

**CITY OF WEST DES MOINES
PARKS AND RECREATION ADVISORY BOARD
AGENDA**

5:30 p.m.

Thursday, February 18, 2021

Due to the State Public Health Emergency Declaration regarding COVID-19, this meeting will be conducted electronically pursuant to Iowa Code 21.8 and the Proclamation of Governor Kim Reynolds dated March 19, 2020. Members of the public wishing to participate in this meeting are encouraged to do so telephonically, by calling: 515-207-8241, Enter Conference ID: 567 159 290#

- 1. Call to Order / Approval of Agenda**
- 2. Citizen Forum**
- 3. Approval of Minutes of January 21, 2021 Meeting**
- 4. Old Business**
- 5. New Business**
 - A. Presentation – Bird Scooters – Kate Shoemaker
 - B. Motion – Approval of MidAmerican Energy Company RecPlex Policies
 1. Alcohol Policy
 2. Advertising Policy
 - C. Motion – Approval of Public Art Placement
 1. “American Dreamer” – Willow Springs Park
 2. WDMurals – Trail Underpasses
 - D. Motion – Approval of Alternate Parkland Dedication Plans
 1. 88th Street Lofts
- 6. Staff Reports**
 - A. Superintendent of Parks
 - B. Superintendent of Recreation
 - C. Director of Parks & Recreation
- 7. Other Matters**
- 8. Receive, File and/or Refer**
 - A. City Council Communications
 - B. Parks CIP Project Status

The City of West Des Moines is pleased to provide accommodations to disabled individuals or groups and encourages their participation in city government. Should special accommodations be required please contact the City Clerk's office at least 48 hours in advance, at 222-3600 to have accommodations provided.

WEST DES MOINES PARKS AND RECREATION ADVISORY BOARD PROCEEDINGS
Thursday, January 21, 2021

This meeting was held electronically because of the State Public Health Emergency Declaration regarding Covid-19 and was conducted pursuant to Iowa Code 21.8 and the Proclamation of Governor Kim Reynolds dated March 19, 2020.

The meeting of the West Des Moines Parks and Recreation Advisory Board was called to order on Thursday, January 21, 2021, at 5:33 p.m. by presiding Chair Schebel.

Commission	Heather Schebel <i>Chair</i>	Joe Hrdlicka <i>Secretary</i>	Jim Miller	Rick Swalwell	Aaron Sewell <i>Vice-Chair</i>
Present	X		X	X arrived at 5:46 pm	X
Staff	Sally Ortgies <i>Director of Parks & Recreation</i>	Dave Sadler <i>Superintendent of Parks</i>	Ryan Penning <i>Superintendent of Recreation</i>	Miranda Kurtt <i>Administrative Secretary</i>	
Present	X	X	X	X	
Council	Russ Trimble <i>Council Liaison</i>				
Present	X				

On Item 1. Call to Order/Approval of Agenda

Miller moved to approve the agenda as presented. Swalwell seconded. Motion carried unanimously.

On Item 2. Citizen Forum

A. Presentation – Southwoods Disc Golf Course Expansion

Ryan Mapus, 802 57th Place, West Des Moines, with the Des Moines Disc Golf Club, was present to discuss the Southwoods Disc Golf Course Expansion proposal. The concept was first introduced in 2017 and he has been working with Sadler to renovate the existing 9-hole Southwoods Disc Golf Course. He is proposing expansion of the course to 18-holes with the assistance of the West Des Moines Parks and Recreation Department. The initial estimated material cost was \$26,000. Mapus has approximately \$10,000 in artificial turf to donate and the Des Moines Disc Golf Club has budgeted funds for this project. The proposed plan was modified to accommodate the proposed Single-Track Dirt Trail. Ortgies stated Parks and Recreation staff would recommend referral of this proposal to the Facilities Committee for review. Mapus questioned how long it would be for the Facilities Committee to review the proposal. Ortgies stated it could potentially be done by the February 18 Parks and Recreation Board meeting. Sadler shared images of the modifications made to Southwoods Park to install the current 9-hole course. Sewell commented that he appreciates the effort put forth by Mapus and Sadler.

On Item 3. Approval of Minutes of November 19, 2020, Meeting

Swalwell moved to approve the minutes as presented. Miller seconded. Motion carried unanimously.

On Item 4. Old Business

None reported.

On Item 5. New Business

- A. Motion – Approval of Alternate Plan for Parkland Dedication**
1. The Wilder Pines Plat 1

Ortgies shared that the development located at 1100 S. 60th Street is currently served by Hidden Point Park. The development consists of 11 single family homes which results in a requirement of .20 acres to be dedicated to public use. The developer has proposed adding a backstop to Hidden Point Park to satisfy their parkland dedication requirements. Schebel questioned if the backstop was part of the original plans for the park, and Ortgies indicated that it was included. The Facilities Committee has reviewed and recommends approval of the alternate plan.

Miller moved to approve the Alternate Plan for Parkland Dedication as presented. Swalwell seconded. Motion carried unanimously

B. Motion – Approval of MidAmerican Energy Company RecPlex Fees and Charges

Penning stated that a Request for Proposal process was used to select an exclusive basketball tournament provider. Based on the proposals received, our originally approved fees were higher than the market rate. Even with the reduced fees, the projected revenue will still be met. The Indoor Turf Off-Season rates will potentially avoid lost revenue by utilizing non-used time. Penning stated that with a new facility, it's important to be flexible and adaptable as we are working with user groups. Ortgies stated this proposal went to the Facilities Committee and they were supportive of the changes. The RecPlex is an enterprise facility that not only will bring in revenue but will also need to cover operating expenses.

Sewell moved to approve the MidAmerican Energy Company RecPlex Fees and Charges as presented. Miller seconded. Motion carried unanimously.

C. Motion – Approval of Crossroads Park Tennis Court Reservation Policy and Fees

Penning stated the Crossroads Park Tennis Courts went through a major renovation in 2020. With the improvements and modifications made, staff is recommending court rental options. Staff researched fees and reservation policies in Iowa and various other states to formulate the proposed rates. The court reservations will follow the same rental season as shelter rentals and can be reserved online. This will be promoted in the Spring/Summer Program Guide. If this is successful, a similar approach could be used for the new pickleball courts in Valley View Park when completed. Sewell questioned if instructors utilizing the courts for lessons will need to pay these fees. Instructors for programs offered through Parks and Recreation will not pay a rental fee. If a private instructor is providing lessons, they would need to pay the \$20 (for-profit) fee if reserving a court. Reservations will be posted at the tennis court. Non-reserved courts would still be available on a first-come, first-served basis.

Sewell moved to approve the Crossroads Park Tennis Court Reservation Policy and Fees as presented. Swalwell seconded. Motion carried unanimously.

D. Motion – Approval of Jamie Hurd Amphitheater Facility Use Policy Amendment and Fees

Penning stated there is a minor fee change for portable toilets to cover an increased cost to the City. In 2020, staff was very accommodating to user requests for rentals after October 31, however, logistically it is not feasible to rent the Amphitheater from October 31 to April 15. Approval of this amendment will establish an Amphitheater rental season similar to the shelter rental season. Swalwell stated that people could use the facility during the off-season but there would not be staffing or accommodations provided. The Facilities Committee has reviewed and recommends approval of this amendment. Sewell questioned if rentals would be available for holidays during the renting season. Ortgies stated that it would be reservable on those holidays like our other outdoor facilities. The reservation requests that were made prior to this policy will be honored.

Swalwell moved to approve the Jamie Hurd Amphitheater Facility Use Policy Amendment and Fees as presented. Miller seconded. Motion carried unanimously

Staff Reports

On Item 6A. Superintendent of Parks

Sadler stated a \$134,000 REAP grant was awarded for land acquisition along the Raccoon River in the 1st/63rd Street and Lincoln Street area. The department also applied for a Water Quality Initiative Grant for water quality improvement at Crossroad Park. A Parks and Recreation Capital Improvement Program status report is included in the packet and Sadler encouraged everyone to look at it. An offer has been accepted by a new Landscape Architect Intern who will start on February 8.

On Item 6B. Superintendent of Recreation

Penning stated two new full-time staff have started; Matt Nelson, RecPlex Operations Coordinator, and Brett Slaby, RecPlex Guest Services Coordinator. There are numerous other active recruitments for the aquatics center and the RecPlex. Due to COVID restrictions, the department hosted Winter's Eve via Facebook Live and had numerous attendees. Breakfast with Santa was modified to adhere to social distancing guidelines and had a great turnout. The Spring/Summer Program Guide is scheduled to be mailed out the end of February with registration in March. A program sponsorship of \$17,000 from West Bank was granted for the Moonlit Movies and Summer Sundaze events this summer at the Jamie Hurd Amphitheater. Swalwell questioned the music line-up for the Sundaze Series Concerts. Penning will check with Marnie Strate and forward the information onto the Board. Trimble questioned if there have been any thoughts regarding having Friday evening events for the after-work demographics. Penning stated that currently the Moonlit Movies will be on Friday evenings but staff will take these types of events into consideration in the future.

On Item 6C. Director of Parks and Recreation

Ortgies stated she was recently contacted by Water Works regarding the installation of a deep well at Valley View Park in the vicinity of the future pickleball courts. She will be meeting with Christina Murphy, Water Works General Manager, to discuss this further. Colby Six LLC signed the purchase agreement for the parcel of property north of the Fisher property that was donated to the City last summer. With the approval of the purchase agreement by City Council, this will add an additional 14 acres to our land acquisition for the Raccoon River Greenway. Ortgies stated she was part of a discussion with a scooter company, Bird, regarding bringing dockless scooter rentals to West Des Moines. This may be presented at the February Board meeting since it could have an impact on our trail system. Trimble stated that the City of Des Moines was approached regarding this concept. He suggested reaching out to the City of Des Moines and the Des Moines Metropolitan Panning Organization for more information.

On Item 7. Other Matters

Swalwell questioned the timing on when the acquired land along Raccoon River will be accessible. Ortgies stated that the public portions are accessible now, however, there is no parking available so it would not be advertised to the public. Trimble stated he has contacted persons in Warren County regarding the disrepair of the Great Western Trail and they are aware of the issues and are researching funding options for the repairs needed. Ortgies mentioned that Hrdlicka, Sewell and Miller will be attending the City Council Workshop on February 1, resulting in a quorum and the meeting will be posted. On February 6, the Operating Budget workshop will have limited in-person attendance, however, Board members can join via Teams.

On Item 8: Receive, File and/or Refer:

A. City Council Communications

January 19, 2021: Motion – Approval of Professional Services Agreement Amendment #2 – Valley View Park Central Site Grading, Utilities and North Roadway

January 19, 2021: Motion – Approval of Professional Services Agreement – Valley View Park Pickleball Courts and Ancillary Improvements

January 19, 2021: Motion – Approval of Professional Services Agreement – Crossroads Park Court Lighting and Electrical Improvements Design
January 19, 2021: Motion – Approval of Professional Services Agreement – 2021 Court Improvements Design
January 19, 2021: Motion – Approval of Change Order #2 – Levee Trail Improvements
January 19, 2021: Resolution – Accept Work – Levee Trail Improvements
January 19, 2021: Motion- Approval of Change Order #1 – MidAmerican Energy Company RecPlex Interior Signage Package #1
January 19, 2021: Resolution – Order Construction and Notice of Public Hearing on Plans, Specifications, Form of Contract, Estimate of Cost, and Direct Advertisement of Bids – MidAmerican Energy Company RecPlex – Interior Signage Package #2
January 4, 2021: MidAmerican Energy Company RecPlex – Interior Signage – City Initiated
1. Resolution – Award Contract
January 4, 2021: Motion – Approval of Professional Services Agreement – Raccoon River Park Master Plan Update (Central Area)
December 21, 2020: Public Hearing – MidAmerican Energy Company RecPlex – Interior Signage
1. Resolution – Approval of Plans and Specification
2. Motion – Receive and File Report of Bids
3. Motion – Defer Award of Contract
December 21, 2020: Public Hearing – MidAmerican Energy Company RecPlex – Exterior Signage
1. Resolution – Approval of Plans and Specification
2. Motion – Receive and File Report of Bids
3. Motion – Approve Contract
December 21, 2020: Resolution – Award Construction Contract – MidAmerican Energy Company RecPlex – Basketball Backstops and Divider Curtains.
December 7, 2020: Motion – Approval of REAP Grant Agreement – Raccoon River Greenway Acquisition
December 7, 2020: Motion – Approval of Professional Services Agreement – Holiday Park Youth Baseball Field, Parking Lot and Entry Improvements – Phases 6 & 7
December 7, 2020: Motion – Approval of Professional Services Agreement – Raccoon River Park Boathouse, Net-Zero Documentation/Certification
December 7, 2020: Motion – Approval of Change Order #4 – 2020 Court Improvements
December 7, 2020: Resolution – Accept Work – 2020 Court Improvements

B. Parks CIP Projects Status Report

Sewell moved to adjourn. Swalwell seconded. Motion carried unanimously. Meeting adjourned at 7:15 p.m.

Respectfully submitted,

Miranda Kurtt
Administrative Secretary

ATTEST:

Aaron Sewell
Advisory Board Vice-Chair

**WEST DES MOINES PARKS & RECREATION ADVISORY BOARD
MEETING COMMUNICATION**

DATE: February 18, 2021


ITEM: Presentation – Bird Scooters – Kate Shoemaker

FINANCIAL IMPACT: None.

SYNOPSIS: Kate Shoemaker with Bird, a rental scooter company, will be making a presentation to the Board regarding the potential for bringing dockless scooters to West Des Moines.

BACKGROUND: Information provided by Bird is attached. The City Manager has asked staff to research the proposal and reach out to other cities that have implemented scooter programs.

RECOMMENDATION: That the Board refer to the Facilities Committee for further discussion.

Prepared by: Sally Ortgies, Director of Parks and Recreation 
Approved for Content by: Sally Ortgies, Director of Parks and Recreation
Accepted for Park Board Agenda: Sally Ortgies, Director of Parks and Recreation



Hello, Des West, Moines Bike Advisory

2020





BIRD

What is Bird?

Bird is a last-mile, stand-up electric vehicle sharing company dedicated to bringing affordable, environmentally-friendly transportation solutions to communities everywhere.

Our mission is to get people out of cars and:



Solve the last-mile problem and connect more residents to transit options.



