



**HEV Board of Directors Regular Meeting**  
**Monday, November 18, 2013; 5:30 – 7:00 pm**  
**E5W 2<sup>nd</sup> Floor Conference Room, Des Moines, IA**

**Board Present**

Josh Garrett, *President*  
Brad Willemssen  
Nancy Wilson  
Colleen MacRae, *Treasurer*  
Marsha Steele  
Mark Tezak  
Travis Etchison, *Vice President*  
Sam Summers  
Andy McCoy (acting as Secretary)  
Lindsey Rypma

**Board Absent**

Braxton Pulley

**Guests**

Larry Davey, *DMPD*  
Robin, Brenton Skating Plaza

**Meeting called to order 5:40 pm**

**Attendance/Intros, Josh**

**Approval of Agenda, Josh**

*Moved by Colleen, seconded by Sam. Approved*

**Approval of Sept\Oct Minutes, Josh**

Sept Minutes Tabled, Nancy will resend notes to Braxton for update  
Travis moves to accept Oct Minutes with change of June Typo date. Colleen 2<sup>nd</sup> Approved.

**Treasurer's Report, Colleen**

Colleen's report was published to the board. Holiday Lights, remaining Bash checks cashed. Paid \$13,204.80 paid to Flynn Wright to date. Brad to check with Brian on outstanding invoices for Bazaar. Brad to report next month on final results. Travis moved to approve Tres report. Mark 2<sup>nd</sup>. Approved.

**OLD BUSINESS:**

Need HEV board members at tables to sell t-shirts from 5 to 7 for Promenade. Mark will bring his ipad  
Travis will be resigning VP seat as a result of moving from EV.  
Cling-Ons for late night shopping approved  
Skywalk boards up

**Membership Update, Colleen**

Holiday Party Dec 3  
Membership forms and party info under all apt complex doors  
Now have PayPal for online membership sign up  
Direct Mail about membership to non-members in the area.

**HEV Street Closure Update, Josh**

Committee to present 10 recommendations to city on street closures to city council. Josh to send plans to board.

**Directory Signs, Mark**

Andy and Mark scouted possible locations, found 14 locations. Mark to map out locations and prioritizes locations. Once locations located, work with property owners on permission and mounting. Agreement needs to be put together for HEV and property owners.

**Marketing Plan, Travis**

Still with executive committee. Working with Flynn on logo versioning. Fund raising: city, business. Outside investors looking for HEV participation in funding. Need for a funding packet as a handout to show what we are raising money for. Next steps tbd with executive committee. Determine what we already "own".

**NEW BUSINESS:**

**HEV Board Meeting Format, Travis**

How can we do more with less time commitment by board. Concentrate on action items, not approving reports. Josh will determine what goes on agenda, what goes on Executive session, what can be emailed or quarterly. Budget for committees, predictable expenses. Vote to approval annual budget, avoid approving on-off items . Clings, ads, etc. Project based vs committee based.

Adjourned at 7:05