



FINANCE & ADMINISTRATION SUB-COMMITTEE
Wednesday, January 24, 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, Finance Director Tim Stiles, Assistant City Attorney Greta Truman, Budget Analyst Chris Hamlett, and Administrative Secretary Maureen Richmond

Guests: Mr. Chuck Ebensberger, WDM Soccer Club
Mr. Bill Scott, WDM Soccer Club
Mr. Jason McArtor, WDM Girls Softball Association
Mr. Scott Hatfield, WDM Historical Society
Ms. Gale Brubaker, WDM Historical Society
Ms. Nicole Wanzer-Serrano, National Speech and Debate Association
Ms. Amy Seidelman, National Speech and Debate Association
Ms. Emily Kriegel, National Speech and Debate Association

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 three meetings in January, with this meeting including the third round of presentations. Councilmembers will ultimately recommend funding after all 12 presentations are received and the recommendation will be included in the FY 2018-19 budget which will be presented to Council for approval in late February. Mr. Stiles introduced representatives of the presenting organizations:

a. WDM Soccer Club (WDMSC)

Mr. Chuck Ebensberger and Mr. Scott, representatives of WDM Soccer Club, provided a summary of the organization and described how the requested funding would be used. The WDM Soccer fields are located in Raccoon River Park (2500 Grand Ave.) and Hidden Valley (1875 Walnut Woods Dr.). This Club's primary purpose is to provide health, recreation, and soccer skill building services to our membership. The program membership is for ages 3 through 18, and services range from recreational, parent-coached soccer teams that train and compete locally, to competitive, professionally-coached teams that travel the Midwest. There are approximately 1,200 students in the program.

The organization is requesting \$80,000 in funding for FY 18-19. The organization received \$20,000 funding last year. The FY 17-18 funding supported safety-related ADA compliance

parking lot improvements at both fields including reconstructing spectator paths, fencing, and parking lot striping and configuration, additional portable lighting, field entrance to restroom buildings, and a turf mower for increased grounds maintenance expense.

The requested 18-19 funding would go to support:

- Ongoing AD-related items for an asphalt pathway
- Grounds maintenance – both parks
- Electricity to maintenance building
- Irrigation repairs – need new well head, will be replaced in phases
- Patio and roof repair

Councilmember Sandager wasn't comfortable funding \$80,000 for one fiscal year, but could possibly consider advance funding for a term of 4 years for capital projects. Councilmember Trimble also didn't support that level of funding, nor did he support advance funding. Mr. Sandager requested that the organization discuss with their board and give the feedback to Mr. Stiles. Follow up: There was no further communication from the Soccer Club on this issue.

b. West Des Moines Girls Softball

Mr. Jason McArtor, representing West Des Moines Girls Softball (WDMGS), provided details of their plans for using this year's request of \$20,000. The organization received \$20,000 funding last year. Since the 1960s, WDMGS has provided thousands of girls, kindergarten through 8th grade, an opportunity to participate in recreational and competitive softball. In 2017 there were 411 participants in the spring and the competitive tournament program has 120 participants. In addition to the recreation teams, WDMGS runs a tournament teams program designed to provide girls to experience in the competitive environment.

Last year's funds were used for scholarships, field renovations, sprinkler system, and improvements to concession stand (epoxy floor, AC unit and freezer). This year's funds, if awarded, will go towards continued field improvements.

Mr. Stiles noted that the WDM Parks and Recreation department is including improvements at the complex in the future CIP plan of approximately \$300,000 to include paving dugouts and resurfacing fields.

c. West Des Moines Historical Society

Mr. Scott Hatfield and Ms. Gale Brubaker representing WDM Historical Society, 2001 Fuller Road, West Des Moines, provided a summary of their organization. The organization is requesting a total of \$40,000 in funding for FY 18-19. The organization received \$50,000 in funds last year. WDM Historical Society provides significant learning experiences at two historic sites for hundreds of visitors and school children each year, Jordan House and Bennett School.

In 2017 the WDM Historic Society offered many event and celebrations; Black History Month, partnered with the 5th Circuit Court and hosted a naturalization ceremony for 57 new U.S citizens, Home for the Holidays events, and the James C. Jordan Scholars Leadership Institute for Valley and Dowling high school students.

Last year's funds were used for capital repairs and projects on the Jordan House; lighting and

security, heating lines for water service in kitchen and bathrooms, chimney tuck point, insulation, new gutters, exterior house and fence was painted. The Bennett School exterior was repainted.