Reduce congestion and over-reliance on cars

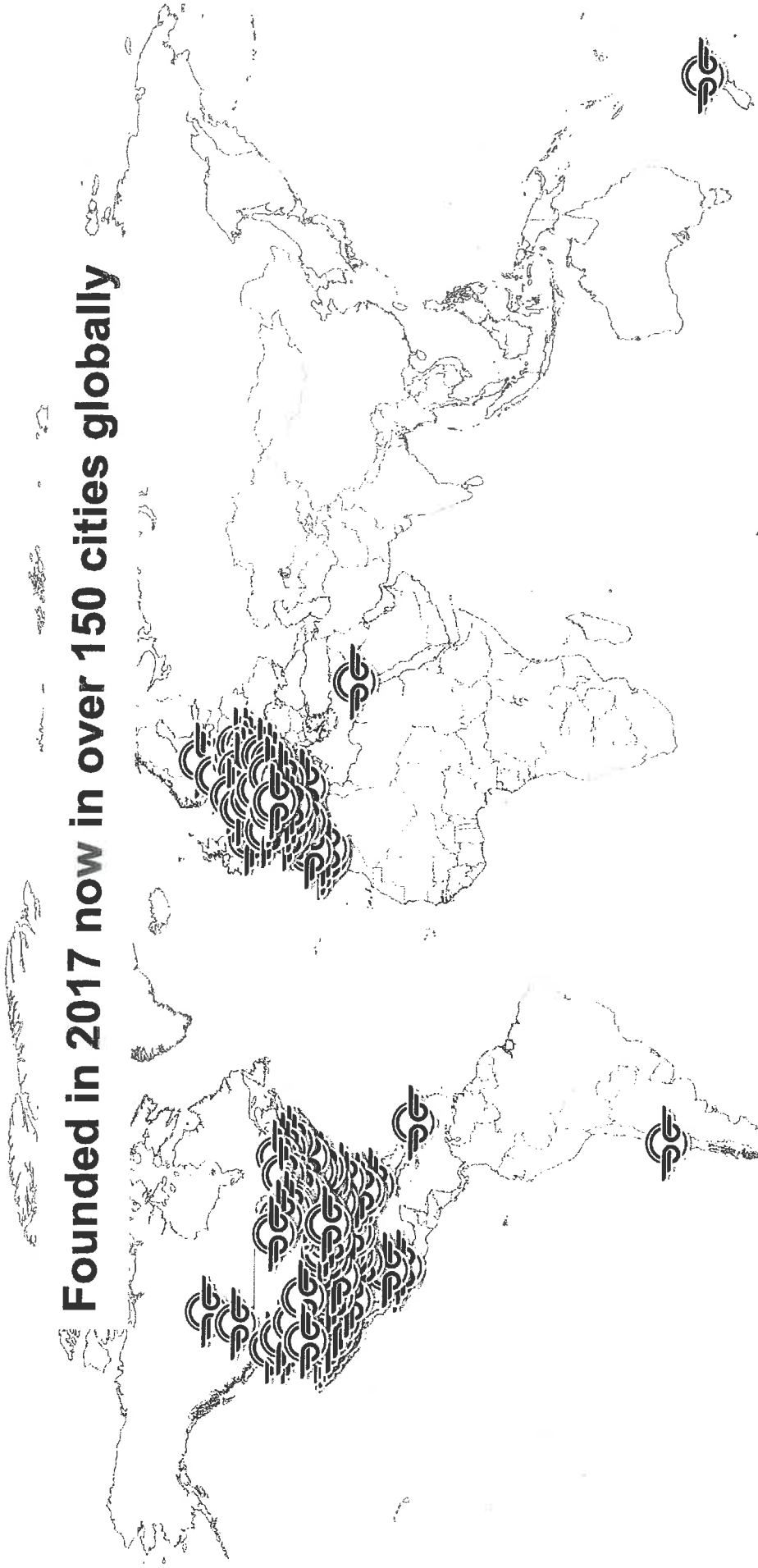


Improve air quality and reduce GHG emissions



Improve the overall quality of life in cities

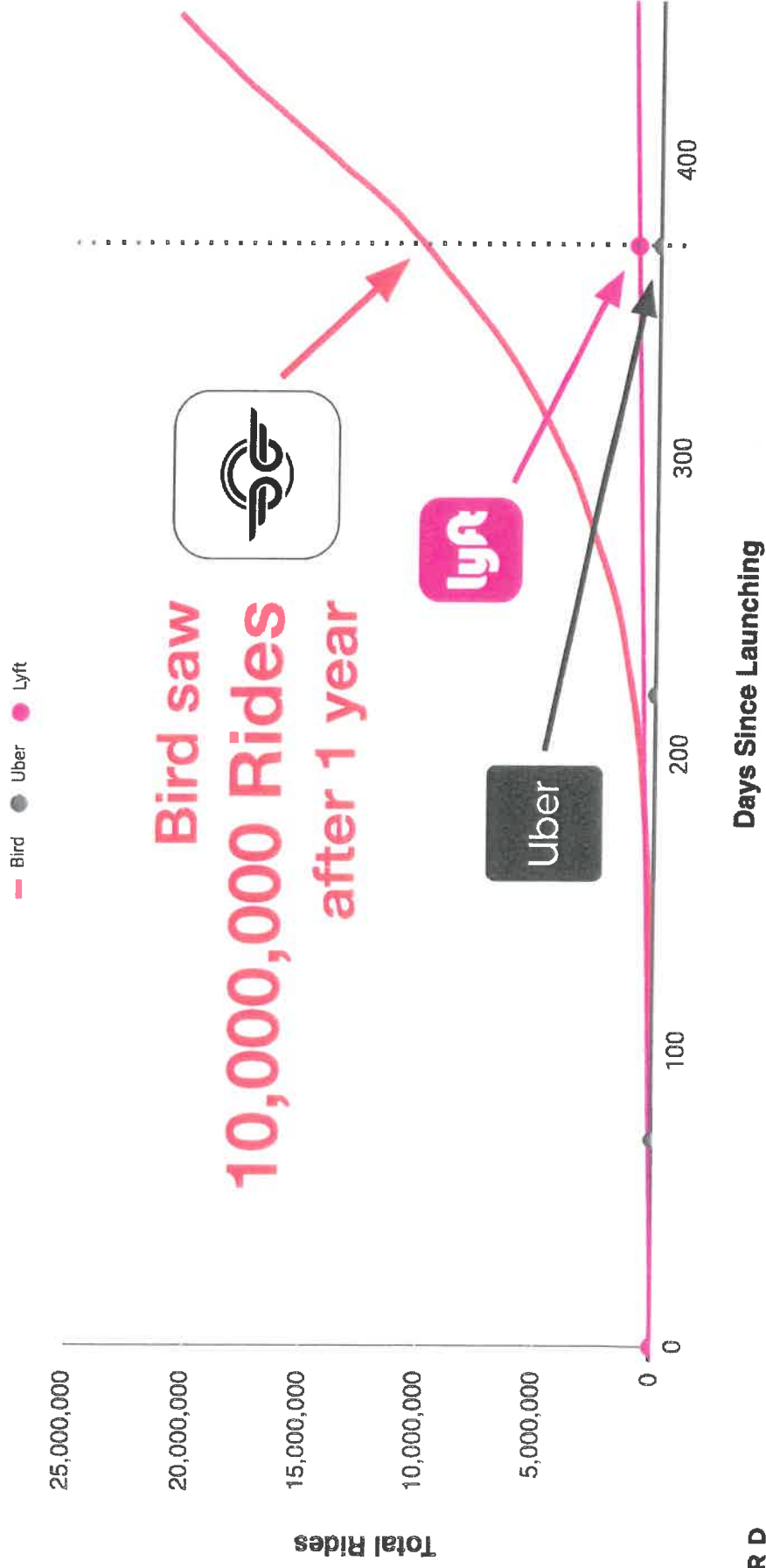
Founded in 2017 now in over 150 cities globally



Vehicle Design Software Technology Operational Playbook

BIRD

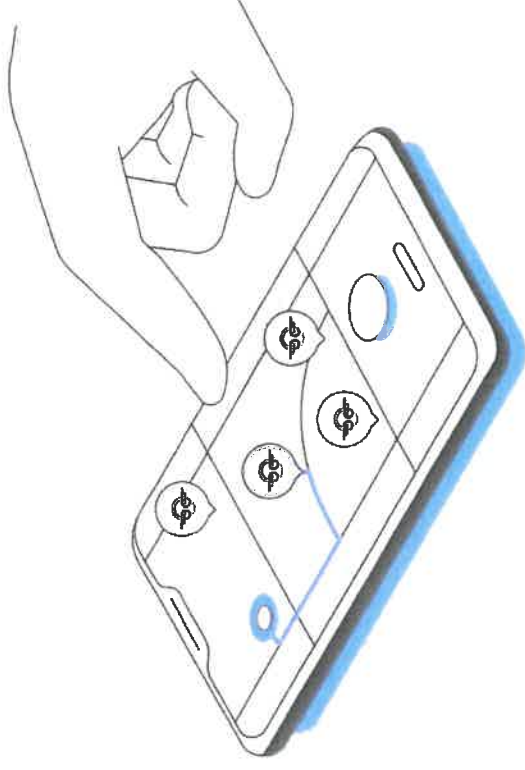
Adoption Rates for eScooter Rideshare



BIRD

How it works

Using the Bird smartphone app, riders find the closest Bird scooter on a map, unlock it and complete the safety tutorial to start their ride. It costs \$1 to start, then a per minute fee.



- 1 FIND BIRDS ON THE MAP
- 2 SCAN QR TO BEGIN RIDE
- 3 WATCH SAFETY TUTORIAL
- 4 ENJOY THE RIDE!

Our Approach

We partner closely with cities to design solutions that work for your community.



Get to know each other:
Understand where Bird fits into the local transportation ecosystem.

Setting Expectations:
Align on how Bird can best serve your city based on city input and Bird data.

Operating Plan:
Decision to move forward and local operational partner outreach started.

Launch Day:
Introduce a new transportation option to town.

Ongoing:
Your dedicated Account Manager will provide ongoing support and serve as your main point of contact for all city requests.

BIRD

Our Approach

We work with a local entrepreneur from the community to manage the fleet on the ground, and in exchange they earn money on each ride.

How cities benefit:

Local Touch:

- ✓ Deep community ties, local pride, and fast issue resolution
- ✓ Nuanced knowledge of where to deploy
- ✓ Economic Opportunity

Back by the Industry Leader:

- ✓ World-class technology & compliance tools
- ✓ Operational know-how
- ✓ Industry's Safest Vehicles



I like being my own boss, the flexibility of setting my own schedule and being able to hire my nephew because he also needed a job. I also like being part of the growing micromobility industry. It's in line with my values regarding city transportation solutions.

- Mark, Azbri Productions, Nashville



The Local Impact



16%

more jobs accessible



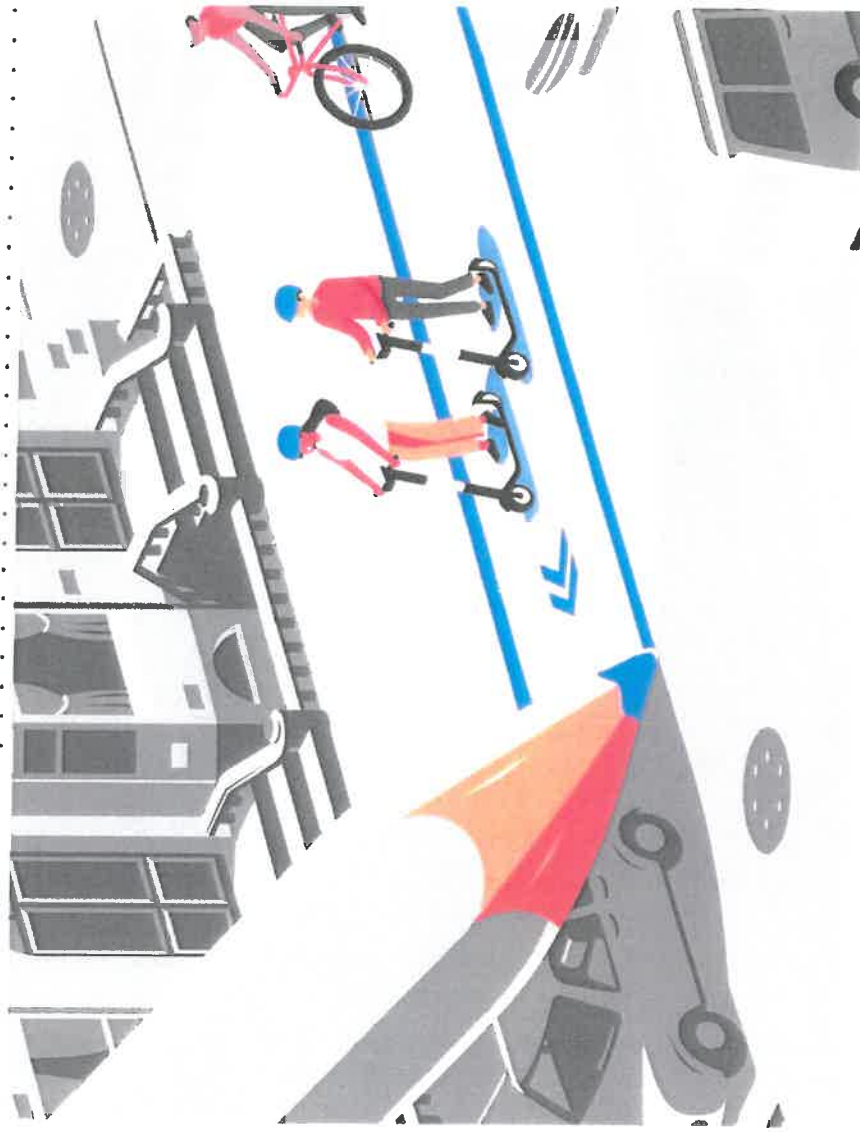
56%

of riders visited local businesses on a Bird



\$70K+

average take-home earnings from local entrepreneurs partnering with Bird.

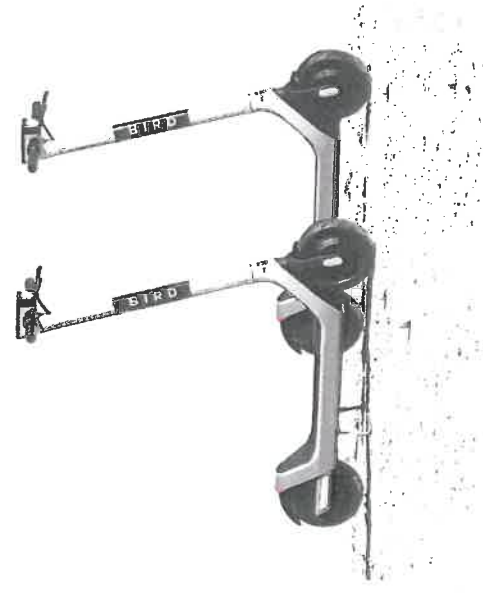


Bird Leads on Safety

Innovative offerings like
Helmet Selfie and Warm-Up Mode

Community Engagement
& Education

Industry-leading
Vehicle Design



BIRD

See what communities are saying:

REDDING, CA

“ So awesome to have downtown. Don't have to use my car to go get food! 😊 - **Rider** ”

Fleet size: 200* **Pop.** 92K

Launch date: November 2019

About: The city sees 8K rides/ month, averaging ~30 minutes.

City is excited about: Close collaboration that has led to high usage and tight operations.

BIRD

*Operated by Bird local partner, Wolf.

