

DES MOINES WATER WORKS PARK FOUNDATION
Board of Directors Meeting
Friday, August 12, 2016- DMWW 12:00 - 1:30
Draft Minutes



Board Members Present: Randy Reichardt, Tom Farr, Dylan Huey, Chad Rasmussen, Kate Byus, Gunnar Olson, Hannah Inman, Marc Wallace, Jason Stone, Ryan Flynn, Claudia Schabel, Katie Gillette, Jed Gammell, Ryan Hanser, Proctor Lureman.

Guests/Staff: Josh Faber – RGI, Dan Klopfer – DMWW, Sam Carrell – DMWWPF.

I. Welcome/Call to order/affirm agenda

- Reichardt called the meeting to order at 12:00 noon.

II. Approve previous minutes

- The minutes from the July BOD meeting were reviewed and approved.
Motion: Second: APPROVED

III. Presidents Report – Randy Reichardt

- Reichardt acknowledged the impact of everyone’s summer travel plans, but that a lot of work was continuing to move forward and the BOD would see the results of that work both through the different reports coming from Marketing on our branding/logo, etc.

IV. BOD Development

- Campaign Update – Josh Faber (RGI)
Faber updated the board on funding efforts and reviewed the current list of funders and other prospects currently assigned to members of the Campaign Executive Committee. He explained July is typically a slower month due to vacations, etc., so not much movement on our overall number, but a lot of activity and asks in the pipeline. The CEC was continuing to make 1 on 1 calls and he encouraged other BOD members who may not be on the CEC, but had relationships with corporations or individuals on our prospect list (or people that should be on our prospect list) to reach out to Byus, Carrell or himself if they could assist. Faber said we were on track to wrap up the in-person and corporate asks by the end of the year and reviewed a proposed schedule for the next stages of the Campaign and development activities. He also explained how some of the public money asks would unfold based on their funding cycles. There was significant discussion on several of those possibilities and on-going development efforts by the DMWWPF as well as possible RGI involvement following the completion of their initial contract. Faber also laid out the general scope of work for the small donor to engage in the project which would kick-off later in the fall.

- LOGO/Branding– Ryan Hanser
Hanser explained the extensive work and process on branding the foundation over the last year and specifically in the last four months with Spindustry. He showed the Board the logo that the Marketing Committee and branding working group was recommending and why, as well as how the messaging and processes the group had worked through to arrive to this recommendation. There was extensive discussion and questions from several BOD members to further clarify the messages, use and the meaning of the image, how it can be interpreted, etc. Hanser and Inman, explained how the imagery could be a trail, water, wings, etc. and how we worked with different color pallets to demonstrate the cleansing process of DMWW. They also explained that the group wanted it to be dynamic, with more of an organic shape as opposed to more linear or modern.

Farr asked if Spindustry had done a trademark search, Hanser said he would check to make sure. He said if the BOD approved this design, Spindustry would then develop a book of standards for the logo's use.

MOTION: Adopt the new logo for the DMWWPF as recommended by the Marketing Committee and branding working group.

Moved: Hanser Second: Olson APPROVED

V. Committee Reports

- i. Finance/Treasurers Report – Ryan Flynn/Tom Farr
 - Flynn reviewed the July financials and stated that clearly we are in a much better financial position that we ever have been. He stated that we didn't have any additional revenues or pledges coming in in July, but as Faber pointed out, that's a timing situation. Farr added that he had completed the process of moving money from our Bankers Trust Accounts to the Community Foundation, but were maintaining a balance at Bankers Trust to keep accounts and line of credit open without accruing fees, and that we were officially debt free.
- ii. Development – Kate Byus
 - Byus noted that it was an interesting time in the process with so many people traveling, but noted that the response to our asks was very positive and they're simply asking us for time to consider their gift.
- iii. Implementation –Chad Rasmussen

- Rasmussen deferred to Carrell as he was unable to make the most recent negotiation with RDG. Carrell explained we continue to work through the different aspects of the design contracts. It's a bit more complicated due to the many entities and areas effected, but we are trying to simplify the process and get it wrapped up in the next week or two. Carrell noted Klopfer's valued assistance in making sure the progressions of the contracts fit with both DMWW and the City. Lureman inquired if the contract was hourly or based on project, Carrell indicated it was based on the total project(s).

iv. Marketing/Communication – Ryan Hanser

- Hanser explained now that we were more than halfway to our campaign goal we were starting to be intentionally more visible, and outlined some future anticipated coverage. He noted the front page DSM Register article was a good start, but also highlighted areas where we need to pay special attention to related to messaging. Olson complimented Hanser's efforts, noting this type of coverage doesn't happen by accident.

v. User Groups - Dylan Huey

- Huey explained how they were re-engaging user groups and growing out that community.

vi. Governance – Claudia Schabel

- Schabel introduced our new Board member, Jason Stone. Stone introduced himself and told the Board about his background and enthusiasm for the park, noting he frequently utilizes the park and lives nearby.
- Schabel reminded Board members to return their performance surveys.

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

Klopfer encouraged the Board to understand that he was here to help and bridge the efforts of the DMWWPF and DMWW. He mentioned that he was starting to meet regularly with Carrell to continue to assure good communication and understanding and explained how this was important so he could accurately forecast and schedule DMWW efforts to support the work of the Foundation, while working within the operational requirements of the utility. Wallace complimented Dan's work, involvement and experience. Carlson shared that the DMWW Board was collectively impressed with DMWWPF's progress over the last several months. Carlson noted that as we work through the final design process we needed to keep maintenance requirements in mind and that DMWW was also discussing their own naming rights policy.

Board Members inquired about how the pilot wetland project was going and Klopfer gave an update on both the wetland's use, progress and where they were in the permitting process for applying different treatments to the wetland. He mentioned the pilot project alone required 10 different permits and how that served as an example of how our project will go through an extensive permitting process.

VI. Old Business

- Chamber Memberships

Carrell announced that per the Board action in July, we had joined both the Southside/Eastside and Downtown Chambers of Commerce. Both organization's encouraged individual Board members to take advantage of the memberships.

- RDG Contract(s)
Already discussed

VII. New Business

- Fix It Bike Station – New Trail Head/REI/Polk County Conservation

Carrell reminded the Board that REI had made a \$10,000 gift to the DMWWPF to support some bike self FIX IT stations (one in the park and one outside the park) as well as the proposed ADA boat landing, in conjunction with their store opening last fall. Huey had followed up with the REI rep regarding where we were in process. During the store grand opening, we had provided a customer "vote" as to where to place a FIX IT station out on the trails. After exploring several options, and following a discussion with Rich Leopold at Polk County Conservation, Carrell was recommending placement of the "outside the park" station at the new trail head on the Great Western Trail a couple miles south of the Park. Polk County Conservation will coordinate the ordering and installation of the station and recognize REI and DMWWPF. The total cost is \$1,600. Carrell asked for BOD approval to move ahead with Polk County Conservation.

Motion: Allocate \$1,600 of the REI gift to Polk County for the purchase and placement of the FIX IT station at the indicated trail head on the Great Western Trail.

Moved: Inman Second: Rasmussen. APPROVED.

VIII. Announcements

IX. Adjourn – Meeting adjourned at 1:28 pm.

Upcoming Meetings/Events

DMWWPF Board Meeting: Friday, September 9 - 12:00 pm - 1:30 - DMWW
Campaign Executive Committee – Wednesday, August 10th & 24th, 4:00pm - DMWW