion: A motion was introduced by Zac Voss to extend the monthly board meeting to an hour and a half. Tom Farr seconded this motion and it was carried by Kathryn Dickel.
  - d. Action item: Zac suggested The Foundation do a lunch and learn with Bethany Wilcoxon on July, 8<sup>th</sup> to learn about the Tomorrow Plan
- IV. Graham's Report:
  - a. Feasibility study and council should be number one priority for The Foundation.
- V. Sam's update:
  - a. Sam suggests that the council be titled trustees. The trustees would have the ability to serve on the board if they so choose.
  - b. Trustees 'interest' Matrix (hand out)
  - c. Board 'needs Matrix (hand out)

- d. Sam also handed out a section suggested to be added to the DMWWPF bylaws based around the trustee council.
  - i. Motion: Bill Stowe introduced a motion for approval, that the board elect Zac, Sam and Tom to develop a strategy to select, contact and recruit 'trustees council' and invite them to hold a spot on the board. Kathryn Dickel seconds the motion is approved by the board.

VI. Committee Reports:

- a. Development (Kate Byus):
  - i. The development plan has been started by Sam.
  - ii. Potential contacts should be directed to Sam.
  - iii. Development meeting will be held on Tuesday, May 15<sup>th</sup>, 2014.
- b. Marketing/Communication(Kathryn Dickel):
  - i. The Marketing Committee has established three goals
    - 1. Issue brand RFP
    - 2. Generate interim communication and content plan so that we can reach out to interested parties (activities in the park, plan progress and any work around the board)
    - 3. Established protocol for media production, social media and newsletter production. Sam has been selected to be the sole point of contact for the media. Kathryn will be the second point of contact for media.
  - ii. Standing meetings for the Marketing Committee are set for the first Thursday of each month, the first meeting to be held in August.
  - iii. Establishing a logo and brand is of high importance.
  - iv. Laura Sarcone, Communications at DMWW will be joining the committee.
  - v. Action item: What deadline can we give to potential companies for RFP?
- c. User Groups (Dylan Huey):
  - i. Met with the city and trying to work out a specific written document stating how The Foundation would like the vendors to operate this summer.
  - ii. Current potential vendor categories: Coffee, ice cream, food vendor.
- d. Governance (Tom Farr):
  - i. Tom updated the board on the current balance in the GDMCF account and the Banker's Trust account.
  - ii. Tom also handed out an updated Governance Committee Charter to the board for update and review.

VII. Old business:

VIII. New business:

- a. Community Foundation will be putting out a press release regarding; Healthy Polk County 20/20, Tomorrow Plan, Capital Crossroads, Healthiest State Initiative and Des Moines Water Works Park Plan.

IX. Action items:

- a. Action item: Develop/issue funding for feasibility study RFP (Development Committee): Zac proposed that we give the RFP feasibility study the grant money that The Foundation received.
- b. Action item: Issue Branding RFP: The RFP will be tabled for the time being.

- c. Action item: Working title for consultant (Marketing) Kathryn introduced a motion to approve that Sam's new title be, "Acting Executive Director". Zac seconds the motion and the rest of the board approves.
- d. Action item: Set dates for potential trustee council to be decided and invited to join the board.
- e. Action item: A motion was introduced earlier in the meeting by Zac to extend to monthly board meeting to an hour and a half. Tom seconds this motion and it is carried by Kathryn.

X. Announcements:

- a. Action item: Zac suggested that the board do a lunch and learn with Bethany Wilcoxon on Tuesday, July 8<sup>th</sup>, 2014 to learn about the Tomorrow Plan.

XI. Adjourn:

- a. The monthly meeting of the board of directors of the Des Moines Water Works Park Foundation was adjourned at 1:15 PM.

Upcoming Committee Meetings

Development Committee: Tuesday, June 17<sup>th</sup> – 11:30 AM (R &R Realty)

\*Marketing Committee: Thursday, June 26<sup>th</sup> – 1:00 PM (DMWW)

[1<sup>st</sup> Thursday each month beginning in August]

\*Next BOD Meeting: Friday, July 11<sup>th</sup> – 12:00 PM - 1:30PM (DMWW)

[2<sup>nd</sup> Friday each month]

\*Tomorrow Plan & DMWW Park Lunch and Learn: Tuesday, July 8<sup>th</sup> – 11:30 AM-1:00 PM (DSM Social Club)