HARTSVILLE, SC

“ We will bend over backwards to help you and welcome you. - **Mayor** ”

Fleet size: 50 **Pop.** 7.7K

Launch date: January 2021

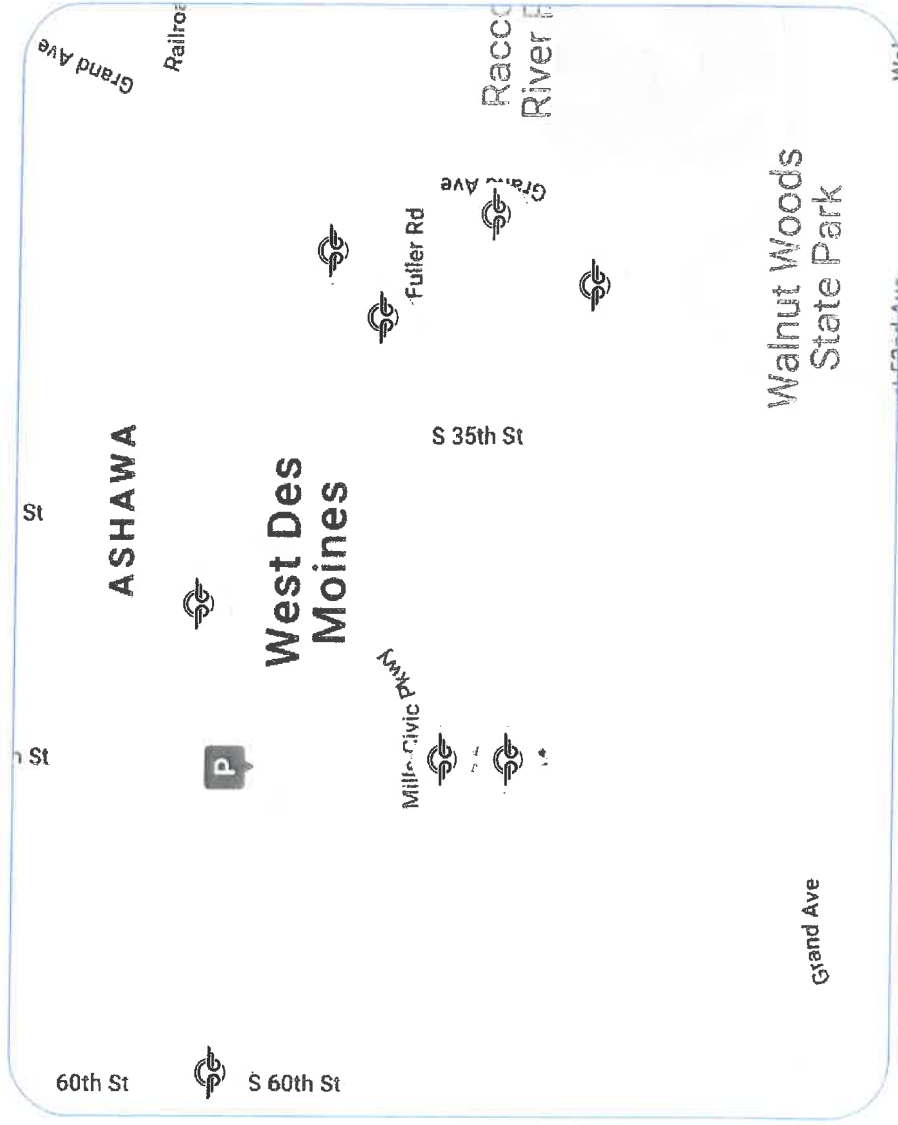
About: Bird will connect residents to central business district and provide transportation to the Sonoco Campus.

City is excited about: Being a role model for the power of city + tech partnerships in small cities.

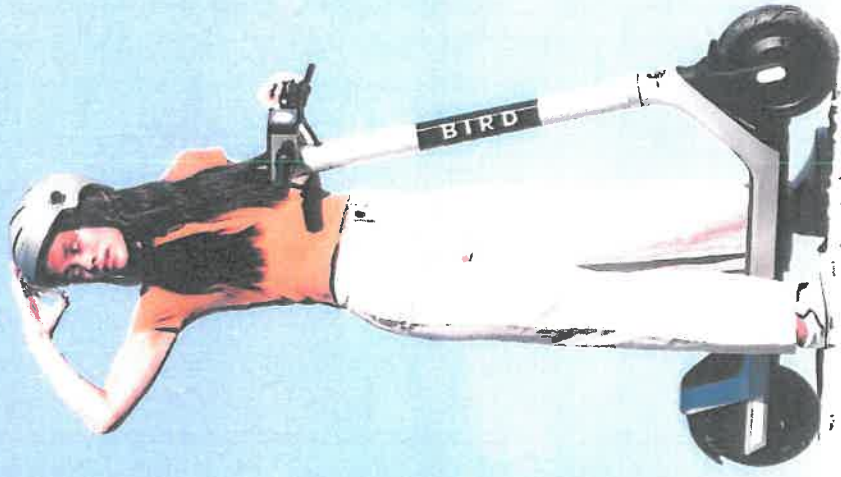
Confidential and proprietary information 11

West Des Moines Proposal

- ✓ **Launch Date:** April 1
- ✓ **Local Partner Onboarded:** March 15
- ✓ **# of Vehicles:** 100+
- ✓ **Cost to city:** approval, no budget ask



One Bird e-scooter
is one less car ride.



BIRD

Thank you



BIRD

Kate Shoemaker, Sr. Account Executive
Kate.shoemaker@bird.co

**WEST DES MOINES PARKS & RECREATION ADVISORY BOARD
MEETING COMMUNICATION**

DATE: February 18, 2021

ITEM: Motion – Approval of MidAmerican Energy Company RecPlex Alcohol Policy


FINANCIAL IMPACT: None.

SYNOPSIS: The Board is asked to approve the Alcohol Policy for the new MidAmerican Energy Company RecPlex. The policy addresses three possible scenarios involving alcohol as follows:

1. Sale of Alcohol or Serving of Alcohol (Through Concession Stand Operations)
2. Sale of Alcohol or Serving of Alcohol (Through Outside Vendor with entrance or admission charged)
3. Sale of Alcohol or Serving of Alcohol (Through Outside Vendor with no entrance or admission charged)

BACKGROUND: A copy of the proposed policy is attached. The Facilities Committee met on February 10, 2021 to review the policy.

RECOMMENDATION: Staff and the Facilities Committee recommend that the Board approve the MidAmerican Energy Company Alcohol Policy.

Prepared by: Ryan Penning, Superintendent of Recreation 

Approved for Content by: Sally Ortgies, Director of Parks and Recreation

Accepted for Park Board Agenda: Sally Ortgies, Director of Parks and Recreation



Alcohol Policy

1.0 Purpose:

- 1.1 This policy applies to the sale, serving, and consumption of alcohol within the MidAmerican Energy Company RecPlex (“RecPlex”) premises (Attachment 1-RecPlex Premises Map).
- 1.2 This Policy is intended to help ensure that alcoholic beverages are sold, served, and consumed in accordance with all applicable laws and policies and that guests and participants drink responsibly.

2.0 Scope:

- 2.1 The Policy outlines the conditions for selling and serving Alcohol at the RecPlex in consideration of the safety of guests and personnel.
 - 2.1.1 Outside alcohol is not permitted to be brought onto the RecPlex property including indoor spaces and outdoor field areas.
 - 2.1.2 There shall be no visible logo signage promoting the sale of alcoholic beverages available for purchase through RecPlex concessions. Only text identification will be allowed on concession menu boards.
 - 2.1.3 The consumption and possession of open containers of alcohol is prohibited outside the designated RecPlex premises.

3.0 Sale of Alcohol or Serving of Alcohol (Through Concession Stand Operations):

- 3.1 Iowa and Federal Law prohibits the sale of alcoholic beverages to persons under the age of twenty-one (21). Therefore, all guests are required to show proper identification and proof of legal age when purchasing alcoholic beverages at the RecPlex.
- 3.2 Sales of alcohol will be permitted between the hours of: 11:00am – 2:00am or until thirty (30) minutes prior to the last scheduled event end time (whichever is earlier).
- 3.3 All RecPlex concession staff selling alcohol will be required to complete the Training for Intervention Procedures (TIPS) or Iowa Program for Alcohol Compliance Training (I-PACT) programs prior to selling alcohol.
- 3.4 RecPlex staff is responsible for ensuring that no alcohol is provided to anyone under twenty-one (21) years of age and that no alcohol is provided to intoxicated persons.
- 3.5 Only beer, high alcohol content beer, wine, and canned cocktails (“alcohol”) as defined by the Iowa Code (2020) in cans no larger than sixteen (16) ounces will be sold or served within the RecPlex premises. Alcohol shall not be consumed directly from glass bottles.
- 3.6 Customers will be allowed a maximum of two (2) drinks or one (1) multipack per person/per transaction.
- 3.7 Alcohol purchased at the RecPlex is not allowed to be brought outside to the parking areas or off premise.
- 3.8 Management reserves the right to refuse service to guests who appear intoxicated or who are disturbing other guests.

- 3.9 Management reserves the right to limit or suspend the sale of alcohol based on events scheduled.

4.0 Sale of Alcohol or Serving of Alcohol (Through Outside Vendor with Entrance or Admission Charged):

- 4.1 If alcohol is sold or if an entrance or admission is charged for an event at which alcohol will be served, a Liquor License and Dram Shop Insurance will be required. A Liquor License requires consideration and approval by the West Des Moines City Council and the State of Iowa.
- 4.2 Vendors selling alcohol must adhere to all state, county, and local regulations.
- 4.3 Only beer, high alcohol content beer, wine, and canned cocktails as defined by the Iowa Code (2020) in cans no larger than sixteen (16) ounces may be sold or served within the RecPlex premises. An exception may be granted to a designated caterer or vendor with an approved Liquor License and Dram Shop Insurance, to pour beer, high alcohol content beer, or wine from glass bottles into single-serving plastic glasses or cups. Alcohol shall not be consumed directly from glass bottles.
- 4.4 At events where alcohol is sold or if an entrance or admission is charged for an event at which alcohol will be served, renter is responsible for contacting, scheduling and paying off-duty West Des Moines police officer(s) to be present from the time sale or serving of alcohol begins through the end of the rental period. The name of the contracted officer(s) shall be provided to West Des Moines RecPlex staff no less than one (1) week in advance of the event.
- 4.5 Renter and vendor/server are responsible for ensuring that no alcohol is provided to anyone under twenty-one (21) years of age and that no alcohol is provided to intoxicated persons. Renter is responsible for the behavior of their guests, including any damage done to property by intoxicated guests.
- 4.6 Sale and/or serving of alcohol must end at least thirty (30) minutes prior to the scheduled end of event.

5.0 Sale of Alcohol or Serving of Alcohol (Through Outside Vendor with no Entrance or Admission Charged):

- 5.1 If alcohol is sold for an event with no entrance or admission charged, a Liquor License and Dram Shop Insurance will be required. A Liquor License requires consideration and approval by the West Des Moines City Council and by the State of Iowa. Vendors selling alcohol must adhere to all state, county, and local regulations.
- 5.2 If alcohol is served but not sold for an event with no entrance or admission charged, a Liquor License and Dram Shop Insurance will not be required. Vendors serving alcohol must adhere to all state, county, and local regulations.
- 5.3 Only beer, high alcohol content beer, wine, and canned cocktails as defined by the Iowa Code (2020) in cans no larger than sixteen (16) ounces may be served within the RecPlex premises. An exception may be granted to a designated caterer to allow the pouring of beer, high alcohol content beer, or wine from glass bottles into single-serving plastic glasses or cups. Alcohol shall not be consumed directly from glass bottles.

- 5.4 At events where alcohol is sold or served, renter is responsible for contacting, scheduling and paying off-duty West Des Moines police officer(s) to be present from the time serving of alcohol begins through the end of the rental period. The name(s) of the contracted officer(s) shall be provided to RecPlex staff no less than one (1) week in advance of the event.
- 5.5 Renter and vendor/server are responsible for ensuring that no alcohol is provided to anyone under twenty-one (21) years of age and that no alcohol is provided to intoxicated persons. Renter is responsible for the behavior of their guests, including any damage done to property by intoxicated guests.
- 5.6 Serving of alcohol must end at least thirty (30) minutes prior to the scheduled end of event.

6.0 Violation of Policy:

- 6.1 In addition to any penalty provided by law, any employee who violates this policy may be subject to reprimand, suspension, or dismissal from the person's position or otherwise sanctioned.
- 6.2 In addition to any penalty provided by law, any person who violates this policy may be subject to termination of the event, suspension of renting privileges, or banned from renting privileges.

Authorized by the Parks & Recreation Advisory Board on February ___, 2021.

Authorized by Director of Parks & Recreation effective February ___, 2021.

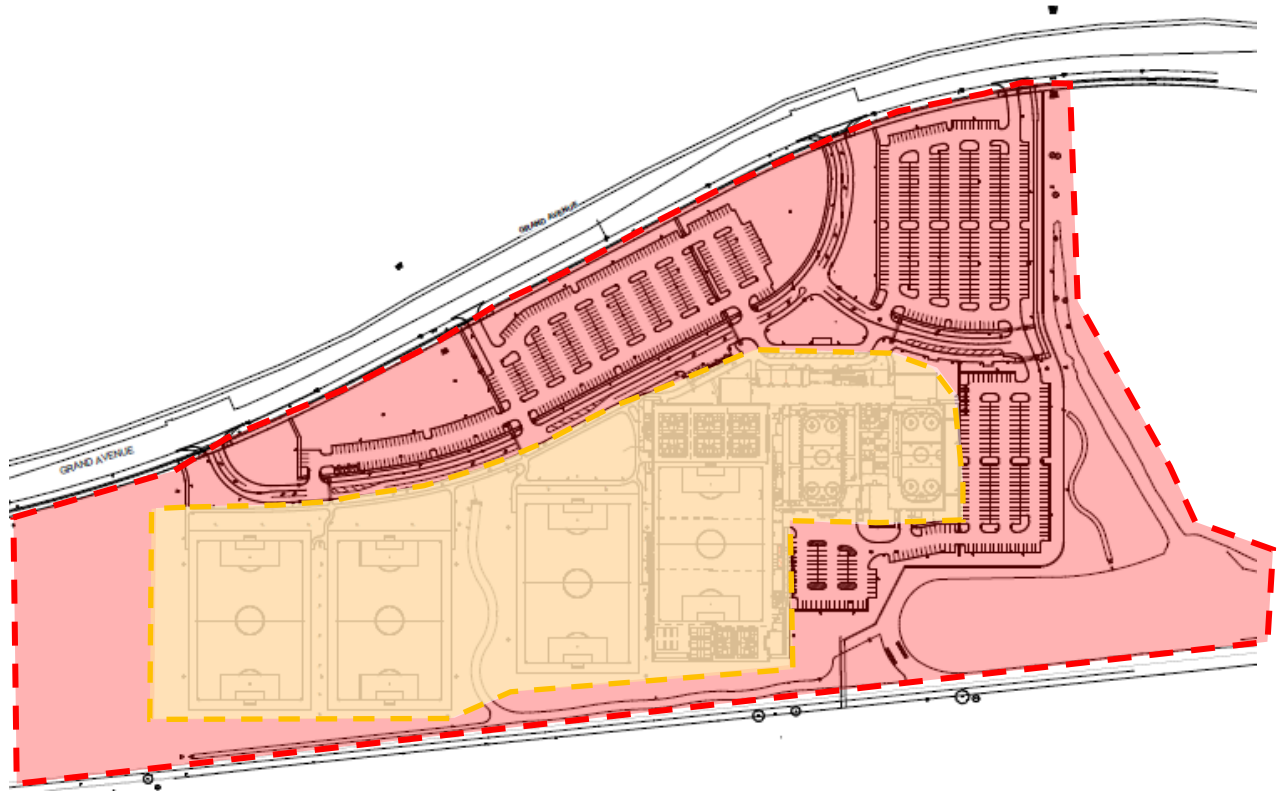
Sally Ortgies

Date

Attachment 1 - RecPlex Premises Map
6500 Grand Avenue, West Des Moines, Iowa

RecPlex Premise Boundary - - - - -

RecPlex Property Boundary - - - - -



**WEST DES MOINES PARKS & RECREATION ADVISORY BOARD
MEETING COMMUNICATION**

DATE: February 18, 2021

ITEM: Motion – Approval of MidAmerican Energy Company RecPlex Advertising Policy


FINANCIAL IMPACT: Revenue from sale of advertising is projected to be \$80,000 annually.

