



HEV Board of Directors Monthly Meeting
Monday, November 17th, 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>
November Board Agenda	
October Board Minutes	
October Treasurer's Report	

5:32 Colleen calls to order.

Introductions and attendance

Board members present:

Ashley Holter
Josh Garrett
Colleen MacRae (President)
Carol Wyckoff (Treasurer)
Chris LoRang
David Hance
Brad Willemssen
Mark Tezak (Vice President)
Tyler Wyngarden
Sam Summers
Andy McCoy (Secretary)
Braxton Pulley

Board Members Not Present:

Travis Etchison
Keith Snow
Sam Erickson

Guests:

Marsha Steele
Robert Eikleberry
Robbin McClelland
Carl Voss
Maury Steet Auto Engineer
Jason - Garden Nightclub
Kerry Weyers - Capital City Pride
Eugenia Kutsch-Stanton Capital City Pride
Linda Cassis (sp) resident

Tyler makes motion to approve consent agenda
Mark Tezak seconds.
Motion passes.

Old Business

Holiday Lights/ Marketing Kiosk Update

Mark

Additional lighting was approved by e-vote. The kiosk has been fabricated, painted and now striping is underway. Marketing committee approved artwork. Mark to present to Lifeserve.

New Business

Promenade / Small Business Saturday

Marketing Committee

Chris Lo Rang updated group on advertising. The healthiest state initiative has endorsed the event. Cassie has been interviewed on the radio.

Brad makes motion for \$100 for Facebook advertisements promoting small business Saturday. Josh seconds. Motion carries.

Capital City Pride (2015 planning)

Kerry Weyers / Eugenia Kutsch-Stanton

Kerry and Eugenia were looking to get input on Capital City Pride planning. They were looking to find a two/three block area for the festival. Friday 8 pm closing down and Sunday 8 pm opened up again. The date is set up to be June 12-13, 2015. A couple of ideas for discussion – Long term location/short term location. Capital City pride is looking to get long term events on calendar besides just celebration day. Looking for volunteer from HEV board to help work on planning for Capital City Pride. Tyler volunteered. They are going to target East 5th.

Transit Priorities/ B-Cycle Update

Colleen / Carl Voss

As HEV develops, and parking becomes a premium, transit is becoming more and more important.

Voss – B-cycle is having two new stations in the east village. At LifeServe and also on the capitol grounds. 7 ad panels on the bike are not being used and there will be opportunities for businesses to sponsor. Ridership increase is at 30 percent over last year. 65 bicycles. 40% of the users are out of the area. Offering to developers, tenants, 10 percent discount.

Transit Priorities for the MPO.

David makes motion for HEV to write letter of support for a full 15% of federal monies to be allocated to toward long term mobilization goals. MPO wants to cut federal funds down to 10%. The vote is on November 20th. East village board is in, supporting the letter.

Josh Seconds.

Motion Carries.

Committee Reports/ Updates

- **Marketing**

Ashley/ Brad

Pint glasses a possibility for east village awareness. Chris/Tyler to investigate.

Mongo provided the group with a history lesson. HEV not in the business of retail sales.

- **ADB**

Mark

Written priorities for guiding development and values in the east village are in development. ADB stands for advocacy design and beautification.

- **Governance/ Operations**

Colleen/ Carol

East village supporting East High School after prom committee is on the table. Does it fit within the mission of the HEV? Probably not. Put an ad in yearbook is one idea. Tyler will draft some ideas.

- **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.

Bill Moyer has had property for 15 years at East 14th. He has had property for lease for one year. He has three tenants. Used tire, auto glass, and a mechanic. City has been on him because he is out of step with the zoning. He wants to make an auto sales lot on the corner. They are trying to figure out a way to get rezoned. It turned out that the property wasn't in the HEV boundaries so no action was taken.

Mongo gave a warning regarding crime in the area, referencing the hold up of the oriental grocery store by knifepoint.

Adjournment

Colleen makes motion that meeting be adjourned. Braxton seconded. Motion Carries at 6:49 pm.

Next Meeting Date – Monday, December 15, 2014