

DES MOINES WATER WORKS PARK FOUNDATION

Board of Directors Meeting

Friday, July 8, 2016- DMWW 12:00 - 1:30

(Pre Meeting lunch available at 11:30 am)

Proposed Agenda



I. Welcome/Call to order/affirm agenda

Meeting called to order. In attendance were Marc Wallace, Chad Rasmussen, Dylan Huey, Kate Byus, Claudia Schabel, Randy Reichardt, Tom Farr, Morgan Wilcox, Gunnar Olson, Ryan Flynn and Dave Carlson. DMWWPF AND DMWW staff: Sam Carrell and Dan Klopfer.

II. Approve previous minutes

Minutes moved, seconded and approved.

III. President's Report

Randy Reichardt congratulated everyone and especially Kate Byus on the work done to date, noting that an additional \$600,000 had been raised since the last board meeting. He said the foundation has several asks out to potential corporate donors, and additional asks being made in the next couple weeks. He said he hoped to have another jump in funds-raised-to-date at the next board meeting.

He noted significant press coverage of the foundation's fund-raising efforts, noting coverage in the Des Moines Register, the Des Moines Business Record, on TV stations, as well as a forthcoming piece in dsm Magazine. He also noted a Business Record article in which Water Works Park was called out as a potential major focus of the Capital Crossroads community plan being developed this summer.

IV. Board Development: Water Trails & Greenways Plan

The board heard an update on the draft Greater Des Moines Water Trails and Greenways Plan from Teva Dawson of the Des Moines Area Metropolitan Planning Organization, which is developing the plan on behalf of the Iowa Department of Natural Resources. She was joined by Rick Tollakson, President and CEO of Hubbell Realty, who is chairing the Water Trails Steering Committee.

Dawson gave an overview of the overall plan, offering an in-depth review of the recommendations for the Raccoon River. She said she wanted to make sure that the Water Works Park Master Plan was a key component of the water trails recommendations for Raccoon River. In particular, she said the MPO wants to

highlight the circuit, two access points, dam mitigation, fish cleaning station, and bicycle hub.

She also noted the importance of recommendations for shoreline restoration and watershed improvements, as well as floodplain protection, in a way that is more habitat friendly and visually interesting while still being equally functional.

Reichart asked about removing logjams. Tollakson said it wasn't as difficult as you might think, and easily accomplished by "guys who like water and chainsaws."

Tollakson said the next step is to begin developing 10 percent design and start putting dollar figures next to the project list, which will also help with prioritization. He noted there is strong interest among the community to see this plan put into action.

Byus asked about powerboating on the Des Moines River. Tollakson said powerboating and rowing have a good home on the Des Moines River north of downtown and that the plan calls for the preservation of the pool of water north of downtown.

Dawson asked about the timing of installing new access point. Carrell said they're waiting to make sure it'll be accessible after installation of 80 acre of wetland being considered by the utility.

Tollakson noted that he would like to see a regional group like the MPO take on the role of coordinating the ongoing maintenance and development of the paved trails and future water trails system.

V. Committee Reports

i. Finance/Treasurers Report – Ryan Flynn/Tom Farr

Farr reported that the Foundation is in great shape financially, with more than \$294,552.29 in hand in total between all accounts. He noted that the foundation had quickly paid off its line of credit with Bankers Trust, and is caught up with payments to Sam Carrell and Josh Faber of the Renaissance Group, and also made payment to Spindustry for the work on branding. He noted that there is time remaining on Faber's contract, and that the foundation would be soon signing design contracts.

ii. Development – Kate Byus

Byus reported that, at \$4.95 million raised so far, the foundation was past the half-way mark of its fundraising goal. She complimented the marketing

effort, noting that people get excited when they see news come out showing progress on the campaign.

She said the foundation has several large outstanding corporate asks, and noted that there are still plenty of large donors yet to be asked. We are in a great position, she said.

She noted that Marc Wallace and Carrell had spoken to make sure naming rights are OK with all parties.

iii. Implementation – Chad Rasmussen

Chad Rasmussen reported that the contract for the topographical survey was signed with Bishop Engineering and that they will be starting at any time. The firm will be working with Water Works and RDG Planning & Design, and we have received permission from both the City and Parks and Recreation to conduct a partial portion of the survey along Fleur on the Gray's Lake side.

iv. Marketing/Communication – Ryan Hanser

Gunnar Olson credited Ryan Hanser's good work for the recent press and noted Ryan's plan for a series of press pitches over the coming weeks and months. Olson noted the coverage in the Des Moines Register, the Des Moines Business Record and on TV. He also noted a future guest column by Reichardt in the Business Record.

v. User Groups - Dylan Huey

Dylan Huey reported that he is reengaging with the user groups now that there is more information to share about the progress of the capital campaign. He said he views his role as a connector and bridge between groups who might want to work together.

Claudia Schabel noted that this was an opportunity for fundraising and building ownership of the park.

Byus echoed the good idea of getting user groups to help support fundraising.

vi. Governance – Claudia Schabel

Schabel noted that she had started with the mid-year board assessments asking feedback on members' ongoing engagement with the board. Terms are expiring in 2016 and 2017, so not everyone exits at the same time.

She said she continues to develop materials for onboarding new board members.

We do have one individual presented to board via email from Carrell. His name is Jason Stone, and his qualifications are on the application. We received it back in June.

ACTION: Schabel made motion to appoint the new board member; Farr seconded. Motioned passed unanimously.

vii. DMWW Report – Marc Wallace/Dave Carlson/Dan Klopfer

Dan Klopfer gave an update on the pilot wetland project, which is testing its ability to remove nitrates. If successful, larger, permanent wetlands would be installed elsewhere in the park.

He noted that the utility was working on its 2017 budget, and that Carrell had provided the projected foundation spending for FY 2017 and 2018 to incorporate into DMWW's CIP.

He also noted that the utility was a third of the way through the process of updating its 20-year long-range plan, which is due at the end of the year. RDG and CHRM Hill are working on the plan. The Capital Improvement Program will be updated in January and the proposed circuit and George Flagg will be discussed as part of that process.

He also expressed the need for moving speedily ahead with starting on design if the foundation wants to build in 2017, so as to go out for bid in the preferred bidding season of late winter and early spring.

Reichardt noted that board members have been meeting with all the Des Moines City Council members, and that all of them have been excited about opportunity to adjust George Flagg to facilitate the additional phases of the Water Works Park Master Plan.

VI. Old Business

VII. New Business

Reichardt made a motion to approve the Water Works Park Foundation becoming members of the South Side and Downtown Chambers of Commerce. Huey seconded. Motioned passed unanimously.

VIII. Announcements

IX. Adjourn

Upcoming Meetings/Events

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

Campaign Executive Committee – Wednesday, July 13th - 4:00pm - DMWW