SYNOPSIS: The Board is asked to approve the Advertising Policy for the new MidAmerican Energy Company RecPlex. The Policy covers the following items:

1. Purpose
2. Permitted Advertising
3. Prohibited Advertising
4. Procedures

BACKGROUND: A copy of the proposed policy is attached. The Facilities Committee met on February 10, 2021 to review the policy.

RECOMMENDATION: Staff and the Facilities Committee recommend that the Board approve the MidAmerican Energy Company Advertising Policy.

Prepared by: Ryan Penning, Superintendent of Recreation 
Approved for Content by: Sally Ortgies, Director of Parks and Recreation
Accepted for Park Board Agenda: Sally Ortgies, Director of Parks and Recreation

ADVERTISING POLICY – MIDAMERICAN ENERGY RECplex

1.0 Purpose

- 1.1 The City of West Des Moines (“City”) owns and operates the MidAmerican Energy RecPlex (“Complex”), a youth-focused sports facility.
- 1.2 The Complex is a commercial venture designed to meet the need for a sports facility within the City and, at the same time, to provide economic benefits to the City. The Complex is not intended to be a place of public assembly for the communication of ideas, the exchange of different points of view, or expressive activity. The Complex is not intended to be a public forum.
- 1.3 The Complex’s operations are funded by a combination of sources. Advertising revenues are intended to provide one source of income to support the Complex’s operations.
- 1.4 The City, acting within its proprietary function, does not intend, by leasing limited types of advertising, to convert the Complex into a public forum for discourse, opinions, or expressive activity.
- 1.5 The City’s sole purpose in leasing limited types of advertising is intended to maximize revenue to support the operation of the Complex.
- 1.6 In furtherance of this limited purpose, the City retains absolute control over the nature of the advertisements accepted for posting on the Complex.
- 1.7 As set forth in Section 3, this Policy prohibits advertisements that could:
 - detract from the City’s goal of maximizing revenues through the leasing of advertising; or
 - detract from the City’s goal of maximizing revenues through user and rental fees; or
 - identify the City or the Complex with advertising viewpoints; or
 - interfere with the welcoming and safe environment for all users and employees, including minors, of the Complex.
- 1.8 Through this policy, the City intends to establish uniform, viewpoint neutral standards for advertising on the Complex.

2.0 Scope

- 2.1 This policy applies to all advertising on the Complex.

3.0 Policy

- 3.1 Permitted Advertising: Subject to the limitations on Prohibited Advertising under Subsection 3.2, the following classes of advertising are authorized on the Complex grounds:
 - 3.1.1 Commercial Advertising. Advertising proposing, promoting, or soliciting a commercial transaction for the sale, rent, lease, license, distribution or availability of goods, property, services, or events for the advertiser’s commercial or proprietary interest, or more generally promoting an entity or entities that engage in such activities.
 - 3.1.2 Government Advertising. Advertising by a federal, state or local governmental entity that advances specific governmental purposes.
- 3.2 Prohibited Advertising Content: Advertising is prohibited on or in the Complex if

it falls within one or more of the following categories:

- 3.2.1 Political Speech. Advertising that promotes, or opposes a political party, any person or group of persons holding federal, state or local government elected office, the election of any candidate or group of candidates for federal, state or local government offices, or initiatives, referendums or other ballot measures.
- 3.2.2 Public Issue Speech. Advertising that non-incidentally expresses or advocates or appears to express or advocate an opinion, position or viewpoint on a matter of public debate about economic, political, public safety, religious or social issues.
- 3.2.3 Religious. Advertising that promotes or opposes any identifiable or specific religion, religious viewpoint, message or practice.
- 3.2.4 Prohibited Products, Services or Activities. Any advertising that (i) promotes or depicts the sale, rental, or use of, participation in, or images of the following products, services or activities; or (ii) that uses brand names, trademarks, slogans or other material that are identifiable with such products, services or activities:
 - 3.2.4.1 Tobacco. Tobacco and vape products, including but not limited to cigarettes, cigars, and smokeless (e.g., chewing) tobacco;
 - 3.2.4.2 Alcohol. Beer, wine, distilled spirits or any alcoholic beverage licensed and regulated under Iowa law, however, this prohibition shall not prohibit advertising that includes the name of a restaurant that promotes the food operation;
 - 3.2.4.3 Cannabis. Cannabis, cannabis products, cannabis businesses, or cannabis services;
 - 1.1.1.1 Firearms or Weapons. Firearms, ammunition, other firearms-related products, or weapons;
 - 1.1.1.2 Adult/ Mature Rated Films, Television Video Games, or Theatrical Presentations. Adult films rated "X" or "NC-17", or video games rated "A", or theatrical presentations recommended by the sponsor for persons 18 years or older;
 - 1.1.1.3 Adult Entertainment Facilities. Adult bookstores, adult video stores, nude dance clubs and other adult entertainment establishments;
 - 1.1.1.4 Other Adult Services. Adult telephone services, adult internet sites and escort services;
 - 1.1.1.5 Obscene Material. Any material that meets the definition of Obscene Material as defined by Iowa Code section 728.1.
- 1.1.2 False or Misleading. Any material that is or that the sponsor reasonably should have known is false, fraudulent, misleading, deceptive or would constitute a tort of defamation or invasion of privacy.
- 1.1.3 Copyright, Trademark or Otherwise Unlawful Infringement. Advertising that contains any material that is an infringement of copyright, trademark or service mark, or is otherwise unlawful or illegal.
- 1.1.4 Illegal Activity. Any advertising that promotes any activity or

- product that is illegal under federal, state or local law.
- 1.1.5 Profanity and Violence. Advertising that contains any profane language or employs the use of miscellaneous characters or symbols as a substitute for profane language, or portrays images or descriptions of graphic violence, including dead, mutilated or disfigured human beings or animals, the act of killing, mutilating or disfiguring human beings or animals, or intentional infliction of pain or violent action towards or upon a person or animal.
 - 1.1.6 Threatening Harm. Advertising that contains any threat, implied or direct, to harm a particular individual or group of individuals.
 - 1.1.7 Disparaging. Advertising that is intended to be , or reasonably could be interpreted as being, disparaging, degrading or demeaning to persons, groups, businesses, or organizations, including advertising that portrays individuals or types of persons, groups, businesses or organizations as inferior, evil or contemptible.
 - 1.1.8 Harmful or Disruptive to the Complex. Advertising that contains material that is so objectionable as to be reasonably foreseeable that it may result in harm to, disruption of, or interference with, the operation, or business reputation of the Complex. For purposes of determining whether an advertisement contains such material, the Complex Management will determine whether a reasonably prudent person, knowledgeable of the Complex users and using prevailing community standards, would believe that the material is so objectionable that it is reasonably foreseeable that it may result in harm to, disruption of, or interference with, the operation, or business reputation of the Complex.
 - 1.1.9 Adverse to the Complex. Advertising that is directly adverse to the commercial or administrative interests of the Complex, that tends to criticize the quality of service provided by the Complex.
 - 1.1.10 Unsafe Complex Behavior. Any advertisement that encourages or depicts unsafe behavior with respect to Complex activities, such as non-use of normal safety precautions and safety equipment.
- 1.2 Additional Requirements:
- 1.2.1 Sponsor Attribution and Contact Information. Any advertising in which the identity of the sponsor is not readily and unambiguously identifiable must include the following phrase to identify the sponsor in clearly visible letters: “Paid for by _____”
 - 1.2.2 Government Speech. The provisions of this policy do not apply to the City’s advertising, which includes advertising sponsored solely by the City or by the City jointly with another entity to communicate any message deemed appropriate by the Complex Management.
- 3.4 This Policy may be suspended or modified in part as necessary without notice upon legal recommendation. All provisions of this Policy shall be deemed severable.
- 2.0 **Procedures:** All advertising requests will be directed to the RecPlex General Manager for review and approval in accordance with this policy.

Distribution: Originally distributed to City Manager, Department Directors, and Department clerical/managerial/professional staff.

Approved by West Des Moines Parks and Recreation Advisory Board effective February 18, 2021

RECRP PLEX

Corporate Advertising Partnerships



Proudly owned & operated by



THE CITY OF
West Des Moines.

6500 Grand Avenue
West Des Moines, IA 50266



The MidAmerican Energy Company RecPlex



The MidAmerican Energy Company RecPlex truly is in a league of its own. The 66-acre, youth-focused athletic venue delivers 300,000 sq ft of space for soccer, ice hockey, basketball, volleyball, baseball, softball, pickleball, an Esports Center and a wide range of additional recreational, educational, and adaptive programs. Attendance projections indicate more than 1000 participants per weeknight and roughly 5000 per weekend day at the facility – indicating that the RecPlex will be self-sufficient and sustainable. Scheduled to be fully open in March 2021, the RecPlex will be owned and operated by the City of West Des Moines.

The RecPlex will host a wide variety of events bringing in a diverse demographic of participants and attendees. Becoming a partner with the RecPlex provides your company a unique opportunity to highlight your brand in a specialized way while reaching the Central Iowa region and beyond.

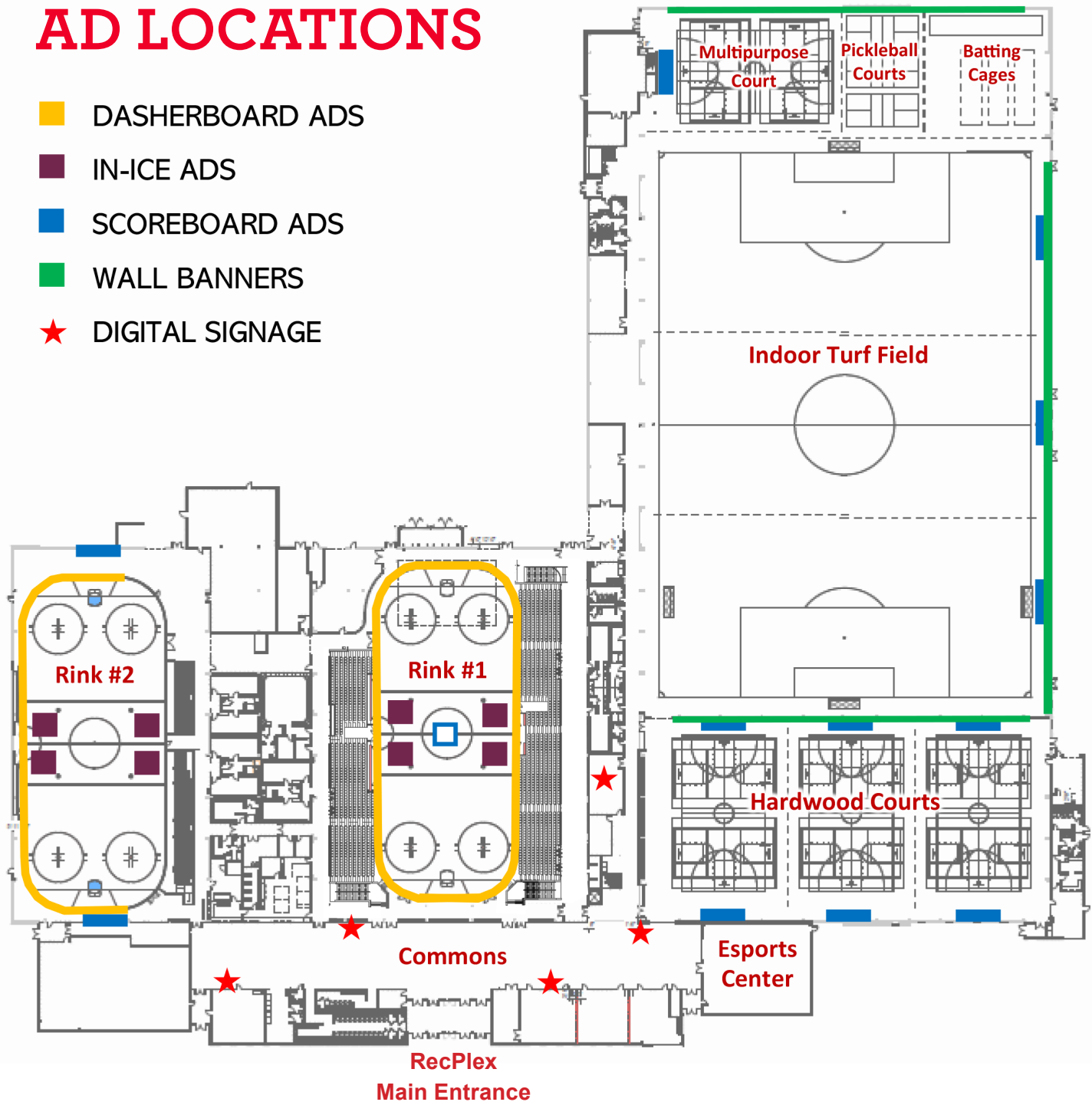
CORPORATE PARTNER BENEFITS

- Broad Based Exposure - Hundreds of Thousands of Impressions
- Multi-Cultural Events with Diverse Demographics
- Year-Round Unique Interaction with Captive Audience
- Positive Image while Supporting the Community
- Business Opportunities & Hospitality
- Direct and Straight-Forward Messaging



AD LOCATIONS

- DASHBOARD ADS
- IN-ICE ADS
- SCOREBOARD ADS
- WALL BANNERS
- ★ DIGITAL SIGNAGE





ICE RESURFACER ADVERTISING

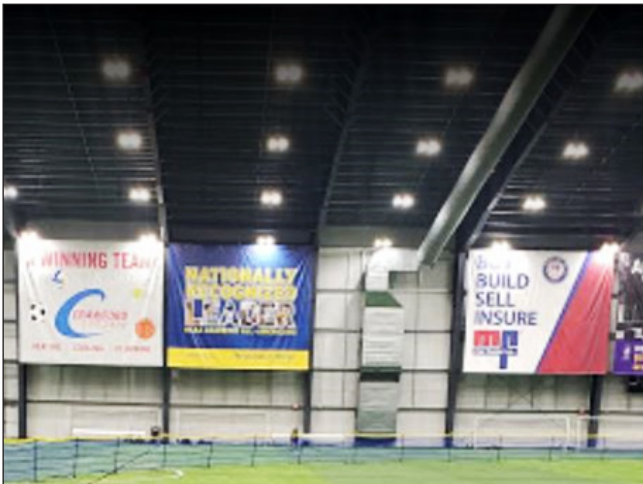


ICE RESURFACER

This is a real crowd pleaser! Everyone loves when the Ice Resurfacer makes its appearance in the arena. Designs for **ICE RESURFACER ADS** can range from simple graphics and logos to a fully- wrapped masterpiece.

- \$7500/YR — THREE-YEAR INVESTMENT
- INITIAL PRODUCTION & INSTALL INCLUDED

FIELDHOUSE BANNER ADVERTISING



WALL BANNER

Guaranteed to get attention! Super-sized at 10' x 15', **FIELDHOUSE WALL BANNERS** are the biggest bang for your buck. Limited to select locations, wall banners offer maximum exposure in the fieldhouse with plenty of design space for your corporate branding.

- \$5000/YR — THREE-YEAR INVESTMENT
- INITIAL PRODUCTION & INSTALL INCLUDED

IN-ICE ADVERTISING



IN-ICE

In demand! **IN-ICE ADS** remains extremely popular year after year in the arena industry. The extra large ad, great visibility and limited availability means demand usually exceeds supply. Just four 10' x 10' in-ice advertisement are sold per arena.

