



**FINANCE & ADMINISTRATION SUB-COMMITTEE
MEETING MINUTES
Wednesday, January 9, 2019 - 7:00 AM
West Des Moines City Hall – 4200 Mills Civic Parkway
Council Chambers**

Present: Councilmember Russ Trimble, Councilmember Jim Sandager, Deputy City Manager Jamie Letzring, Finance Director Tim Stiles, Community and Economic Director Clyde Evans, Accounting Manager Lesley Montgomery, Budget Analyst Chris Hamlett, and Administrative Secretary Maureen Richmond

Guests: Ms. Jessie Phillips, Tallgrass Theatre Company
Mr. Tyler Klobassa, Tallgrass Theatre
Ms. Carole Chambers, West Des Moines Chamber of Commerce
Mr. Matt Beatty, Iowa Sports Foundation for the Iowa Senior Games
Mr. Kevin Bourke, Iowa Sports Foundation for the Iowa Senior Games
Ms. Julie Burtnette, Des Moines Children's Museum
Mr. Mark Lyle, Friends of the Terrain Therapy Garden Project
Ms. Mary Van Horn, Friends of the Terrain Therapy Garden Project

Meeting was called to order at 7:00 AM

1. Hotel/Motel Presentations

Prior to the December 21, 2018, deadline, fifteen (15) organizations completed applications for discretionary Hotel/Motel Tax funding for the upcoming fiscal year beginning July 1, 2019. Three (3) applications are new organizations. 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. Councilmembers will ultimately recommend funding after all 15 presentations are received and the recommendation will be included in the FY 2019-20 budget, which will be presented to Council for approval in February.

a. Tallgrass Theatre

Ms. Jessie Phillips and Mr. Tyler Klobassa, representatives of the Tallgrass Theatre Company, 1401 Vine Street, brought forward discussion of the organization's requests for funding of \$12,000. The organization had requested \$10,000 the previous year and the City approved \$10,000. The funds were used for sound and projection equipment with video software which interacts with the lighting system.

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 shows per year. Also there is a children's program, Seedlings using West Des Moines Parks and Recreation Valley Junction

Activity Center and promoting the program in the WDM Magazine.

Ms. Phillips indicated that requested funds for FY 19-20 will be focused on two capital projects: integration and expansion of the existing network of technical devices and the expansion of the children's Seedling program. Tallgrass needs better house lighting and backstage lighting. All of this equipment would be portable for moving to a new space in the coming years.

Tallgrass is also seeking funding to continue to build the Seedling program. This program is currently conducted at the Valley Junction Activity Center. The funding would assist with a pipe and drape system to separate backstage from the audience, lighting stands, and speakers with microphones.

b. WDM Chamber of Commerce

Ms. Carole Chambers, President and CEO of the WDM Chamber of Commerce, 650 S. Prairie View Dr., Suite 110, submitted an application requesting FY 19-20 funding of \$75,000. The organization had requested \$67,000 the FY 18-19 previous year and the City approved \$67,000. The funds were used for programming speakers and meetings, young professional activities, the college intern program, completing Local Option Sales Tax survey in 2018, support of the WDM Leadership Academy, and promotion of the city for workforce development.

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

- Assisting the City with targeted industry marketing plans, quality of life, workforce, and economic development, including entertainment and programming conducive to developing relationships with site selectors and key business executives.
- Promoting local and regional economic development related associations and business organizations.
- Attending market trade shows as well as industry sales calls within Central Iowa, statewide, and across the region.
- Sponsoring and managing the WDM Leadership Academy.
- Covering the cost of a direct mail piece to residents within the Polk County portion of West Des Moines for the March 5, 2019 LOSST vote. Providing talent to speak at numerous groups regarding the facts for LOSST.
- Developing programs with the West Des Moines Community Schools where business is integrated in the classroom, internships and school-to-work programs.
- Web and Social Media support for Go West advertising marketing activities.

Councilmembers acknowledged that the Chamber performs an essential function to assist the City.

c. 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 funding for \$12,000. The organization had requested \$10,000 the previous year previous year and the City approved \$10,000. The funds were used for purchasing medals, apparel for officials, volunteers and athletes, medical support, ice, signage, transportation, and marketing.

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 2018, the Games hosted 1,014 participants representing 68 Iowa Counties, 20 surrounding states, and 1 Canadian provinces.

