

DES MOINES WATER WORKS PARK FOUNDATION
Board of Directors Meeting
Friday, July 11, 2014 - DMWW 12:00 PM - 1:30 PM
Meeting Minutes

Attendees: Zac Voss - President, Bill Stowe, Kathryn Dickel, Dylan Huey, Morgan Wilcox, Tom Farr, Ryan Flynn, Ryan Hanser and Claudia Schabel,

Guests/Staff: **Dave Carlson** sitting in for Marc Wallace and Sam Carrell.

I. Call to order/ confirm quorum:

- The meeting was called to order at 12:08 PM, by DMWWPF President Zac Voss on Friday, July 11th, 2014, at the boardroom of the Des Moines Water Works administrative building, 10 of the 17 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 13th 2014 were handed out prior to the meeting and reviewed by the board.

Motion: Kathryn motioned to approve the minutes. Seconded by Huey. APPROVED.

III. Presidents Report (President, Voss):

- Voss reiterated that one of the important topics from last month's meeting was to build a trustees advisory board. We have been speaking to several prominent leaders in the community and thus far all have indicated they would be involved.
- Schabel, Farr and Carrell have been continuing to work through the governance for incorporating these interested community leaders to the foundation.
- Carrell, Byus, Dickel, Olson, Inman and Mannheimer have been continuing to work hard on the feasibility study as well.
- Gunnar has been continually helping out with the press and has been helping to craft our foundation's messaging as well.
- Zac gave an overview of the luncheon with Bethany Wilcox to learn about the Tomorrow Plan. Voss and the entire board realize that there are many potential opportunities to align ourselves with the Tomorrow Plan and compliment the Tomorrow Plan. Byus, Inman and Carrell will followup with Wilcox for joint development opportunities.

IV. Committee Reports

1.) Development (Kate Byus, Chair):

- Carrell filled in for Byus and reported that the Feasibility Study RFP was sent out on time and we have received our first proposal and the feedback has been positive thus far.
 - Development committee will be analyzing submittals on July 30th and then make their recommendation to the board on August 8th.

2.) Marketing/Communication (Kathryn Dickel, Chair):

- Dickel informed the board that Laura Sarcone joined the committee, and will be helping to align us with Des Moines Water Works even more so.

Major items discussed:

- Working on taking the website that Sasaki built and co-op that into our website as well.
- Adding web pages about the board to distinguish between Des Moines Water Works and the Foundation and underscoring the message that rate payers will not be footing bill for park enhancements.
- The Foundation Brand: The Marketing Committee talked about developing a short term logo that would work well with Sasaki's current website.
- First step will be to reach out to our own network of resources to help create a logo to help anchor the website and help with marketing pieces that may be created as well. Dickel expresses the importance of deciphering the Foundation from Des Moines Water Works.
- The goal is to gather 2-3 options for a logo for "The Foundation".
 - Tentative- August 8th date due date.
- The marketing committee engaged in a discussion on how to build messaging and content. The overall goal is public engagement.
 - A few ideas that surfaced: Creating a social media campaign by having park users submitting photos of them utilizing the park to social media space and then picking a monthly winner and awarding with a prize, etc.
 - Farr stressed to the board that a few considerations should be made, for instance:
 - Limited license for photographic likeness.
- The upcoming marketing PR strategy will be centered around the food carts depending upon their arrival to the park.

3.) User Groups (Dylan Huey, Chair):

- Huey gave an update on the food truck RFP informing the board that the goal is to have the food trucks located in the park by July 25th.
 - The User Group Committee is looking to get a sign to ensure that walkers, bikers and cars know when the trucks will be there.
 - Hanser and Huey shared with the board that they had been speaking with a contact whom teaches paddle board yoga (a trending recreational activity) and they are looking to see whether this is an event that could be held in the park. One main issue is that there is only one session left but the committee plans to still look further into this so that it could be implemented next season.
 - Stowe suggests that the fees should mirror the fees that Water Works already uses.
 - Voss acknowledges that we need to make sure we are bringing in legal considerations to make sure all areas are covered. A few considerations; Paddle boards, liability, insurance, who is in control, what are the stipulations for holding this type of event in Water Works. Voss believes that if we have all of

the areas covered and if everyone signs off we should be ready to move forward.

Motion: Farr moves to approve the budget for licensing fee, signage and supporting necessities up to \$1,500. Seconded by Dickel. Approved.

4.) Governance (Tom Farr, Chair):

- Farr gave an overview of the most recent meeting which was held to review the Governance Charter. The Governance Charter will be brought to the August board meeting for review by the board.
- New business: Farr suggests creating a board manual as a best practice not only for current members but for those who will join in the future.
 - Carrell shared that in his past experience, creating a board manual is very helpful because it keeps documents organized and enables members to reference documents quickly during board meetings.
- Farr also updated the board on where the Governance Committee By-Laws.
- Farr proposed a charter for the trustee advisory committee, Farr suggests that we have those interested help decide what they would like their title to be and what their involvement may include.
 - Dickel suggests to create a menu of what the opportunities are and then those interested can decide where they think they would fit and how involved they would like to be.
 - Schabel shares that it is important for advisors to know what the scope of work looks like so that they are aware of what areas need additional emphasis in case they would like to contribute.

5.) Treasurers Report (Tom Farr, Chair):

- Farr updated the board on the current balance of the account held by the board.

V. Old Business

- Carrell discussed the results of the BOD Needs Matrix. He expressed that a large majority of the board turned in the matrix and the only area that has not been filled in is the "Philanthropist" category.

VI. New Business

- Per discussion in committee reports:

Motion: Farr moves to approve the budget for licensing fee and porter potty and hand washing station and up to \$1,500. Seconded by Dickel. Approved.

Motion: Farr motions to approve a budget of \$1,000 for Carrell to create Board Manuals. Seconded by Stowe. APPROVED.

VII. Announcements

- Pending that an agreement is made with the ice cream vendor, we will be holding a 'Ice Cream Social/Truck Launch' on July 25th (Friday). A specific time will be sent out.

VIII. Adjourn

- The monthly meeting of the board of directors of the Des Moines Water Works Foundation was adjourned at 12:59 PM.
 - Motion: Motion to Adjourn. Moved by Farr. Seconded by Huey. APPROVED.

Upcoming Committee Meetings			
Development Committee	Wednesday, July 30 th	11:30 AM	R&R Realty
Marketing Committee (1 st Thursday of each month)	Thursday, Aug. 7th	1:00 PM	DMWW
DMWWPF Board Meeting (2 nd Friday of each month)	Friday, August 8 th	12:00 PM- 1:30 PM	DMWW