- \$2500/YR — THREE-YEAR INVESTMENT
- INITIAL PRODUCTION & INSTALL INCLUDED



DASHERBOARD ADVERTISING



DASHERBOARD

Get noticed! **DASHERBOARD ADS** are one of the hottest advertising buys in the arena industry today! Individual ads surround the surface of the rink and provide one of the most visible and prolonged exposure to patrons in the arena.

- \$1000/YR — THREE-YEAR INVESTMENT
- INITIAL PRODUCTION & INSTALL INCLUDED

SCOREBOARD ADVERTISING



SCOREBOARD

Great value! Spectators spend most of their time looking two directions during the game — at the action in the arena and checking the scoreboard for time remaining in the game. **SCOREBOARD ADS** are a great way to capitalize on repeat views.

- \$650-\$1000/YR — THREE-YEAR INVESTMENT
- INITIAL PRODUCTION & INSTALL INCLUDED

DIGITAL BOARD ADVERTISING



DIGITAL BOARD

The most versatile advertising opportunity is on the 10+ digital boards located throughout the complex. **DIGITAL BOARD ADS** are shown on locker room screens, upcoming event displays, cable television banners and meeting room entrances.

- \$400-\$1000/YR — THREE-YEAR INVESTMENT
- INITIAL PRODUCTION & INSTALL INCLUDED

Corporate Naming Partnerships

In addition to the Corporate Advertising Partnerships listed in previous pages, the MidAmerican Energy Company RecPlex also offers long-term Corporate Naming Partnerships.

Corporate Naming Partnerships are available at levels from \$50,000 to \$600,000 which can be paid over a period of up to 20 years. Please contact us for more information on naming opportunities.

1. Outdoor Turf Field #3
2. Esports Center
3. Pickleball Courts
4. Batting Cage Area
5. Overlook Activity Room
6. Activities Room



For more information on Corporate Advertising & Corporate Naming Partnerships at the RecPlex, please contact General Manager, Shayne Ratcliff at 515.440.4775 or Shayne.Ratcliff@wdm.iowa.gov

**WEST DES MOINES PARKS & RECREATION ADVISORY BOARD
MEETING COMMUNICATION**

DATE: February 18, 2021

ITEM: Motion – Approval of Public Art Placement – “American Dreamer” – Willow Springs Park

FINANCIAL IMPACT: None.


SYNOPSIS: Gail Chavenelle, an artist from Dubuque, Iowa, has offered to donate her artwork, “American Dreamer”, from the 2020 Art on the Campus exhibit to the City. Chavenelle is retiring from creating public art and is making the donation in thanks to the community for choosing to show her artwork.

A location in Willow Springs Park has been identified for the installation of “American Dreamer”. Since the proposed location is on park property, the Board is being asked for approval. Maps showing the location are attached.

BACKGROUND: The Public Arts Advisory Commission approved accepting the donation into the City’s permanent collection of public art on December 8, 2020. At their January 28, 2021, meeting, the Public Arts Advisory Commission approved that the artwork be placed in Willow Springs Park. If the location is approved by the Board and the donation agreement is approved by City Council on March 1, 2015, “American Dreamer” will be relocated to Willow Springs Park by April 15, 2021.

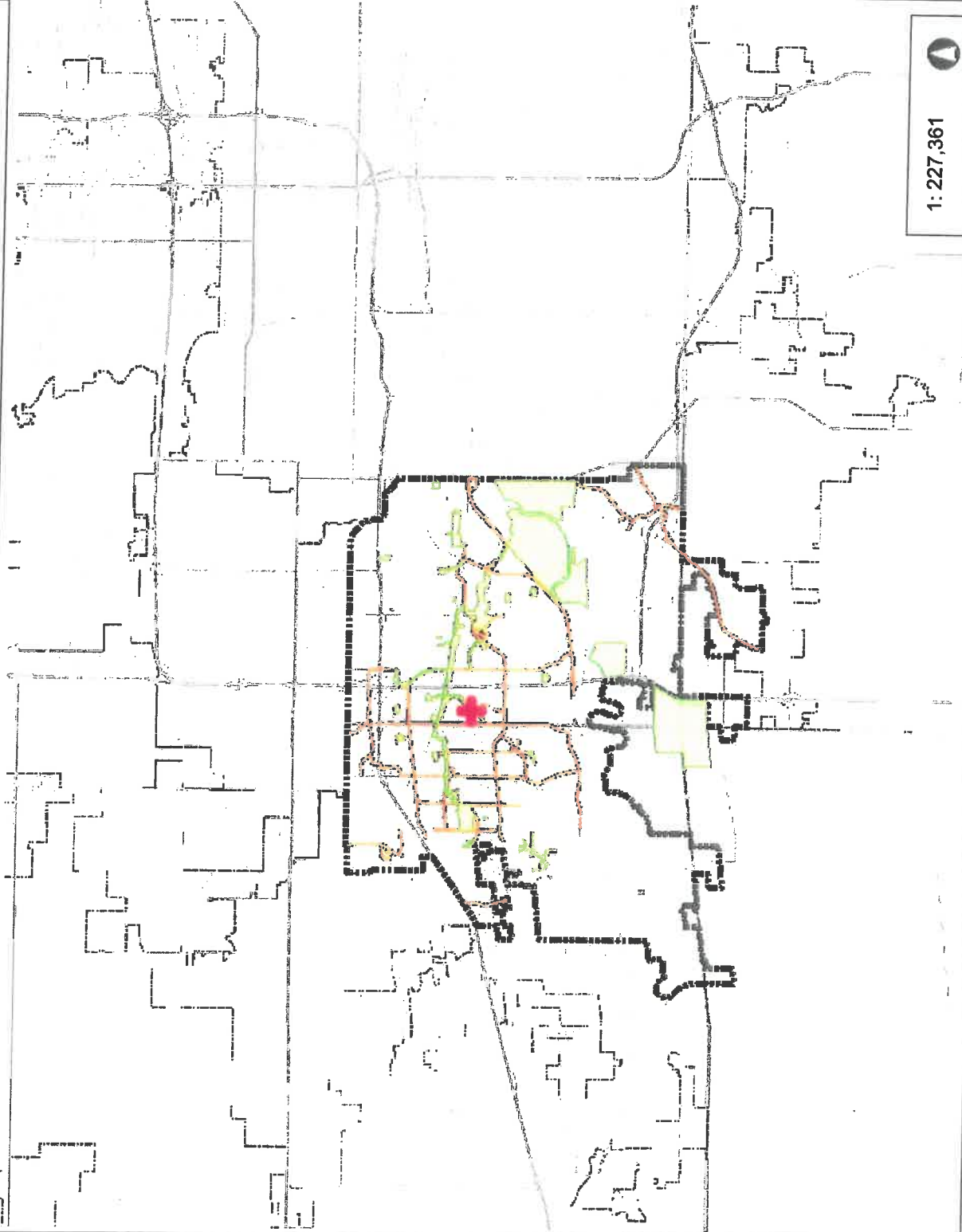
The Facilities Committee met on February 10, 2021 to review the placement.

RECOMMENDATION: Staff and the Facilities Committee recommend approval of the placement of “American Dreamer” in Willow Springs Park.

Prepared by: Sally Ortgies, Director of Parks and Recreation 
Approved for Content by: Sally Ortgies, Director of Parks and Recreation
Accepted for Park Board Agenda: Sally Ortgies, Director of Parks and Recreation



My Map



Legend

- Parks and Greenways
- Trails
- Corporate Limits

1: 227,361

37,893.6 0 18,946.78 37,893.6 Feet

Disclaimer: The City of West Des Moines makes no warranties regarding the accuracy or completeness of the data provided herein.

WGS_1984_Web_Mercator_Auxiliary_Sphere
© City of West Des Moines, Iowa

THIS MAP IS NOT TO BE USED FOR NAVIGATION



My Map



Utbound3k

Wake

West Des Moines



Legend

-  Parks and Greenways
-  Trails

1: 9,028



Disclaimer: The City of West Des Moines makes no warranties regarding the accuracy or completeness of the data provided herein.

THIS MAP IS NOT TO BE USED FOR NAVIGATION

WGS_1984_Web_Mercator_Auxiliary_Sphere
© City of West Des Moines, Iowa

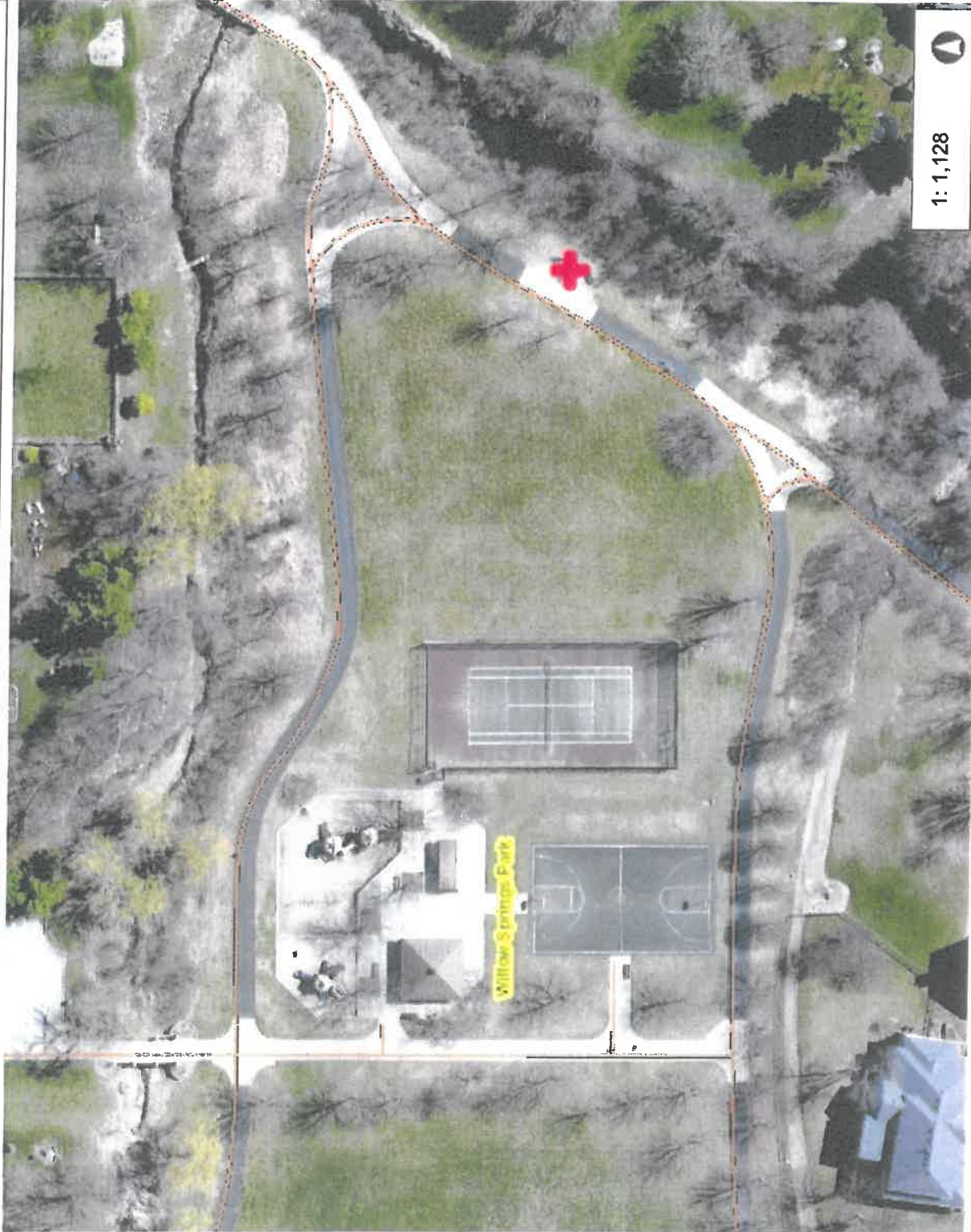


My Map

Libraries

Waukee

West Des Moines



Legend

Trails

1: 1,128



188.1

0

94.04

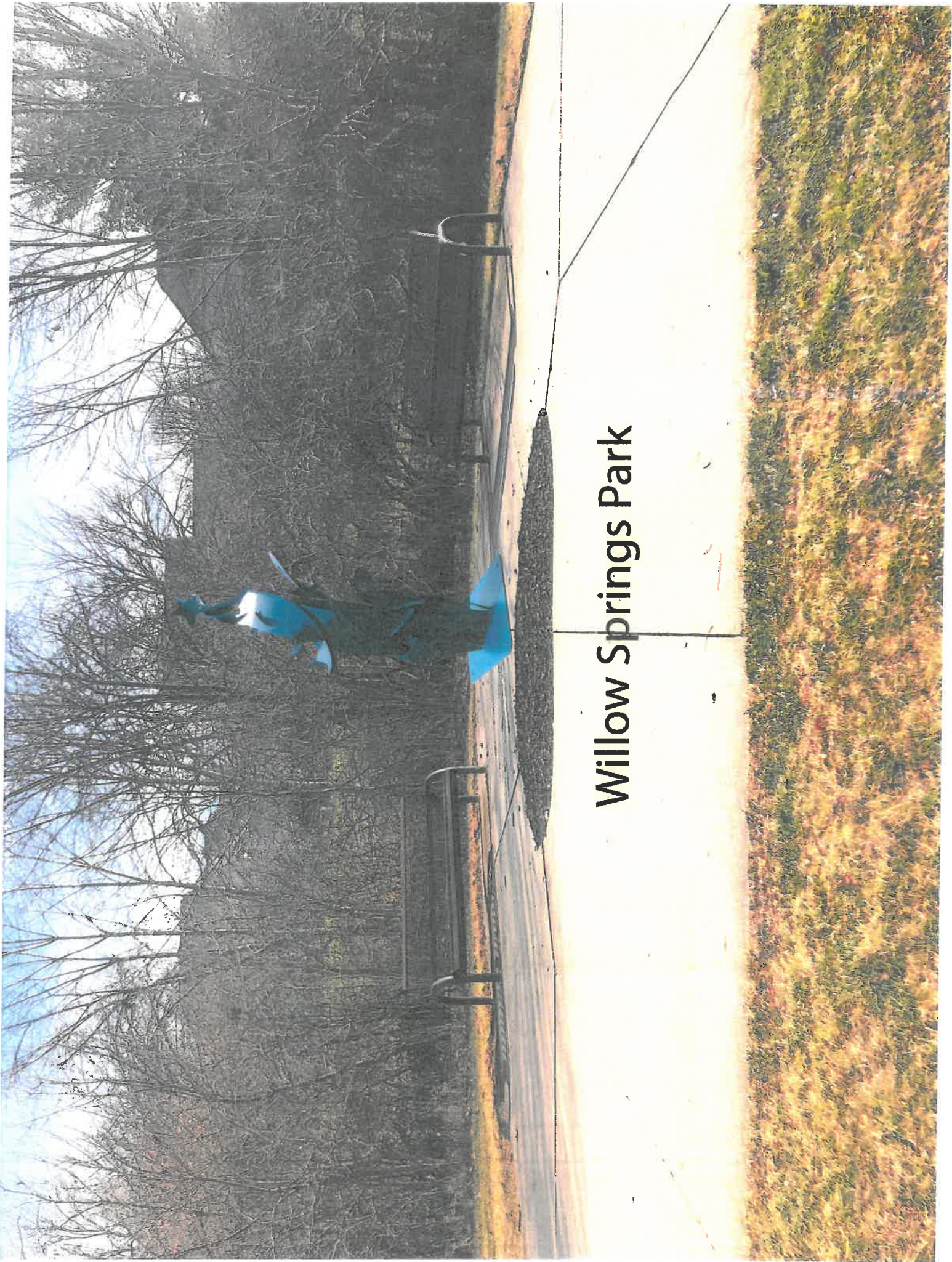
188.1 Feet

WGS_1984_Web_Mercator_Auxiliary_Sphere
© City of West Des Moines, Iowa

Disclaimer: The City of West Des Moines makes no warranties regarding the accuracy or completeness of the data provided herein.