The multi-sport event will be held in June 2019 with a large majority of events held in West Des Moines. The West Des Moines 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.

d. Des Moines Children's Museum

Ms. Julie Burtnette, 1551 Valley West Drive, Suite 234 (Valley West Mall), West Des Moines representing Des Moines Children's Museum, submitted the application with a summary of the organization. The organization is requesting funding of \$20,000. The organization is a first time applicant.

The organization's purpose is for young children and their caregivers. Children's museums are recreational, cultural entertainment facilities. The mission of building the foundation of lifelong learning through the power of play with interactive exhibits at the museum and traveling exhibits that are taken to the community at festivals and events. They are also a gateway activity to other cultural activities. Children's museums promote tourism with young. The closes children's museum is over 100 miles away either in Omaha or Coralville.

If the funding is awarded, the funds would be used for, among other needs:

- Moving to a larger space within the mall, from 2,000 square feet to 9,000 square feet. The funds will likely be used to create additional exhibits and upgrade current exhibits.
- Providing additional children's programming
- Provide restroom facilities for guests and a handwashing station and water fountain.
- Replacing flooring

e. Friends of the Terrain

Mr. Mark Lyle and Ms. Mary Van Horn, 5870 Fairway Court, West Des Moines are representing Friends of the Terrain Therapy Garden Project, submitted the application with a summary of the organization. The organization is requesting one-time funding of \$25,000. The organization is a first time applicant.

The organization was formed solely to raise funds and construct a terrain therapy garden for veterans and families for patients using the VA Central Iowa Health Care System. Currently there are 11 physical therapist holding sessions six days a week with some veteran patients having five sessions per day. In total over 1,100 sessions are held in two rooms, one of which is in a no window

basement. If the funding is awarded, the funds will be used to construct an outdoor 3-season physical therapy area at the VA Hospital, located at 30th & Euclid in Des Moines.

This organization is campaigning for \$250,000 for funding from several government agencies and local companies (including other cities, Polk County, the American Legion, Wells Fargo, Bankers Trust, Farmers Mutual, Knights of Columbus to name a few).

2. Property Tax Rebate Applications

Mr. Evans, Ms. Hernandez, and Ms. Wacker presented a Property Tax Rebate Application received from Penta Partners LLC on December 28, 2018. The application indicates that Penta is proposing to renovate the former Brigg / Continental Western building on the corner of Westown Parkway and Jordan Creek Parkway.

The applicant is working on securing a potential tenant to create a to-be-determined number of full-time and part-time positions. The renovation is estimated at \$6.3 million and the applicant has proposed a minimum assessment of \$8 million. Based upon the minimum assessment of \$8 million the annual property tax rebate would be approximately \$91,011 (\$455,055 over five years).

Ms. Hernandez noted that the developer has completed a significant amount of renovation work on the exterior grounds (tree removal, landscaping), but was in compliance with the City's policy, as interior work has not yet been permitted.

Staff has reviewed the proposal and has found it complete. The project site is within the Westown V Urban Renewal Area, which will need to be amended to include this TIF-funded project. It is also within the boundaries of the 5 year rebate program approved by Council.

Councilmembers supported the application and recommend and place the agreement on the January 21, 2018, Council Agenda for consideration and approval.

3. FY 18-19 Budget Amendment #3

Mr. Hamlett presented Budget Amendment #3. The third FY 18-19 amendment includes the fund balance adjustment to agree with the FY 17-18 actual fund balance. Also the amendment includes adjustment to revenues and expenses that have been identified since the FY 18-19 budget amendment #2 in August of 2018.

Councilmembers supported the budget amendment and recommended that, following publication, it be placed on the February 4, 2019 City Council meeting agenda for consideration and approval.

4. Staff Updates

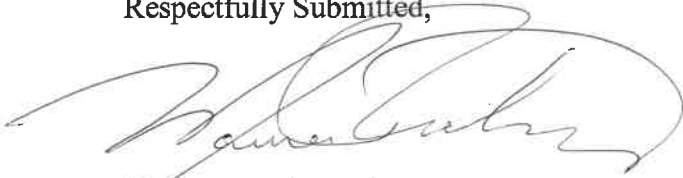
None.

5. Other Matters

None

Meeting was adjourned at 8:49 AM.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Maureen Richmond", written in a cursive style.

Maureen Richmond
Administrative Secretary