

DES MOINES WATER WORKS PARK FOUNDATION
Board of Directors Meeting
Friday, July 10, 2015 - DMWW 12:00 - 1:30
Meeting Minutes

Attendees: Marc Wallace, Randy Reichardt, Kathryn Dickel, Gunnar Olson, Ryan Flynn, Dylan Huey, Chad Rasmussen, Dave Carlson, Morgan Wilcox Tom Farr, Proctor Lureman, Claudia Schabel, and Hannah Inman. Ryan Flynn (conference call).

Guests/Staff: Sam Carrell and Josh Farber (RGI)

I. Call to order/ confirm quorum

- The meeting was called to order at 12:03 PM, by DMWWPF Vice President Randy Reichardt on Friday, July 10th, 2015 at the Des Moines Water Works Administrative Building, 14 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, June 12th, 2015 were handed out prior to the meeting and reviewed by the board.

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

III. Presidents Report (Reichardt on behalf of Voss):

- Reichardt informed the board that a lot of positive things have happened in the past month and that many people who may not have been engaged prior are now whole heartedly on board.

IV. Board Development - Campaign (Faber):

- Faber confirmed that three of our Advisory Council members have agreed to serve as our Honorary Chairs of the campaign.
 - Charlotte Hubbell
 - Janis Ruan
 - Doug Reichardt
- Faber also informed the board we have had several people who did not want to serve on the Campaign Committee, but would help us make calls and recruit others who would serve, both from our Advisory Council and from the community.
- Faber indicated the Development Committee was working diligently to put together the Executive Campaign Cabinet and discussed the next phases the BOD should anticipate, including making each of our own capital commitments.
- Faber emphasized the necessity to improve communication internally and externally, particularly with the increased volume of activity that will take place with the campaign. He underscored the importance of staying connected to our Advisory Council Mentee on an individual basis.
- Once the campaign gets into full swing, there will be a weekly campaign update and the Development Committee has put together an update letter to distribute to all those who have attended our small group presentations and various interest groups.
- Additional Fundraising materials are being developed to reflect the first phase emphasis and address changes and FAQ's.

IV. Committee Reports

i. Development (Kate Byus)

- covered under Faber's report

ii. Marketing/Communication (Kathryn Dickel):

- We are setting up a meeting with Spindustry to begin the branding process.
- Riverbank Bash, unfortunately had to cancel the event due to flooding and will not likely hold the event at DMWW again.
- Hinterland Music Festival- ticket and camping sales going well, a little more than 200 camp sites sold.
 - DMWW Park grounds conditions: split rail fencing will be removed; many roadways were washed out but will be intact for Hinterland.
 - Dickel mentioned that any extra help is always welcome in regards to Hinterland.

- Reichardt emphasized that as the park continues to have events we need to solidify a backup location for events. Secondary options for flooded events: third party space or second location within DMWW.
- Dickel mentioned that she plans on creating an additional committee in the fall to help build out a business plan for the Events Lawn.
 - If anyone is interested in participating in this committee please contact Kathryn.

iii. User Groups (Dylan Huey):

- Food trucks will be up and running again in a few weeks after flooding had halted their presence at the park.
 - Will need to ramp up the marketing on the food trucks.
 - Huey informed that we may not completely break even because of time lost due to the flooding.
- Dickel has been working with Gateway Market and decided to hold off on the programming until next summer.

iv. Governance (Claudia Schabel):

- Schabel wanted to reiterate that the purpose of the board evaluation is to identify open spots within the board in order to effectively recruit new members.
 - Besides fundraising, three other skill sets we are seeking include:
 - Programming
 - Law
 - Implementation
 - Schabel would like to the board evaluation survey returned by **Monday, July 13th** in order to collect the data and produce a visual for next month's board meeting.
- Current Governance goals:
 - Implementing succession plan
 - Establish process for recruitment of new board members.
 - Sharing best practices for the board.
 - Developing formal orientation for new board members
- As part of our ongoing Board Development and in anticipation of the campaign, a speaker on the fiduciary responsibility of a Board is being scheduled for one of our next Board meetings.
- Faber wanted to mention that it is important to recruit members who are willing to actively participate in fundraising.
- Carrell reminded Board members that many of their terms expire on December 31, so they will need to decide on how they want to continue their involvement. We will also be looking to stagger some terms so we don't lose everyone at once.

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

- Flynn updated the board on the financial position of the board and handed out the June Financial statements.
 - Goal for Launch was to break even and we came within \$1,000 of breaking even.
 - IRS form 990- Sam requested everyone to provide the estimated hours in which they have volunteered for the foundation. Hours should be sent to Carrell **ASAP**.
 - Schabel suggested to the board to add outstanding balances.

vi. Implementation (Chad Rasmussen):

- Application has been turned in for trails grant (State DOT) we should find out the result in the fall.
 - In order to plan for tunnel enhancements based on public/feasibility feedback, Carrell and Rasmussen met with Mike Bell at RDG, who in turn met with the initial tunnel design company, to estimate enhancement costs and issues. One enhancement was to widen the tunnel design to 20' to make it more welcoming.

V. Old Business:

- Huey asked the Board how we should determine what our formal involvement should be with opportunities such as the upcoming Adventure Race.
 - Brad Argo of Argo Adventures was working with Above and Beyond Cancer to stage an adventure race in the park that included: Canoe, Biking & Running and benefitting A+B Cancer. He indicated they had approached us about being a partner, but we had not established a clear definition of what that meant.
 - Dickel pointed out that we should develop a policy regarding future events, and take this opportunity to do so, before we entered into any partnerships. She expressed the concern that

partnering with other organizations for non DMWWPF events does not allow us to exercise as much control with the event or our interaction with DMWW.

Motion: Olson motioned for the Marketing/User Committee's to develop a policy to establish how we should address such opportunities. Dickel seconded. **APPROVED.**

- A suggestion was made that due to our affinity to the event, but in absence of a policy, that instead we support the event by individually volunteering and that we should also take up collection to pay for their park rental fee. A collection was taken and donated to A+B Cancer.

VI. New Business:

- Faber has created an example gift policy and donor recognition agreement for board review. The policy is 12 pages long because it covers each type of gift that could be offered to the Foundation. Faber would like to get final board approval at the August BOD meeting so that we can put it in front of the DMWW for their review and approval. Highlights of the gift policy:
 - The DMWWPF board has to approve any naming rights as well as the DMWW.
 - Naming rights will have limited terms
 - There is a sample donor agreement on the final page of the policy

VII. Announcements

- Inman has been asked to serve on Leadership Institute board to help develop their development strategy and just wanted to make sure the DMWWPF was aware of it and it didn't create any conflicts of interest
- 990 report – being finalized and submitted
- Governance survey - please complete ASAP

VIII. Adjourn

- Adjourned at 1:30 PM.

Upcoming Meetings/Events

DMWWPF BOD Meeting: Friday, August 14 - 12:00 pm - 1:30 DMWW