



HEV Board of Directors Monthly Meeting
Monday, August 18th, 2014, 5:30 p.m. – 7:00 p.m.
Metro Waste Board Room, 300 East Locust, Des Moines, Iowa

Executive Session	<i>Colleen</i>
Attendance/Intros	<i>Colleen</i>
Consent Agenda	<i>Colleen</i>
August Board Agenda	
June Board Minutes	
July Board Minutes	
Treasurer's Report	

5:40 Colleen calls to order.

Introductions and attendance

Board members present:

Ashley Holter
Josh Garrett
Tyler Wyngarden
Robbin McClelland
Sam Summers
Andy McCoy (Secretary)
Colleen MacRae (President)
Mark Tezak (Vice President)
Carol Wyckoff (Treasurer)
Keith Snow
Sam Erickson
Chris LoRang
Brad Willemssen
Braxton Pulley (Arrived around 6:15 PM)

Board members not present:

Travis Etchison
David Hance

Guests:

Larry Davie –
Frank Cownie
Marsha Steele
Joel Aschbrenner
Robert Eikleberry

Josh Garrett motion to approve Consent agenda
Ashley Holter seconds.
Motion passes

Old Business

HEV Bash Update

Braxton/Travis

HEV Bash update. Chris Lo Rang provided update. Progress is being made. Donations are in progress. Ticket sales are online today \$25 for member/\$35 for non-members.

220 East 6th Street (proposed mini-storage) *Mark*

New Business

201 E. Locust (site plan changes) *Colleen/ Mark*

Update from Colleen and Mark. Colleen, Mark, and Andy met with Joe Gatto, Rita Collins, Troy Hansen, and Dennis Reynolds on Sunday afternoon (August 17th) regarding the new design's shortcomings with respect to street scape, retail bays, and materials. There are positives to the project regarding parking and brining a critical mass of people to the areas. There was some discussion on the precedent being set with a building not having first level retail which would impact the HEV negatively, the long term legacy of having a hotel located on the main street of Des Moines, what would happen if the hotel didn't make it – how could the building be repurposed, the disappointment of the development team not communicating the design changes that significantly downgraded the project right before their presentation to the urban design review board. Mayor Cownie talked about too many developments get changed at the end, if you feel that the board doesn't support the development write a strong letter stating such. Many people spoke on how the lack of retail in the project doesn't activate the streetlife, sidewalk life, pedestrian focus, or enhance the neighborhood. The project will bring a lot of people to the HEV. There was discussion on helping the developer find a tenant.

Ashley Holter made a motion to rescind the previous support letter and oppose the building plans as amended. Mark seconded. Motion carried. Mark will draft letter and send to City.

Parking Study Meeting *Colleen*

Colleen went over the parking report. Mongo was worried about value the city got for what they paid There is a shortfall in the most highly commercial areas. Community outreach needed to help businesses educate employees/customers. This issue needs to be assigned to the neighborhood outreach committee. Need better wayfinding in the east village to help visitors and residents get educated. Mongo concerned about parking and lost business

Committee Assignments *Colleen*

Committees need to start meeting and put together 3 goals. First person on the list is the chairperson.

Main Street Iowa Application Tyler

Need a critical mass of people to carry the ball forward. The City already has a main street designation. HEV will need to make compelling argument to for the City of Des Moines to have two main street corridors. 6th avenue is currently a mains street designation. Pretty much need to have a full time person to administer it. Tyler to set up meeting with main street folks for information

HEV Promotional Maps/Benches/Lights *Mark*

Des Moines ironworks has the design completed. Josh and Mark to go and take a look at the design. Very close to having one completed. Holiday lights – 2nd year of a 3 year deal. Mark to get a quote for lights to do an additional block.

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.

Mongo – Long term lease behind building. Trying to get smokers in the back. Jake has been a great neighbor. No amplified sound. Mongo will bring plans to a future meeting.

RM - Welcome back to walnut street. Downtown community alliance. Friday august 22nd.

East Village Bash has a facebook page.

CM - Ghost busters on the 28th at Simon Estes.

Adjournment

Adjourned at 6:56.

Next Meeting Date – Monday, September 15th, 2014