

DES MOINES WATER WORKS PARK FOUNDATION

Board of Directors Meeting

Friday, August 8th, 2014 - DMWW 12:00 - 1:30

Minutes

Attendees: Zac Voss - President, Bill Stowe, Kathryn Dickel, Dylan Huey, Morgan Wilcox, Tom Farr, Randy Reichardt, Kate Byus, Claudia Schabel (conference line), Hannah Inman, Ryan Flynn, Ryan Hanser and Gunnar Olson.

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 12:04 PM, by DMWWPF President Zac Voss on Friday, August 8th, 2014, at the boardroom of the Des Moines Water Works administrative building, 13 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, August 8th, 2014 were handed out prior to the meeting and reviewed by the board.

Motion: Dickel motioned to approve the minutes. Seconded by Byus. APPROVED.

III. **Presidents Report** (Zac Voss):

- Voss gave an updated report about the food cart vendors stating that we may be a little too late for vendors this year because of some of the requirements that were requested of the vendors along with timelines. The committee is looking to make the barrier of entry easier for next year. There has been continual interest by a few vendors and the User Group Committee will make sure we are able to have them stationed next year.

IV. **Committee Reports:**

i. **Development** (Kate Byus):

- Byus updated the board on progress of the Development Committee, specifically regarding the committee's review of the responses to our Feasibility Study RFP. Ultimately the committee is recommending the Renaissance Group (RGI), citing the alignment of RGI's approach with the DMWWPF's Board strategy to engage community leaders.
- Byus reviewed the proposed agreement between DMWWPF and RGI.

Motion: Byus moved to engage the Renaissance Group to conduct the Master Plan Campaign feasibility study, after 2 day open review of contract by BOD. Reichardt seconded. APPROVED.

- Dickel segmented into a marketing opportunity that aligns with the recent hiring of The Renaissance Group: IA Magazine will be focused on Clean Water in its upcoming issue and approached us about a potential segment to be included in the magazine. There will be a launch party for IA Magazine on Oct. 6th they have a large attendance and have a launch party in DSM and CR.

- 18,000 copies of the magazine are distributed state wide to economic development leaders, bank presidents, leaders in business industry, top CEO's, universities, boards, etc.
- We would be responsible for editorial content. Olsen suggests having a group of no more than 4 editors to divvy up the sections to efficiently complete our part.
- Inman informed the board that the magazine will be covering the trails as well.
- Voss stressed the importance of putting this idea through a vetting process in order to assure it was consistent with the spending guidelines of our grant money.

Motion: Voss motioned to go ahead with the process and move forward with the marketing development piece with IA Magazine given that Voss go through a vetting process of fund allocation, the second choice being that we raise the money separately. Inman seconded. APPROVED. *Schabel abstained due to being on the conference line.

Action item: Voss asked the development committee to develop a strategy for raising some additional operating funds so that we could more intentionally address such opportunities as they arise.

ii. **Marketing/Communication** (Kathryn Dickel):

- Dickel updated the board on the Foundation website and let everyone know that we are still working with Sasaki to get it rolled out.
- Dickel presented a temporary logo recommendation to use until a full fledged branding process can be undertaken. The BOD reviewed and selected a logo that Dickely will have some additional treatments of that logo created for BOD review.

iii. **User Groups** (Dylan Huey):

- Huey updated the board on the progress made with communication to potential vendors. The user group committee had one verbal commitment. Our agreement would be set to end in September.

- All initial reactions were positive from vendors and there are only minor details to be figured out and Huey informs board that everything will be set to go for the first nice day in spring.

vi. **Governance** (Claudia Schabel):

- Schabel shared the Committee Charters that the Governance Committee has been working on to be approved by September's board meeting.

- Farr suggests to send out the governance charter and have each committee adopt their own charter.

- Carrell informed the board that each committee will be sent a template for the governance charter and each committee will draft the charter for their individual committees to be approved by the BOD.

Motion: Olson moved to approve the Governance Committee Charter. Seconded by Lureman. APPROVED.

vii. **Treasurers Report** (Tom Farr):

- Farr handed out the treasurer's report prior to the meeting and updated the board on all account standings and allocated budgets.

V. **Old Business**

- Feasibility Study Vendor Recommendation: Steps were taken in prior discussion to decide upon feasibility study vendor.

VI. **New Business**

- Governance - Structure - Committee Charters: Discussed prior by Governance Committee.
- Vendors - Insurance: Reviewed during User Group overview
 - There will be formal requirements for 2015 along with minimum requirements for vendors for consistency.

VII. Announcements:

VIII. **Adjourn:**

Motion: Farr motions to adjourn, Voss seconded at 1:32 PM. APPROVED and adjourned.

Upcoming Committee Meetings

Development Committee: TBD

Marketing Committee: Thursday, October 2nd - 1:00 pm - DMWW

[1st Thursday each month]

Governance Committee: TBD

User Groups Committee: TBD

Next BOD Meeting: Friday, September 12th, 2014 (12:00 pm - 1:30 DMWW)

[2nd Friday each month]