



HEV Board of Directors Monthly Meeting
Monday, October 20th, 2014, 5:30 p.m. – 7:00 p.m.
Metro Waste Board Room, 300 East Locust, Des Moines, Iowa

Executive Session *Colleen*
Attendance/Intros *Colleen*
Consent Agenda *Colleen*
October Board Agenda
September Board Minutes
September Treasurer's Report

5:38 Colleen calls to order.

Introductions and attendance

Board members present:

Ashley Holter (Present)
Josh Garrett (Present)
Colleen MacRae (President) (Present)
Carol Wyckoff (Treasurer) (Present)
Keith Snow (Present)
Sam Erickson (Present)
Chris LoRang (Present)
David Hance (Present)
Brad Willemssen (Present)
Mark Tezak (Vice President) (Present)
Tyler Wyngarden (Present)
Sam Summers (Present)

Board Members Not Present:

Braxton Pulley (Not Present)
Travis Etchison (Not Present)
Andy McCoy (Secretary) (Not Present)

Guests:

Jennifer Chittenden
Lori Neely
Marsha Steele
Robert Eikleberry

Josh Garrett makes motion to approve Consent agenda
Keith Snow seconds.
Motion passes.

Old Business

HEV Bash Update

Braxton/Travis/Brad

Ashley provided update. Carol shared preliminary financial results. Sam E has access to a band who will donate - no charge to play for event next year. Switched from Gala to BASH concept for a more informal/neighborhood focus.... Its impact on fund raising to be discussed prior to next year's event.

Main Street Iowa

Tyler discussed steps needed with focus on the presentation to city of dsm for partnership and financial support. The strategy to meet w Matt Anderson to first determine who/what will be needed for formal presentation to city. Tyler, Josh, Colleen, and Sam E to meet/contact M Anderson for this discussion.

Holiday Lights/Maps/Marketing

Mark provided update – city council to approve permit this week. Installation crew/team advised of timetable needed for proper installation prior to Promenade.

Marketing directory - fabrication completed on first unit, and Mark to see it and Life Serve to review it as well. Coordination w Ironworks for installation prior to promenade. Ashley stated photos scarce for map/directory, and can donate general photos for eat/play/shop. Josh stated last year photo shoot approved \$500, but, nothing further was done, and further discussion regarding this later.

New Business

Marriott AC

Colleen

Colleen updated – from preliminary presentation meets HEV expectations. This project is to be built by owner/operator with their “branding” concept “Experience the City” which reflects HEV “walkability”

Six stories, 108 rooms, 50-60 underground parking and 16 at ground level. Restaurant ground floor, and roof top bar.

2014/2015 Committee Goals

Mark presented Economic Development & design with 3 areas of focus, Advocacy, Quality of life, and Neighborhood Image.

Ashley presented Marketing with areas of focus – update website, streamline social media, re-evaluating events, and development of marketing budget. Bus Publications guide/planners for 2015 due in November \$1200. Josh motion to approve, Mark seconds, motion passes.

Tyler presented Neighborhood/community connections with focus on membership new and existing which ties into membership renewals though the Organizational committee Colleen presented. There will be coordination between these two committees for streamline, flow, and eliminate redundancies.

Colleen presented Organizational with goals for QB online software which will aid in streamlining membership renewals. NE Neighbors Inc – consider joining as a member (\$30 organization fee), not voted,

- Collaborating w other organization (Main Street application – partnerships)
- Meet 6 times a year
- True advocate for neighbors

Colleen to contact Marlin for information etc.

Public Forum

Officer Lori Neely presented information regarding homicide Darlene Cook. HEV to send flowers to memorial service.

Adjournment

Meeting Adjourned at 7:00 PM.

Next Meeting Date – Monday, November 17th, 2014