



HEV Board of Directors Monthly Meeting
Monday, August 24, 2015, 5:30 p.m. – 7:00 p.m.
Metro Waste Board Room, 300 East Locust, Des Moines, Iowa

Executive Session
Attendance/Intros

Chris
Chris

Present:

- Mark Tezak (Vice President)
- Ryan Bomer
- Keith Snow
- Andy McCoy (Secretary)
- Carol Wyckoff (Treasurer)
- Colleen Macrae
- Josh Garrett
- Chris LoRang (President)

Guests:

- Jennifer day
- Carol Harding

Consent Agenda

Chris L

- August Board Agenda**
- July Board Minutes**
- July Treasurer's Report**

Keith makes motion to approve. Josh seconds. Motion carries.
 Keith snow makes motion to approve minutes, Mark sconds. Motion carries.

New Business

Strategic Planning/Walkability/Raising Funds for Particular projects

Chris

Update on walkability study. Larry James, Urban Land Institute looking for fundraising.

Updating Map regularly - Projected cost of \$80.00

Colleen

Graphic design services - \$80 per quarter to update the map. Motion to \$80 to update sign. Macrae. Keith snow update. Carries.

Promenade Update

Josh

NNO

Collen/Tyler

National night out went well.

Mark tezak facilitated a light discussion with the Finishing Touchez. Presented options for additional holiday lighting for the east village. Looked at per intersection pricing and per parking meter and per lightpole pricing. Trying to expand the footprint of holiday decorations in the village. There may be a chance for individual shop owners to purchase planters. October 1st for individuals. Its going to be tight to actually expand the footprint of the east village.

Old Business

Pedestrian Crossing- E. Grand/ E. 5th and Walkability Study

Colleen

Colleen presented existing and proposed grand avenue intersection at e 5th. It was decided that a letter should be drafted by colleen for board submittal with concerns regarding the e5 and grand proposed changes.

Visitor’s Welcome Map & Kiosk

Mark T./ Ashley

Need a drawing for the updated kiosk. Derek volunteered by McCoy for inclusion with Ashley, lifeserve, and sign contractor for drawing.

Committee Reports

● **Marketing**

Ashley/ Chris

- **Maps/ Directory**
- **Events/ Quarterly Business Meetings**
- **Other Business**
- **Mail Chimp Delegation?**

● **Promenade Update**

Robbin

- **Advertising/Sponsorships/Santa**

● **HEV BASH**

Josh

- **Date**
- **Sponsorship (Chris/Robbin -- ISB, ES/DT Chambers, CVB, DCA)**
- **Small Business Saturday?**

HEV BASH:

October 13, 5:30 to 8 pm. Tuesday.

Carol gave recap from Ashley Holter’s email on BASH meeting.

● **ADB**

Mark

- **Other Business**

● **Governance/ Membership**

Colleen/ Carol

- **New Membership System**

● **Neighborhood**

Tyler

Public Forum

Guests in attendance are welcome to address the board. Due to time restraints we respectfully request that comments be limited to five minutes or less.

Adjournment

Next Meeting Date – Monday, September 28th, 2015