THIS MAP IS NOT TO BE USED FOR NAVIGATION





Willow Springs Park

**WEST DES MOINES PARKS & RECREATION ADVISORY BOARD
MEETING COMMUNICATION**

DATE: February 18, 2021

ITEM: Motion – Approval of Public Art Placement – WDMurals – Trail Underpasses


FINANCIAL IMPACT: All expenses are being paid from budgeted funds in the Public Art Fund.

SYNOPSIS: The Public Arts Advisory Commission is proposing a new annual temporary art program called WDMurals. The program was developed in response to a request from a resident to Board member, Joe Hrdlicka, for a legal way for mural artists to exhibit their work. The mural program, expected to take place starting this spring, will involve the selection of six artists to create their artwork on the entrance/exit walls of three trail underpasses.

Staff has met with local mural artist, Damen LaPalm, who has helped in developing the WDMurals program. The attached draft Call for Artists includes information on the program including tentative underpass locations. Since the locations are on park property, the Board is being asked for approval.

BACKGROUND: The Public Arts Advisory Commission will be approving the Call for Artists at their February 25, 2021 meeting. The Facilities Committee met on February 10, 2021 to review the placement.

RECOMMENDATION: Staff and the Facilities Committee recommend approval of the placement of WDMurals.

Prepared by: Sally Ortgies, Director of Parks and Recreation 
Approved for Content by: Sally Ortgies, Director of Parks and Recreation
Accepted for Park Board Agenda: Sally Ortgies, Director of Parks and Recreation

DRAFT



THE CITY OF
West Des Moines.
Public Arts
Advisory Commission

WDMURALS

CITY OF WEST DES MOINES, IOWA

CALL FOR ARTISTS: WDMurals

A NEW, TEMPORARY PUBLIC ART EXHIBIT
ALONG WEST DES MOINES TRAILS

ARE YOU INTERESTED?

SUBMIT YOUR MURAL PROPOSAL ONLINE AT
WWW.WDM.IOWA.GOV/CALLFORARTISTS
BY MARCH 31, 2021, AT 5 PM CT

WDMurals Overview

The West Des Moines Public Arts Advisory Commission and Parks and Recreation Department invite **Iowa artists** to submit a Mural Proposal to participate in the new WDMurals public art exhibit. WDMurals is a temporary, outdoor exhibit that includes murals painted on the entrance and exit walls for three (3) underpasses along trails in West Des Moines.

Exhibit Details

- Selected artists are paid a **\$1,000 stipend** to cover all artist costs.
- A selection panel will choose **6 original mural proposals** for installation.
- A **People's Choice** mural will be selected and publicized. The People's Choice mural will remain in place for a minimum of three (3) years after the end of the current year's exhibit.
- The WDMurals exhibit will be promoted in the local media*. Marketing efforts will include but not be limited to:
 1. An article in **WDM Magazine** (direct mailed to all WDM households and businesses)
 2. News and information on the **City of WDM website** (www.wdm.iowa.gov)
 3. WDM Parks and Recreation Department's **Facebook** and **Instagram** accounts
- The WDMurals exhibit is a listed feature on the **Otocast app**, a mobile audio guide. Selected artists are required to work with Otocast staff to record a short narrative about their mural.

*The City of West Des Moines reserves the right to photograph and reproduce images of the murals on exhibit for promotional and educational purposes.

Installation of Artwork

Artists are responsible for all supplies, equipment, and labor necessary for the installation of their mural. The City of West Des Moines will not provide labor, supplies, or equipment for install. Public trail access must remain available during installation. Care must be taken to ensure the safety of trail users during installation.

Approximate mural size (1 wall): _____' (H) x _____'(W)

Each mural wall varies in height and width.
Further measurement will be required upon proposal acceptance.

Mural Criteria

All proposed murals must be the original work of the artist in concept, composition, and execution. Artists' proposals will be selected by a selection panel* comprised of WDM Public Arts Advisory Commission members and local citizens, artists, and/or business representatives. The following criteria will be used in the selection process:

- Mural proposals that speak to the theme of **NATURE**
- Mural proposals that are suitable for public viewing
- Mural proposals that display high-quality technical skill, imagination, and innovation
- Mural proposals that create a sense of discovery, surprise, and emotional connection
- Murals must be created using only paint (types????)

*Decisions by the selection panel are final and not open to negotiation.

Submission Details

- Please complete one application per mural proposal submitted.
- There is no limit to the number of mural proposals submitted by an artist.
- 1-4 full-color sketches or design concepts using the relative dimensions at the bottom of page 2 are required per mural proposal submitted.
(5 MB max; .gif, .jpg, .png, .doc, .docx, .xls, .xlsx, .rtf, .pdf, .txt)
- A mural description is required with each proposal submission.

Mural proposals must be submitted online at www.wdm.iowa.gov/CallforArtists by 5 pm on March 31, 2021.

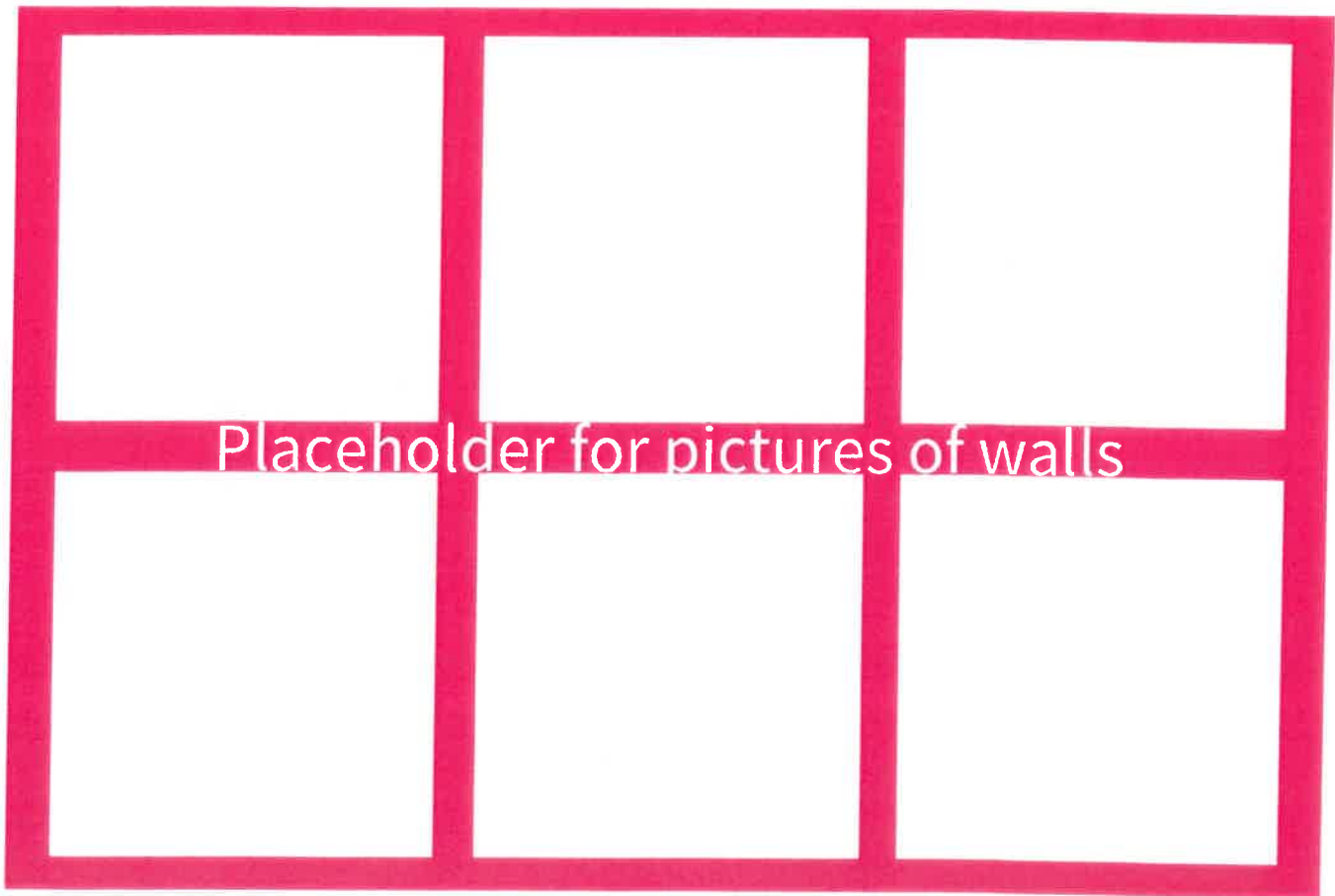
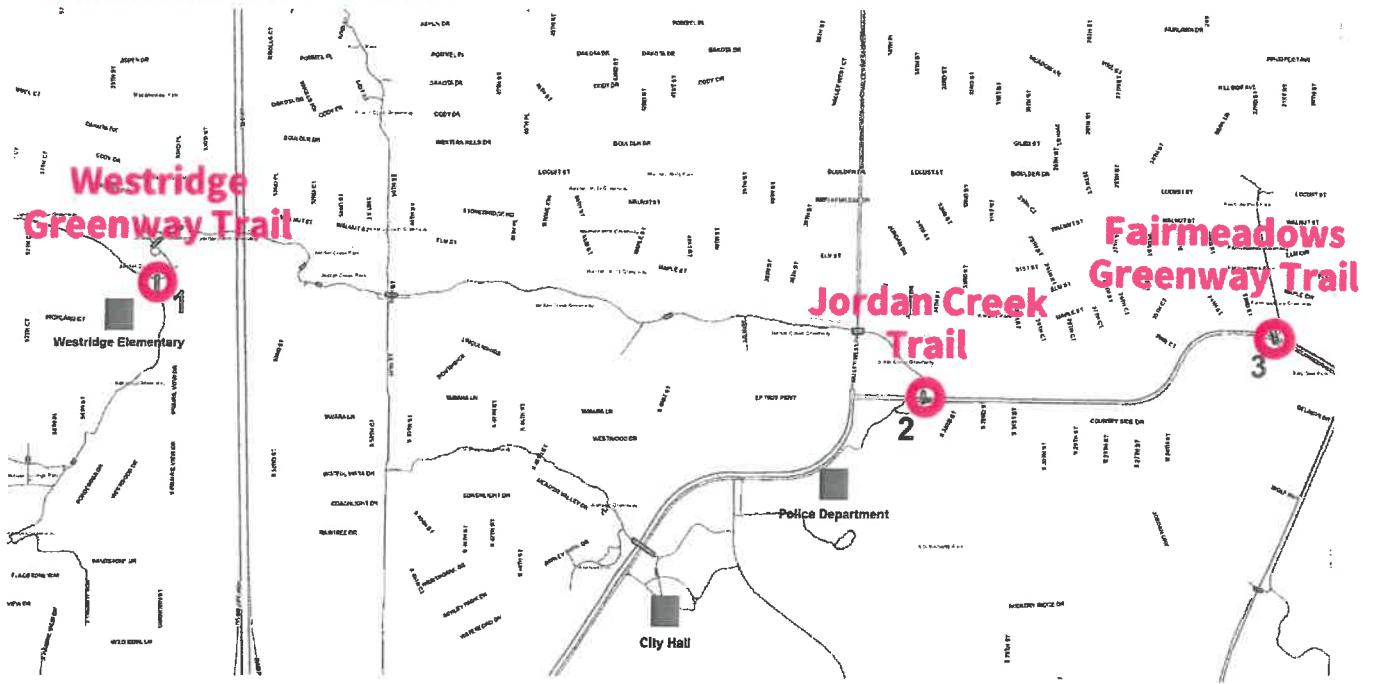
WDMural Exhibit Timeline

Call for Artists issued	March 1, 2021
Mural Proposals due	March 31, 2021
Selection panel meets	April 1-15, 2021
Notification of selection to artists	By April 30, 2021
Artists create murals	May 1-15, 2021
WDMurals exhibit viewable	May 15, 2021-March 31, 2022
Murals painted over	April, 2022

*The City of West Des Moines reserves the right to change the project timeline.

Contact Allison Ullestad (Arts, Culture, and Enrichment Supervisor) at 515-222-3455 or allison.ullestad@wdm.iowa.gov with questions.

Exhibit Locations



Contact Allison Ullestad (Arts, Culture, and Enrichment Supervisor) at 515-222-3455 or allison.ullestad@wdm.iowa.gov with questions.

**WEST DES MOINES PARKS & RECREATION ADVISORY COMMITTEE
MEETING COMMUNICATION**

DATE: February 18, 2021

ITEM: Motion – Approval of Alternate Plans for Parkland Dedication-88th Street Lofts

FINANCIAL IMPACT: None.


SYNOPSIS: The Board is asked to consider an alternate plan for the dedication of parkland to meet requirements of the City's parkland dedication ordinance for the 88th Street Lofts located at 520 88th Street (See Vicinity Map). The development is currently served by both Whisper Point Park and Brookview Park. The development consists of 49 apartments which results in a requirement of .52 acres to be dedicated to public use. Detailed calculations can be found in Attachment A.

The developer has chosen to provide a portion of parkland dedication on-site and to install recreational based amenities including a public trail along 88th Street, along with a playground, playground surfacing, sidewalks, benches and landscaping. The land and amenities will serve a park and recreational purpose for the residents of this development by providing a usable outdoor space (Attachment B). Since the land and all amenities other than the trail along 88th Street will not be accessible to the public, and there will be no public access easement to these areas, the alternate plan must be reviewed and approved by the Board.

BACKGROUND: Staff reviews every development application that is submitted to the city and works with developers to ensure satisfaction of the City's parkland dedication ordinance requirements. Sometimes factors exist that limit the typical dedication of land for neighborhood parks and greenways as shown on the Parks and Trails Master Plan. City code allows for an alternate plan to be developed that directly and proportionately benefits the development by satisfying parkland and/or recreational facility needs of the development's residents. Alternate plans are required to be reviewed by the Parks and Recreation Advisory Board which shall make a recommendation to the Plan and Zoning Commission or City Council.

The Facilities Committee met on January 13, 2021 and February 10, 2021 to review and discuss the parkland dedication alternate plan for the 88th Street Lofts.