Mr. Hatfield noted that the requested funds, if awarded, would be used for the following:

Jordan House

- Regrade lawn and gardens per insurance risk assessment
- Install sidewalks per insurance risk assessment
- Interior and exterior lighting upgrades
- Attic insulation
- Wiring repair
- Ceiling repair
- Public bathroom repair/remodel

Bennett School

- Attic insulation
- Landscaping

It was noted that during 2017 the West Des Moines Historical Society received \$100,000 from a private donor, which accelerated their capital improvement program.

d. National Speech & Debate Association

Ms. Nicole Wanze-Serrano, Ms. Amy Seidelman, and Ms. Emily Kriegel, representing National Speech and Debate Association (NSDA), 401 Railroad Place, provided a summary of their organization and details of their plans for using this year's request of \$36,000. The organization received \$23,000 funding last year.

NSDA's mission is to recognize student and coach achievement in speech and debate. They have been in existence since 1925 and their programs help establish speech and/or debate programs in local schools. NSDA purchased the building at 401 Railroad Place in 2016 and moved their national headquarters to West Des Moines during 2017.

Last year's funding was used for; mural, interior painting, quote lettering and install, Leadership and Student history displays. If awarded, this year's funding request will be used for:

- Updates to maximize the interior for current employees and allow for new employees
- Additional work space
- Updated lighting and entry door
- Display case for endowed memorial awards
- Visual art in the newly arranged space

It was discussed that the organization had applied for the City's Valley Junction Economic Improvement programs, and received a small award to help with improvements to the building.

2. Establish a Fee for Permitted Conditional Use (Use Only)

Mr. Stiles presented a new fee for Permitted Conditional Use. On January 22, 2018, the City Council reviewed the first reading of an amendment to city code to separate the review process for Permitted Conditional Use permit into two phases: one for review of the land use and one for the review of the site plan if there are site improvements proposed. The Board of Adjustment recommended that the site plans often associated with Pc permit were better reviewed by Plan and Zoning Commissions and City Council. The Development and Planning City Council Subcommittee agreed and the amendment changes the process in the Zoning title of the code.

Development Services staff recommends that the fee be established at \$100.00.

Councilmembers supported placing this item on an upcoming Council Agenda for full consideration and approval.

3. Non-Discrimination Language in City Contracts

Ms. Truman presented amending an ordinance in the West Des Moines City Code by adding Non-Discrimination Provision language. The Iowa Civil Rights Act of 1965, as amended, provides protection to individuals of non-discrimination. The ordinance incorporates the language of the Iowa Civil Rights Act in City code and requires that City agreements with contractors and vendors include similar non-discrimination language in the agreement. The Act applies to both public and private employers.

Councilmembers supported placing this item on an upcoming Council Agenda for full consideration and approval.

4. Staff Updates

a. Amended Application from Ballet Des Moines

At the January 17, 2018, Finance & Administration Committee meeting, Ballet Des Moines presented their request for Hotel/Motel funding. It was discussed that one of the Ballet financial supporters is BRAVO, giving their organization a donation of \$45,000 in the previous fiscal year. Mr. Sandager explained that if an organization receives funding from BRAVO and per hotel motel policy, the request for hotel motel funding would only relate to capital projects. There was a misunderstanding by the applicant of this rule as they had indicated some operational support in their application. Mr. Stiles recommended that Ballet Des Moines resubmit the request, noting the specific plan for capital items.

Mr. Stiles presented their revised request in the amount of \$30,000 showing funding for capital projects. The funds, if awarded, will be used for a specialized floor called Marley Flooring. The current flooring is more than 12 years old and is in need of replacing with an approximate cost of \$14,000. Additional requested funding would assist with sets, costumes, props, and backdrops.

b. Final Deliberations Regarding Hotel Motel Tax Applications

The Councilmembers wanted to bring the Committee’s discussion of Hotel/Motel applications to a close by discussing preferred funding levels for each organization. Discussion resulted in these recommendations, which were agreed to by both Councilmembers and staff:

| <u>Organization</u> | <u>Amount</u> |
|---|----------------------|
| Tigers Softball | \$ 2,000 |
| WDM Chamber of Commerce | 67,000 |
| WDM Historical Society | 40,000 |
| WDM Soccer Club | 20,000 |
| Historic Valley Junction Foundation | 125,000* |
| Eddie Davis Community Center | 15,000 |
| WDM Girls Softball Association | 20,000 |
| Iowa Sports Foundation for the Senior Games | 10,000 |
| Tallgrass Theatre Company | 10,000 |
| National Speech and Debate Association | 27,000 |
| Junior Achievement of Central Iowa | 5,000 |
| Ballet Des Moines | <u>14,000</u> |
| Total | \$355,000 |

*Historic Valley Junction Foundation (\$100,000 Operations, \$25,000 WDM125)

The Councilmembers recommended that this FY 2018-19 Hotel/Motel Tax allocation be incorporated into the City’s overall FY 18-19 Operating Budget, which will be presented during a Public Hearing at the February 20, 2017, City Council meeting.

5. Other Matters

None

Meeting was adjourned at 8:10 AM.

Respectfully Submitted,



Maureen Richmond
Administrative Secretary