



**FINANCE & ADMINISTRATION SUB-COMMITTEE
MEETING MINUTES
Wednesday, January 10, 2018 - 7:00 AM
West Des Moines City Hall – 4200 Mills Civic Parkway
Training Room, 2nd Floor**

Present: Councilmember Russ Trimble, Councilmember Jim Sandager, City Manager Tom Hadden, City Attorney Dick Scieszinski, Finance Director Tim Stiles, Human Resources Director Jane Dodge, Budget Analyst Chris Hamlett, and Administrative Secretary Maureen Richmond

Guests: Mr. Matt Beatty, Iowa Sports Foundation for the Iowa Senior Games
Mr. Kevin Bourke, Iowa Sports Foundation for the Iowa Senior Games
Ms. Carole Chambers, West Des Moines Chamber of Commerce
Mr. Ryan Osborn, Junior Achievement of Central Iowa
Mr. James Stephenson, Tallgrass Theatre Company

Meeting was called to order at 7:00 AM

1. Hotel/Motel Presentations

Prior to the December 29, 2017, deadline, twelve (12) organizations completed applications for discretionary Hotel/Motel Tax funding for the upcoming fiscal year beginning July 1, 2018. Part of the application process includes a brief presentation by the applicant organization to the F&A committee. Mr. Stiles noted that these presentations are scheduled to occur over the course of the next three (3) meetings, with this meeting including the first round of presentations. Mr. Stiles introduced representatives of the presenting organizations:

a. Iowa Sports Foundation (Iowa Senior Games)

Mr. Matt Beatty and Mr. Kevin Bourke, 1421 S. Bell Avenue, Suite 104, Ames, representing the Iowa Senior Games, submitted the application with a summary of the organization. The organization is requesting a \$10,000 contribution which is consistent with the amount requested in previous years.

The application noted that the Iowa Senior Games promotes wellness and health living for adults 50 and above by annually hosting athletic, recreational, and socially interactive competitions in West Des Moines. The community has helped support and promote this event by hosting for over 30 years. The Iowa Senior Games brings over 1,000 athletes, their families, volunteers, officials and spectators to WDM. In 2016, the Games hosted 829 participants representing 67 Iowa Counties, 19 surrounding states, and 2 Canadian provinces.

The multi-sport event will be held in June 2018 with a large majority of events held in West Des Moines. The West Des Moines and Waukee school district facilities, WDM city parks, and WDM private recreation facilities will be utilized to host events.

The requested funds will be used to purchase participation medals, apparel and food for officials, volunteers and athletes, medical support, ice signage, insurance, transportation, and marketing to increase participation.

b. WDM Chamber of Commerce

Ms. Carole Chambers, President and CEO, representative for WDM Chamber of Commerce, 650 S. Prairie View Dr., Suite 110, have submitted an application for a total of \$67,000.

Their previous year request was approved for a total of \$67,500, of that total, \$17,500 was for the West Des Moines Chamber and \$50,000 was for the West Des Moines Development Connection. Ms. Chambers noted that this year's requested funds have decreased to a level prior to their move. She acknowledged that her predecessor's goal of becoming financially independent from the City may not have been viable, and the Councilmembers also acknowledged that the Chamber performs an essential function to assist the City.

Ms. Chambers noted that this year's request, if granted, would be for continued expanding development of the WDM Chamber as follows:

- Assist the City with targeted industry marketing plans and sales calls in concert with the recommendations in the Angelou marketing plan.
- Provide entertainment and programming conducive to developing relationship with site selectors. Helping with cost of program, receptions and other marketing efforts.
- Promote local and regional economic development related associations and business organizations.
- Offset costs related to targeted market trade shows, industry sales calls within Central Iowa, statewide, and across the region..
- Sponsor and manage the WDM Leadership Academy.
- Complete a survey of residents within Polk County portion of West Des Moines concerning the March 6, 2018, Local Option Sales Tax vote. This survey will measure the current level of support for a sales tax increase.
- Develop programs with the West Des Moines Community Schools where business is integrated in the classroom, internships and school-to-work programs.

c. Junior Achievement of Central Iowa

Mr. Ryan Osborn, President of Junior Achievement of Central Iowa (JA), 6100 Grand Avenue, Des Moines, provided a summary of his program. The organization is requesting a \$5,000 contribution which is consistent with the amount requested in the previous year.

Junior Achievement is the nation's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. A large part of this program is to facilitate a standing display called JA BizTown, which simulates the workings of a city. The funding from the City will provide funding for the exhibit's storefront along with paying for some of their program materials, maintenance, and technology. JA BizTown primarily serves students in 4th to 6th graders and focused on financial literacy, work readiness and entrepreneurship. After 4-6 weeks of curriculum in their classrooms, students spend about five hours on-site at JA BizTown, where they experience hands-on working of business and community functions at store-front sites. JA Biz

served 1100 West Des Moines students during this school year which was approximately 18% of all student served in the program. The cost for each student participating is \$30.32; \$17.50 of the fee is paid by the participating schools.