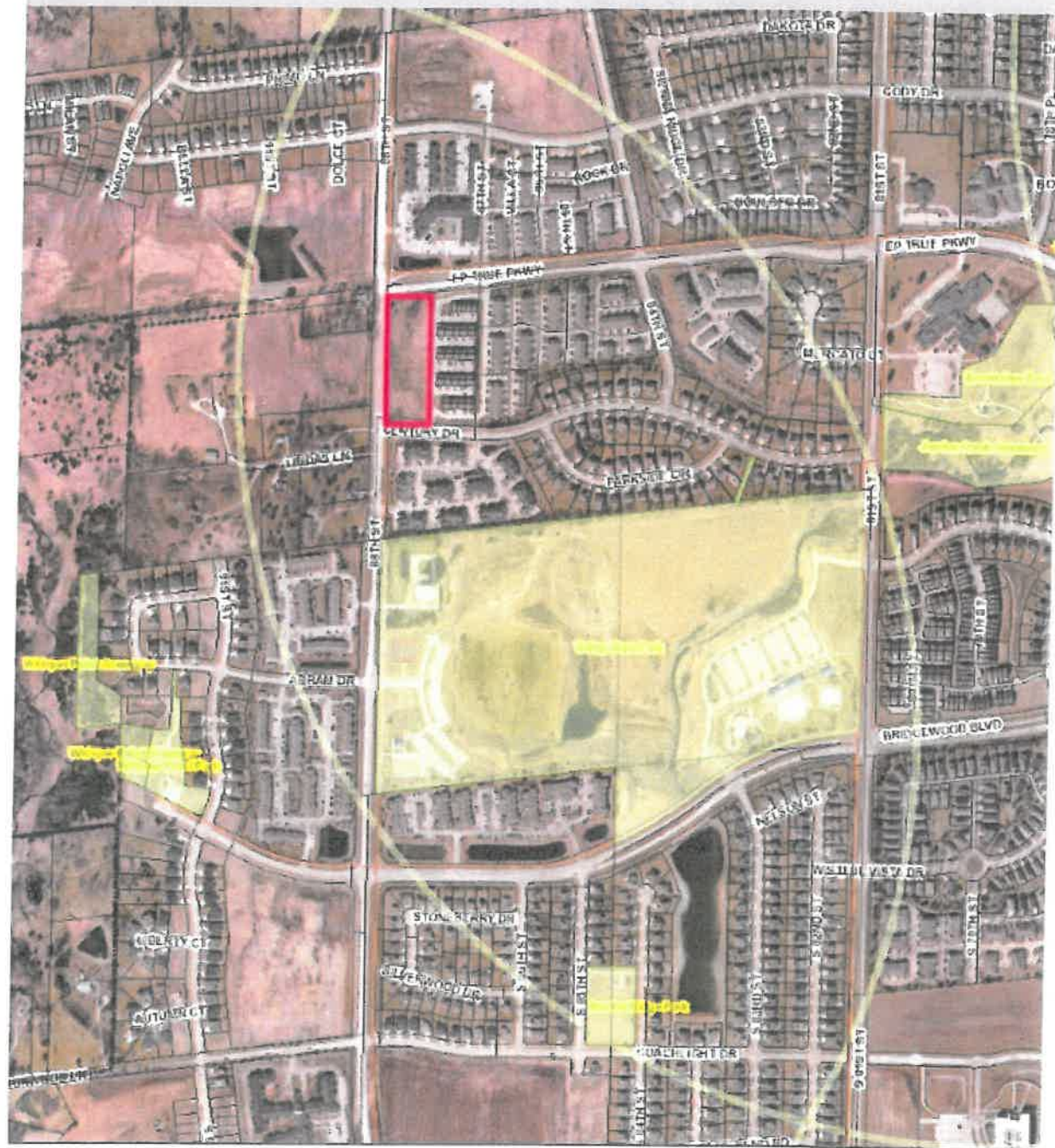
RECOMMENDATION: Staff and the Facilities Committee recommend that the Board approve a recommendation to the Plan and Zoning Commission to approve the parkland dedication alternate plan for the 88th Street Lofts.

Prepared by: David Sadler, Superintendent of Parks 

Approved for Content by: Sally Ortgies, Director of Parks and Recreation

Accepted for Park Board Agenda: Sally Ortgies, Director of Parks and Recreation

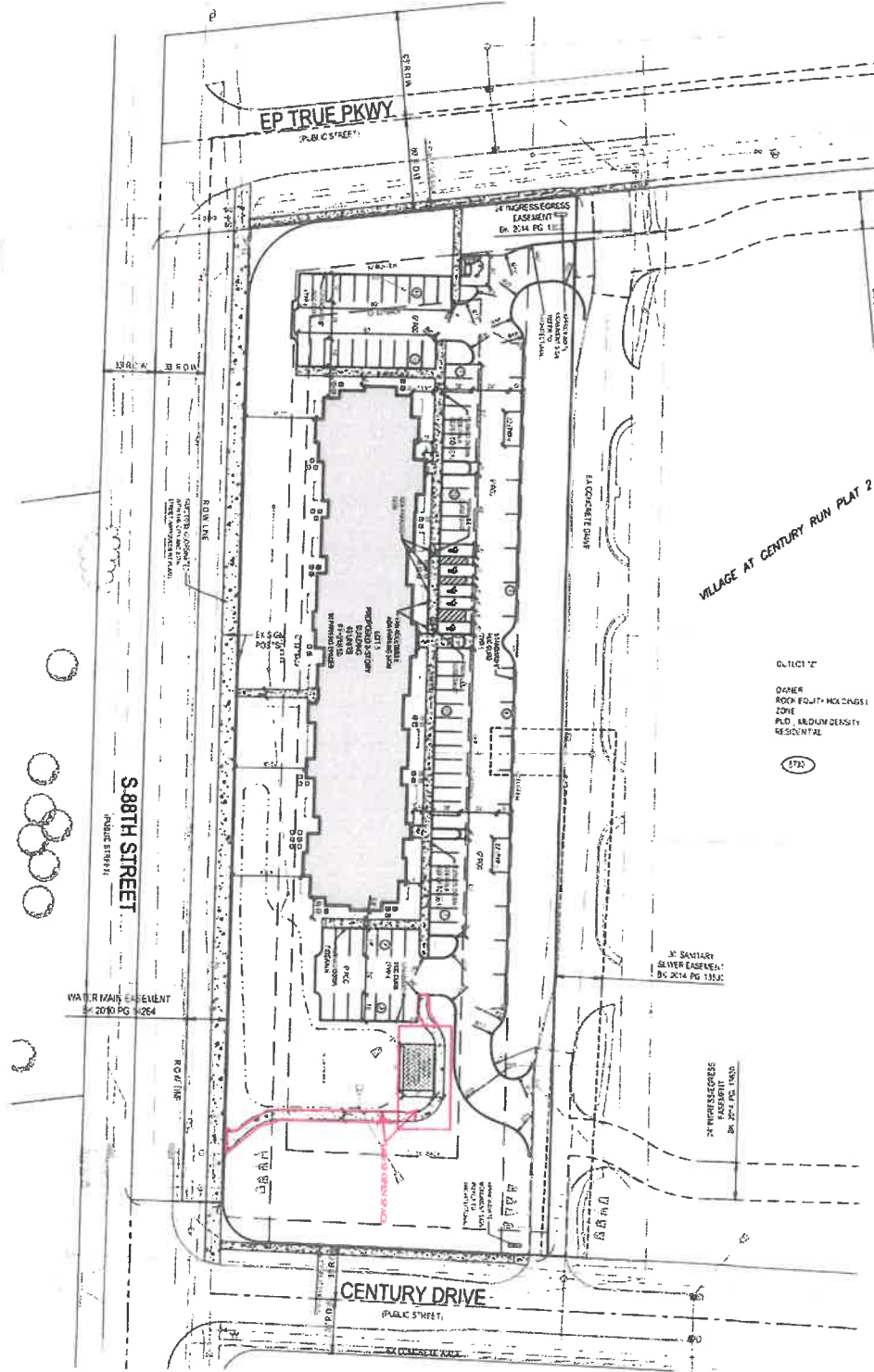
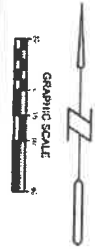
VICINITY MAP



PRELIMINARY - NOT FOR CONSTRUCTION

180701-1-14-PM W:\180701-1-14-PM\180701-1-14-PM\180701-1-14-PM\180701-1-14-PM\180701-1-14-PM\180701-1-14-PM

DESIGNED BY
BISHOP ENGINEERING



VILLAGE AT CENTURY RUN PLAT 2

- LEGEND
- OWNER
 - ROOF EQUITY HOLDINGS
 - LDK
 - PLD. BUILDING DENSITY
 - RESIDENTIAL

180701

W. BENTLEY
SEWER EASEMENT
DC 2014 PG 135A

24' PROGRESS-EGRESS
EASEMENT
DC 2014 PG 135D

<p>PROJECT NUMBER 180701</p> <p>DATE 01/14/14</p> <p>PROJECT NAME 88TH STREET LOFTS</p> <p>CLIENT 180701</p> <p>SCALE AS SHOWN</p> <p>DATE 01/14/14</p> <p>PROJECT NUMBER 180701</p> <p>DATE 01/14/14</p> <p>PROJECT NAME 88TH STREET LOFTS</p> <p>CLIENT 180701</p> <p>SCALE AS SHOWN</p> <p>DATE 01/14/14</p>	<p>88TH STREET LOFTS 520 88TH STREET, WEST DES MOINES</p> <p>LAYOUT PLAN</p>	<p>Bishop Engineering Planning Your Successful Development</p> <p>3501 104th Street Des Moines, IA 50317 Phone: 515.281.1100 Fax: 515.281.1101</p>
---	--	---

ATTACHMENT A

PARKLAND DEDICATION REQUIREMENTS

1/19/2021

88th Street Lofts

Draft

Project Location: Developer:
88th and EP True Pkwy TWG Development
 LLC

	# units	Population Multiplier	Estimated Population	Per 1000 people	Park Dedication Factor	Greenway Dedication Factor
<u>Single Family Detached</u>						
Description: Single Family Lots	0	2.90	0			
TOTAL	0		0			
<u>Single Family Attached</u>						
Description: Townhomes	0	1.63	0			
TOTAL	0		0			
<u>Multifamily Unit</u>						
Description: Apartments	49	1.73	84.77			
TOTAL	49		84.77			
TOTAL POPULATION			84.77	0.08477	2.39	3.76
Park Dedication (Acres)			0.20			
Greenway Dedication (Acres)			0.32			
TOTAL DEDICATION (Acres)			0.52			

Notes: Calculations taken from Bishop Eng Site Plan/Prelim Plat dated 1/8/2021

Total Dedication Requirement (Acres)	0.52	Acres
Less on-site parkland 2,620 SF / 43,560	-0.06	Acres
Deficient acreage	0.46	Acres
x sales price per acre (\$665,000/3.56 AC) Verify, has not been purch.	\$186,798	per Acre
Deficient acreage in dollars	\$85,927	

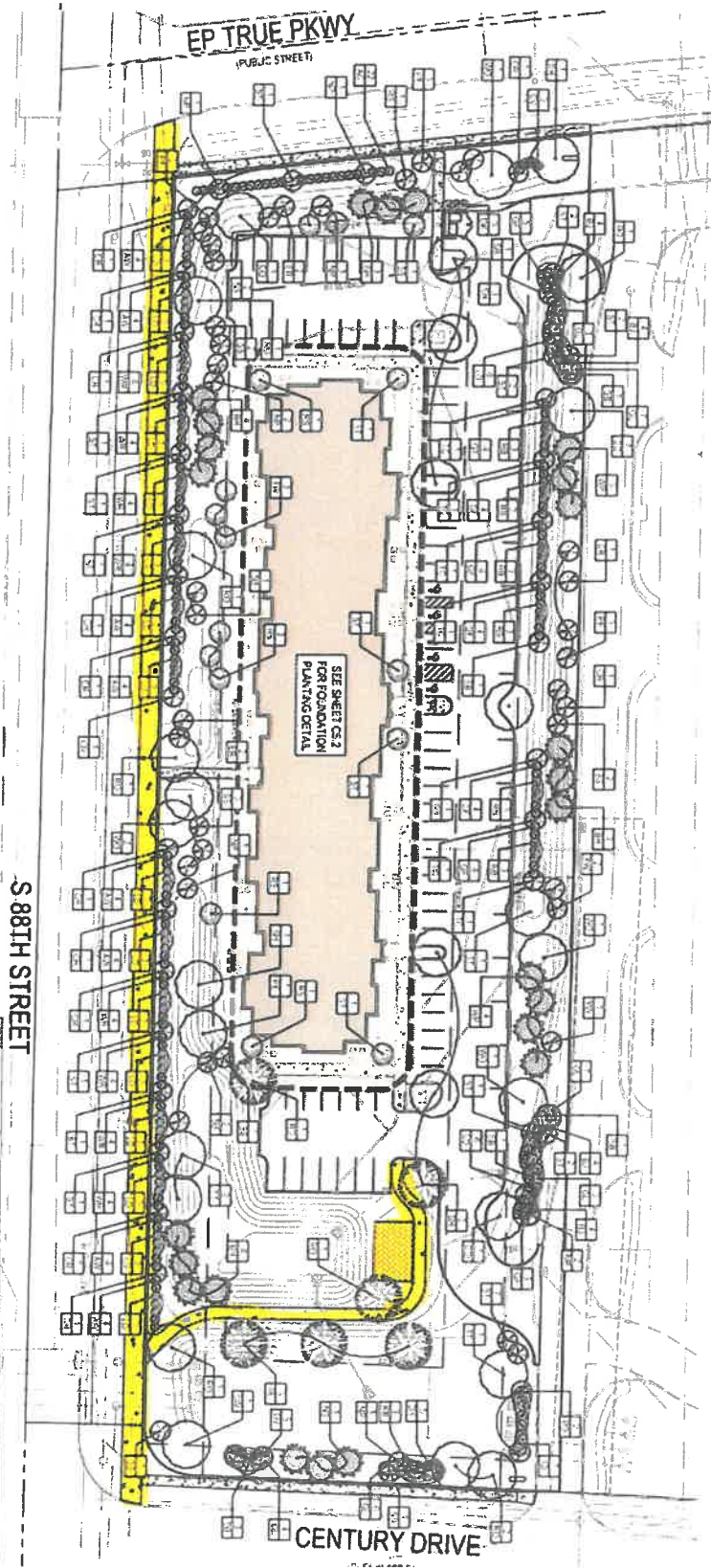
On-site improvements (can be subtracted from requirement above)

Trail along 88th Street (6" reinforced PCC to PROWG standards)			
695' x 10' x 60%	4170	\$6	\$25,020
ADA Curb Ramps with Domes	2	\$1,500	\$3,000

Playground Area Improvements (Tentative, final values TBD)

Playground EST			\$37,000	Estimated
Playground Surfacing Rubber (20'x30')	600	13.33	\$8,000	Estimated
Benches			\$3,000	Estimated
Landscaping			\$2,600	Estimated
Sidewalk (6' x 205')	1230	\$6	\$7,380	
TOTAL			\$86,000	

ATTACHMENT B



**CITY OF WEST DES MOINES
CITY COUNCIL MEETING COMMUNICATION**

DATE: February 1, 2021

ITEM: Motion – Approval of Professional Services Agreement – Playground Equipment Replacement-Peony Park, Scenic Valley Park and Willow Springs Park

FINANCIAL IMPACT: Expense not to exceed \$84,100 including reimbursable expenses to be paid from G/L account 500.000.000.5250.490. Funding will be covered out of \$100,000 in available funds in the FY 20-21 CIP budgeted for the Playground Equipment Replacement (Project No. 0510 055 2020). Funding for construction is included in the FY 21-22 CIP budget request. If funded, construction would start in fall 2021.

