

MEETING MINUTES

MEETING START TIME: 7:30 a.m.
MEETING END TIME: 8:55 a.m.

PRESENT: Fran Formanek, Dr. Carl Miller, Katie Bakke, Mary Powell, Kerstin Boudreau (on phone), Martha Tymeson, Steve Carlyon, Mike Swinghamer, Amy Hendrickson (on phone)

The meeting was called to order at 7:30AM.

ANNOUNCEMENT: Mary requested that anyone wanting to call in to a meeting should let River Architects staff know at least 24 hours in advance. If only one person is calling in, they can be transferred to the conference room phone, but when multiple people call in, we need to have time to set up a go-to meeting. Thank you!

ANNOUNCEMENT: Carl shared that Fran will be receiving a Distinguished Servant award from The ARC and Citizens Advocacy programs. Everyone is invited to attend the event on August 21st at 5:00pm at the Myrick Park Center. There will be an award presentation followed by a reception with food & beverages.

FINANCIAL REPORTS: Steve reported that the City has a current balance of \$839,000. LAF has a balance of approximately \$200,000.

OLD BUSINESS

Approval of Meeting Minutes: Last month's minutes were approved unanimously.

Bids for Parking Lot & Building: Mike stated that the drawings are due at the City this week. The City will provide the documents to whoever wants to bid. Bids were separated into a Base Bid for the Building and an Alternate Bid for the Parking Lot. Bids were split this way due to a concern of funding to cover both items. The bids will be opened on September 11th with final bid approval made by the City Council at their September meeting.

Mike also stated that the Trane Park acreage consists of four separate parcels. In order to proceed with the project, it needs to be combined into one parcel. Steve is working to get that accomplished.

Terminology for Interview: Katie is reviewing the previous document and will make the necessary edits.

Naming the Park: Steve explained that the City does not have a policy for selling naming rights. Naming Rights means there is a legal contract. On the other hand, Donor Recognition is simply a way of thanking donors and does not involve any contract rights to the donors. Donor Recognition would include things such as a donor wall or plaques that provide the name of the organization or person that contributed to a certain item. After much discussion, it was determined that we are looking for a branding or marketing type name.

Motion by Mike, seconded by Carl to have a competition to obtain ideas for branding names. Motion passed unanimously.

Link to Minutes: Adding a link to this Board's meeting minutes was discussed. The link will be added to our web-site. Financial balances can be included, but donor names should not be posted.

COMMITTEE REPORTS:

Equipment: As discussed last month, the equipment committee should make a presentation to this Board so we can see the current plans/design. Also, at the ground breaking for the building, we should have big display boards showing the park design.

Fundraising:

- Carl & Fran sent a letter to 23 potential donors who have not yet contributed. Carl will follow up with them after the golf outing is over. Carl also needs to follow up with Trust Point.
- Fran made a presentation to the Shelby Town Board requesting a donation. Shelby approved a \$5,000 donation which can be matched with CapX2020 funds.
- The Mayor is sending a request to the County to revise the current CAPX2020 resolution so that donations from non-profits, school districts, private donors, etc. can be utilized to obtain a match of CAPX2020 funds for this project.

Marketing:

- Printed thank you cards and envelopes are available. If you need any, please contact Kerstin.
- A retractable banner was given to Steve. It can be taken to presentations and events for marketing purposes.
- Metre has created some Facebook posts that talk about the park zones and is looking for pictures of equipment or zone layouts. After some discussion, it was determined that it would be better to go with an overall site plan, rather than just individual zones.
- Our Facebook ad agreement ends August 31st. We have spent \$5000 for the ads and received 953,000 impressions from those ads. It is difficult to quantify what we have received in donations from these ads. **Motion** by Martha, seconded by Katie to continue the ads for another year but be more direct in asking for donations. Passed unanimously.

Grants:

- Dahl Family Foundation grant application is just about ready to go. There was some discussion as to the value of the in-kind donations. Mike should send Martha an estimated dollar value of the in-kind donation pledges. Mary will send a copy of the most recent City Financial Report to Martha.
- Associated Bank: J.M. has agreed to be our sponsor for this grant. Katie will check with him to determine what amount we should ask for. Martha also needs the percent of low-income, underprivileged families that are served in this area. Steve will provide that info to Martha.
- BNSF – Steve will reach out to them.
- Bremer – still need to determine if we can resubmit an application now, or if we have to wait until March, 2019.
- MCU Foundation – someone should check into this. Marine Credit Union already provided a donation, but the foundation may be a different entity.
- Festival Foods is open to another ask. Fran will send the information to Martha.

NEW BUSINESS:

Re-engage: Steve is encouraging all board members to re-engage. It has been noticed that some board members no longer show up for meetings.

Capital Improvement Meeting: The next Capital Improvement budget meeting is August 20th at 6:00 PM in the City Council Chambers. Kerstin will make an announcement of this on Facebook. Katie will send an email to our volunteers regarding the need for support.

Wisconsin Public Radio: Fran and Steve were interviewed by WPR. WPR is also going to write an article about the project.

River Architects Proposal: A proposal for A & Engineering Services was provided to the City for Phase 1 and Phase 2 of the project. Steve requested that this Board recommend that the City accept the proposal.

Motion by Carl, seconded by Kerstin to recommend that the City accept the proposal from River Architects.
Passed unanimously.

Golf Outing: Carl reported that everything is set to go for the outing. We have about 60 golfers and 19 hole sponsors.

Next meeting is September 19th @ 7:30am at River Architects.

Meeting adjourned at 8:55 am.

Meeting notes by: Mary Powell