Councilmember Trimble asked which, if any, other municipalities are sending students to BizTown and whether those cities are contributing financially to the organization. Mr. Osborn responded that no other city governments participating, but he also noted that the JA Board has refined a funding plan to receive payments from the participating school districts.

d. Tallgrass Theatre Company

Mr. James Stephenson, representative of the Tallgrass Theatre Company, 1401 Vine Street, brought forward discussion of the organization's requests for funding of \$10,000. The organization had requested \$18,000 the previous year (1st year participant) and the City ultimately approved \$14,000 to purchase stage lighting equipment.

Tallgrass Theatre Company was founded in 2003 and moved to West Des Moines in 2006. Tallgrass provides cultural opportunities for residents of the City and the metro in general. Tallgrass is completely volunteer-driven and typically produces 3-4 shows per year. New this year, a Reading Series is being added using West Des Moines Parks and Recreation Valley Junction Activity Center.

After a successful campaign to replace aging lighting equipment with a cost of \$30,000 concluded in September of 2017 with the support of last year's contribution from the City and support from multiple public entities and private donors, the requested funds for the upcoming year are targeted to fund sound and projection equipment.

Councilmembers received the four presentations and will ultimately recommend funding after all 12 presentations are received. The recommendation will be included in the 2018-19 City Budget which will be presented to Council for approval in late February.

2. Professional Services Contract to Provide Consulting Assistance in Information Technology Director Recruitment

Mr. Hadden, Ms. Letzring, and Ms. Dodge brought forward an update for the search of an IT Director. The vacant position was advertised by the City's Human Resource Department with a deadline of July 28, 2017. There were 89 applicants, but ultimately the preferred final candidate declined the offer of employment.

Staff is requesting to hire a recruitment firm to locate a qualified candidate for this position. Staff is recommending the use of Aureon for this task. Aureon is located in West Des Moines and specializes in IT staffing. An agreement will need to be negotiated, but the cost would be approximately 25-50% for the first year(s) of the IT salary (which ranges \$100,000 to \$160,000).

Councilmembers supported the recommendation to hire an outside firm to continue a search for an IT Director and agreed that staff should negotiate a contract and place the agreement on the January 22, 2018, Council Agenda for consideration and approval.

3. Other Matters

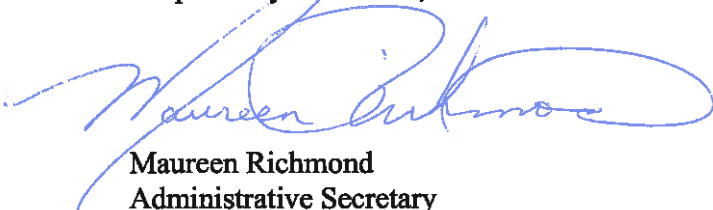
None

4. Staff Updates

- Mr. Stiles noted the West Des Moines Municipal Band reached out for administrative support in completing a grant application from Prairie Meadows. The band partners with Parks and Recreation with program events. Tim will meet with Parks and Recreation Director Sally Ortgies and possibly with the Band representatives to gain a better understanding of their financial situation – it would seem that Hotel/Motel funding may be a realistic option for this group because of their association with the City.
- Mr. Hadden gave an update on City Hall HVAC system and space planning. KJW (security firm) and Envision (City Hall space needs planning firm) have been coordinating their efforts discussing the security building assessment and the office design of City Hall. Mr. Hadden noted a meeting will be scheduled with West Des Moines Water Works to negotiate their office space. A presentation to Council related to the City Hall Space Plan will be scheduled for some time in February.
- Mr. Hadden noted KJW has assessed the security risks for City Hall and will be scheduling future employee training.
- Mr. Scieszinski informed the committee that five houses are being purchased as part of the right-of-way acquisition process for the construction of Veterans Parkway in conjunction with Project Osmium. A contract will be presented to the City Council allowing three of the homes to be sold through a competitive bid process and moved off-site. Two of the houses will be demolished.
- Mr. Scieszinski provided information regarding the installation of a lattice tower for the location of over the air antennas at the Rogers Farm apartment complex south of Stagecoach Drive and east of South Jordan Creek Parkway. Federal regulations provide municipalities with little regulatory authority of these antennas. Councilmembers Trimble and Sandager proposed a meeting with the apartment owners in an effort to mitigate the effects of the tower.

Meeting was adjourned at 8:05 AM.

Respectfully Submitted,



Maureen Richmond
Administrative Secretary