BACKGROUND: Playgrounds were installed in Peony, Scenic Valley, and Willow Springs Parks in 2000, so are now over 20 years old. These three neighborhood parks are located within well-established neighborhoods, and the playgrounds are highly used. The equipment is becoming outdated, beginning to show signs of age and impact from overall high use, and requires more frequent inspections and repairs. Staff forecasts play equipment replacement at every 18 years which is longer than the industry standard of approximately 15 years. With regular inspection and maintenance, this equipment has been able to exceed its projected useful life.

This planning and design process would analyze these playground areas, clearly identify how they are currently used, and determine ways for the playgrounds to better serve park users. The project scope includes a neighborhood survey to gather feedback. As part of the design process, staff and the consultant team will focus on providing more inclusive spaces for people of all abilities and backgrounds with equipment that meets or exceeds the latest safety and ADA requirements.

Recently staff invited two firms with experience in inclusive park design to provide proposals for the new playground at Raccoon River Park. Staff then interviewed both firms to review their qualifications and to hear about their design approach. Both firms were well qualified, and one firm received the Raccoon River Park project with the other firm being recommended for this project. Staff is recommending Snyder & Associates for this project. This firm has significant experience in playground design and construction, and demonstrated a good understanding of playground design, safety and inclusive play. The agreement with Snyder & Associates is attached along with their proposal, scope of services and fees.

OUTSTANDING ISSUES: None

RECOMMENDATION: That the Council approve the agreement with Snyder & Associates

**CITY OF WEST DES MOINES
CITY COUNCIL MEETING COMMUNICATION**

DATE: February 1, 2021

ITEM: Motion – Approval and/or Ratification of Specific Fees and Charges – Parks and Recreation Department

FINANCIAL IMPACT: Revenue will be dependent upon future facility rentals.

BACKGROUND: On June 15, 2020 the City Council updated a comprehensive, consolidated listing of the City’s various rates, fees, and charges. Each of the rates/charges/fees listed was identified by staff and has been tied to the date of last approval or update.

Since that time, changes have occurred creating the need to revise certain rates related to the Parks and Recreation Department as follows:

MidAmerican Energy RecPlex	CURRENT FEE	PROPOSED FEE
Full Court Rental - 1 BB/2 VB (Year Round, All day)	\$65.00/HR	\$45.00/HR
1/2 Court Rental - 1/2 BB/1 VB (Year Round, All day)	\$35.00/HR	\$25.00/HR
Indoor Turf - Off-Season - April 15th - November 15th	NA	\$125.00/HR
Full Pickleball Court Area (All Three Courts)	\$25.00/HR	\$40.00/HR
Pickleball Court - Per Court Rental - Per Hour	NA	\$15.00/HR
Open Gym - Basketball/Volleyball	\$7.00	\$5.00
Open Gym - Pickleball	\$5.00	\$3.00
Open Field - Soccer/Lacrosse	\$7.00	\$5.00

- Full & ½ Court Rental: Previously approved court rental fees were originally based upon a recommendation by Sports Facilities Advisors (SFA). These fees were found to be significantly higher than those charged by other central Iowa complexes. As staff worked with basketball tournament providers and user groups, it was important to better align fees.
- Indoor Turf Field Rental: New fee added to attract rentals during indoor non-peak times.
- Pickleball Court Rental: Stand-alone pickleball courts were added to the project in a space previously planned to be a multi-purpose court. A new fee is being added for the rental of an individual pickleball court. The fee for the multi-use court was originally set at \$25.00/hour and is being increased to account for the three pickleball courts that now occupy that space.
- Open Gyms: Drop-in fees reduced to more closely match the hourly rental rates and to better align with similar programs in West Des Moines and Central Iowa.

Staff has projected that the proposed fees will have no negative impact on the Enterprise Fund for the RecPlex. Fees for this new facility will continue to be reviewed and adjusted in response to changes in the market and facility operations.

Crossroads Park Tennis Courts	CURRENT FEE	PROPOSED FEE
Court Rental – Non-Profit/School District	NA	\$7.00/court/hour
Court Rental – General Public	NA	\$10.00/court/hour
Court Rental – For-Profit	NA	\$20.00/court/hour

- With recent reconstruction of the 6-court complex in Crossroads Park and lighting expected to be installed later this year, staff has developed a reservation system with tiered rental fees. The system is similar to the one that has been successfully used for the Valley View Park Fields. When not reserved, the courts will be available for first-come, first-served use by drop-in users.

Jamie Hurd Amphitheater	CURRENT FEE	PROPOSED FEE
Portable Toilet Fee	\$50 each	\$75 each
Folding Chair Rental	NA	\$4.00 each
Folding Table Rental	NA	\$8.00 each
Movie Projector/Speakers/Screen	NA	\$800.00

- Portable Toilet Fee: Increased fee to more closely cover actual cost to the City for portable toilets provided to renters of the Amphitheater. Portable toilet fee for special events is also being changed from \$50 to \$75.
- Chair/Table Rental: Adding fee for rental of City-owned chairs and tables stored at the Amphitheater.
- Movie Package: Adding fee for use of City-owned movie projector, speakers, and inflatable screen as part of an Amphitheater rental. Fee includes City staff person to set-up, monitor, and tear-down the equipment.

The Parks & Recreation Advisory Board approved the proposed fees and charges on January 21, 2021.

RECOMMENDATION: That the City Council approve the fees and charges.

Lead Staff Member: Ryan Penning, Superintendent of Recreation

STAFF REVIEWS

Department Director	Sally Ortgies, Director of Parks & Recreation
Appropriations/Finance	Tim Stiles, Finance Director
Legal	Richard Scieszinski, City Attorney
Agenda Acceptance	

PUBLICATION(S) (if applicable)

Published In	
Dates(s) Published	

SUBCOMMITTEE REVIEW (if applicable)

Committee	F & A
Date Reviewed	1/27/21
Recommendation	Yes No Split

**CITY OF WEST DES MOINES
CITY COUNCIL MEETING COMMUNICATION**

DATE: February 15, 2021

ITEM: Motion – Approval of Artist Agreement – Light Valley Junction Public Art Project – Tim Adams

FINANCIAL IMPACT: Cost not to exceed \$50,000 to be paid from budgeted funds in the Public Art Fund account (437.400.470.5400.750).

BACKGROUND: A Call for Artists process was followed last fall that resulted in four submissions from artists for the Light Valley Junction Public Art Project. The Selection Committee for the project reviewed the submissions and narrowed the pool down to one artist who participated in an interview with the Committee on November 11, 2020. The Selection Committee unanimously approved a recommendation to contract with Tim Adams from Webster City, Iowa. The Public Arts Advisory Commission approved the Selection Committee's recommendation at its December 8, 2020 meeting.

The Council is asked to approve an agreement with Mr. Tim Adams. The agreement is for permanent artwork to be placed in the public walkway located on the west side of the 200 block of 5th Street. The agreement is attached for your reference. Also included are Mr. Adam's application proposal and resume along with the original Call for Artists.

The artist agreement has been reviewed by the Legal Department.

OUTSTANDING ISSUES: Parks and Recreation staff will work with Development Services on any necessary approvals prior to installation in fall of 2021.

RECOMMENDATION: That Council approve the agreement with Tim Adams for the Light Valley Junction Public Art Project.

Lead Staff Member: Allison Ullestad, Arts, Culture and Enrichment Supervisor

STAFF REVIEWS

Department Director	Sally Ortgies, Director of Parks & Recreation
Appropriations/Finance	Tim Stiles, Finance Director
Legal	Richard Scieszinski, City Attorney
Agenda Acceptance	

PUBLICATION(S) (if applicable)

Published In	
Dates(s) Published	

SUBCOMMITTEE REVIEW (if applicable)

Committee	Public Arts Advisory Commission		
Date Reviewed	12/08/20		
Recommendation	Yes	No	Split

CITY OF WEST DES MOINES CITY COUNCIL MEETING COMMUNICATION

DATE: February 15, 2021

ITEM: Public Hearing – MidAmerican Energy Company RecPlex – Interior Signage Package #2

1. Resolution – Approval of Plans and Specifications
2. Motion – Receive and File Report of Bids
3. Resolution – Approve Contract

FINANCIAL IMPACT: Total contract amount of \$248,289.00. Funding will be covered out of available funds in 692.400.700.5250.490. The preliminary estimated cost of the project provided by Shive-Hattery was \$348,100.

BACKGROUND: The Council is asked to approve the plans and specifications for the MidAmerican Energy Company RecPlex – Interior Signage Package #2 project and to receive and file the report of bids that is attached. Three (3) bids were received for the project with the lowest responsible bid submitted by Nagle Signs of Waterloo, Iowa.

This project was to rebid the interior signage for the MidAmerican Energy Company RecPlex that was deducted from the original contract (Interior Signage Package #1). Signage in Interior Signage Package #2 includes wayfinding, destination signage, sponsorship naming rights signage and a donor recognition wall.

In an effort to reduce costs, the completion date for Interior Signage Package #2 was extended from April 1 to July 2. Shive-Hattery also made revisions to achieve fabrication, delivery, and installation efficiencies. These changes resulted in a decrease of \$135,489.15 from the amount of the originally bid contract.

RECOMMENDATION: That the Council hold the public hearing and pass the resolution to approve the plans and specifications, move to receive and file the report of bids, and award the contract for the MidAmerican Energy Company RecPlex, Interior Signage Package #2 in the amount of \$248,289.00

Lead Staff Member: Ryan Penning, Superintendent of Recreation

STAFF REVIEWS

Department Director	Sally Orgies, Director of Parks and Recreation
Appropriations/Finance	Tim Stiles, Finance Director
Legal	Richard Scieszinski, City Attorney
Agenda Acceptance	

PUBLICATION(S) (if applicable)

Published In	Des Moines Register
Dates(s) Published	February 5, 2021

SUBCOMMITTEE REVIEW (if applicable)

Committee	N/A		
Date Reviewed			
Recommendation	Yes	No	Split

Parks & Recreation CIP Status

2/12/2021

Budgeted	Project	Location	Funding Source	Budget Amount	Status						Status	Notes	
					Consultant Proposal	PSA Approved (Council)	Construction Ordered (Council)	Contract Awarded (Council)	Construction	Work Accepted (Council)			Retainage Paid
Construction/Design In Progress or Nearly Finalized													
17/18	Amphitheater	City Campus		\$ 868,000	X	X	X	X	X			Substantially Complete	Finalizing punchlist items with Hurd's contractor / will extend into spring
18/19				\$ 1,432,000	X	X	X	X	X				
19/20				\$ 550,000	X	X	X	X	X				
17/18	Boathouse, Parking, River Access & Kayak Lockers	Raccoon River Park	GO	\$ 70,000	X	X	X	X	X			Substantially Complete	Finalizing punchlist items / will extend into spring
18/19			GO/G	\$ 1,099,700	X	X	X	X	X				
19/20			LOST/G	\$ 1,148,300	X	X	X	X	X				
17/18	Sugar Creek Greenway Trail-Phase 1	Sugar Creek Greenway		\$ 300,000	X	X	X	X	X			Under Construction	Working through winter on bridge / expected to be substantially complete June 2021
18/19				\$ 525,000	X	X	X	X	X				
20/21			LOST	\$ 950,000	X	X	X	X	X				
18/19	Levee Trail Improvements	Levee Trail	GO	\$ 70,000	X	X	X	X	X	X		Substantially Complete	Finalizing punchlist items / will extend into spring
18/19	Veterans Parkway Enhancements	Veterans Parkway	TIF	\$ 735,000	X	X	X	X	X			Under Construction	Signage being installed / expected to be substantially complete June 2021
18/19	Leisure Pool Large Play Structure Replacement	Valley View Aquatic Center	GO	\$ 270,000	X	X	X	X	X	X		Substantially Complete	Waiting for one final part to be installed in the spring
18/19	Valley Junction Trail Connection	VJ/Levee	GO	\$ 400,000	X	X						Design Complete	Ready to construct / waiting for railroad to install crossings
18/19	Raccoon River East Pedestrian Bridge	Raccoon River Park	GO	\$ 300,000	X	X						Under Design	Construction not budgeted / delayed at least one year to 22/23
20/21			LOST	\$ 345,000	X	X							
18/19	Lighting Upgrade	Raccoon River Park	GO	\$ 60,000	X	X	X	X	X			Under Construction	Expected to be substantially complete June 2021
20/21			GO	\$ 650,000	X	X	X	X	X				
19/20	2020 Court Renovation Project	Crossroads/Meadowview/Wilson	O	\$ 525,000	X	X	X	X	X			Substantially Complete	Finalizing site restoration / will extend into spring
			GO	\$ 600,000	X	X	X	X	X				
19/20	Single Track Trails	Southwoods Park	GO	\$ 80,000	X	X						Under Design	Determining best method for completing construction documents & bidding
19/20	Skate Park	Legion Park	GO	\$ 200,000	X	X	X	X	X	X		Substantially Complete	
20/21			GO	\$ 75,000	X	X	X	X	X	X			
19/20	Central Site Grading, Utilities, Road	Valley View Park	GO	\$ 1,400,000	X	X						Under Design	Design kickoff meeting took place / coordinating with WDM Water Works on potential ARS well / funding for construction re-allocated from \$1.4 M budgeted for grading/utilities/road
20/21	Lighted Pickleball Courts Design	Valley View Park	GO	\$ 75,000	X	X							
20/21	Fox Creek Greenway Trail Design	Fox Creek Greenway	GO	\$ 50,000	X	X						Under Design	Preliminary design complete / detailed design needed for potential construction of trail by developers through parkland dedication pending
20/21	Phase 6 & 7 (Fields 3 & 4/Parking Lot/Entry) Design	Holiday Park Baseball Complex	GO	\$ 150,000	X	X						Under Design	Project kickoff meeting held 1/13
20/21	Central Area (Restroom/Playground) Master Plan Update	Raccoon River Park	GO	\$ 75,000	X	X						Under Design	Site analysis being done / background information being pulled together
20/21	2021 Asphalt Trail Renovation	Jordan Creek-39th to 50th	GO		X	X						Under Design	
20/21	Tennis Court Lighting & Electrical Improvements	Crossroads Park	GO	\$ 300,000	X	X						Under Design	PSA approved by Council 1/19/21 / kick-off meeting 2/3
20/21	2021 Court Renovation		GO		X	X						Under Design	PSA approved by Council 1/19/21 / kick-off meeting 2/3
20/21	Play Equipment Replacement Design	Peony/Willow Springs/Scenic Valley Parks	GO	\$ 100,000	X	X						Under Design	PSA approved by Council 2/1/21 / construction included in FY 21-22 CIP request

Budgeted / Professional Services Agreement or Construction Contract Not Yet Awarded												
19/20	Restrooms	Railroad Park	GO	\$ 450,000								\$100,000 re-allocated to LIGHT VJ project / would need to re-budget funds for construction / moving forward with feasibility study
20/21	Park Signage-Phase 2	Various	GO	\$ 200,000	In-House	In-House						In-house design nearly complete / ready to order construction in March
20/21	Fencing/Signage/Repairs	Huston Cemetery	GO	\$ 50,000	In-House	In-House						Preliminary design complete / expected to bid over winter
20/21	Woodland Hills Greenway Trail	Woodland Hills Greenway	GO	\$ 400,000	X	X						Construction documents nearly complete / expected to bid over winter
20/21	Creek Stabilization/Crossing & Parking Lot Design	Crossroads Park	GO	\$ 75,000	X							PSA expected to go to Council for approval in March / construction included in FY 21-22 CIP request
20/21	Diving Platform	Valley View Aquatic Center	GO	\$ 200,000	X	X	X					Bids allowed to expire per Council directive / could re-bid for fall 2021 construction