

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

**Attendees:** Zac Voss - President. Tom Farr. Dvlan Huev. Morgan Wilcox, Katie Gillette. Kate Bvus. Rvan Flvnn, Ryan Hanser, Gunnar Olson, Proctor Lureman and Marc Wallace.

**Guests/Staff:** Josh Faber from the Renaissance Group. Sam Carrell – staff.

**I. Call to order/ confirm quorum:**

- The meeting was called to order at 12:06 PM. by DMWWPF President Zac Voss on Friday, September 12th, 2014. at the boardroom of the Des Moines Water Works administrative building. 11 of the 17 members were present and all 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:** Bvus motioned to approve the minutes. Seconded by Flynn. APPROVED.

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

- Voss covered all that has been done since August's board meeting:
  - Mike Bell helped to unwrap some of the elements of the plan to create action steps for moving priorities forward. This will provide The Renaissance Group with information for the steps that should come first. This information was compiled and put into a gantt chart (will also be put into excel and sent out to group).
  - The booklet insert for IA Magazine has been completed and Voss reminded the group that October 7th is the launch party for IA Magazine.
  - Voss also mentioned that he would like to nominate Chad Rasmussen to join the board. Voss believes Rasmussen's Project Management skills will provide a lot of value to the foundation.

**IV. Guest Presentation: Josh Faber - RGI - Feasibility Study Process**

- Faber provided the board an overview of some of the previous work and the strategy behind the feasibility study. Faber

provided a 'pre-campaign outline' handout to the board.

- The feasibility study will be broken out into phases.
- Faber also mentioned that he would try and make himself available for the Foundation's board meetings to provide updates.
- Byus mentioned that one of the positive results of phasing is that Des Moines Water Works and The Foundation will be more in sync with each other for what is going on.

#### IV. **Committee Reports**

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

- Byus reported that the majority of work that the development committee has done in the last month has been working with The Renaissance Group in moving forward with the feasibility study.

##### ii. **Marketing/Communication (Morgan Wilcox):**

- Wilcox reported that the Marketing Committee Charter was reviewed by those who attended the meeting and was approved.
- Newsletter- The newsletter was sent out and provided information on events in the park as well as the Foundation and its mission.
- Social media- The group has continued to provide valuable information through social media outlets (i.e- Iowa Environmental Council, Iowa Outdoor Expo, trails articles, etc).
- Booklet insert for IA Magazine has been completed and will be featured in IA Magazine that is centered around water.
- Launch party on October 7th at the Botanical Center. Dickel is working with Trellis for a potential after party.

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

- Huey informed the board that a regular meeting will be set for the User Group committee.
- Huey also mentioned that the food cart vendors will be set up for next summer.
- Byus inquired about programming strategy and Huey indicated that it would be a focus of the user group for this coming spring and summer

##### vi. **Governance - (Tom Farr)**

- Farr provided the report on Schabel's behalf, he mentioned that part of their effort is towards a board recruitment process.
- Farr also discussed the need to create a finance committee and preliminary talks with Flynn and Carrell to get it set up
- Farr reviewed the Conflict of Interest Policy stating that it is important that everyone acknowledges that they have read and understand the policy and will be

sending out a signature sheet for each BOD member to sign regarding the policy

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

- Farr updated the board on all account balances at both the bank and Community Foundation and that expenses were in line with our plans.

V. **Old Business**

- Governance - Structure - Committee Charters
  - The Marketing, Development, Executive and User Group Committee Charters, were submitted by their respective committee and put before the Board for its approval.
  - Operational agreements will need to be defined down the road as well as financial agreements.

**Motion:** Lureman motioned to approve the Committee Charters as presented, and to include in the Executive Committee Charter a stipulation allowing them to spend up to \$10,000 without full board approval should the board of directors be unable to meet on short notice. Byus seconded. APPROVED.

- Advisory Group Approval:
  - A slate was presented by Carrell of the first seven members of the Advisory Group and the job description of that group.

**Motion:** Olson moved to approve the slate of members and job description. Second by Byus. APPROVED.

- Board of Directors manuals: Each Board member present received their Board Manual and the features were discussed. Agendas and previous minutes will still be sent out electronically, but three hole punched versions will be provided from now on at each BOD meeting.

VI. **New Business**

Potential BOD member:

- Voss brought forward the nomination of Chad Rasmussen to join the board.

**Motion:** Wallace motions to provide Chad with a formal invitation to sit on the Board of Directors of the Des Moines Water Works Park Foundation. Olson seconded. APPROVED.

Financial Reports:

- Farr suggests that we need a motion to obtain Ryan Flynn's firm as the firm that the Foundation uses for financial requirements for 2014-215.

**Motion:** Byus motions to approve Farr's suggestion. Huey seconded. APPROVED.

### Phasing Process

- Voss presented the phasing process that Mike Bell helped the board with and explained the importance of the information that was gained and how it will help prioritize steps in this process.

### VII. Announcements

### VIII. Adjourn

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

### Upcoming Meetings/Events

Development Committee: TBD

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

[1st Thursday each month]

Governance Committee: TBD

User Groups Committee: TBD

Iowa Magazine Clean Water Kick-off - Tuesday, October 7, 2014 - 5:00 - 7:00

Botanical Center

(probable after party celebration - 7:00 - 9:00 - Trellis). Significant others invited.

Next BOD Meeting: Friday, October 10 - 12:00 pm - 1:30 DMWW

[2nd Friday each month]