

VETERANS MEMORIAL COMMISSION
MONDAY, JULY 13, 2020 AT 5:15 P.M.
Via Zoom

Join Zoom Meeting

<https://zoom.us/j/91364336947?pwd=YjBRdmkyZ2ovY1YxbHZjK00vRVgzdz09>

Meeting ID: 913 6433 6947

Password: 856392

One tap mobile

+19292056099,,91364336947#,,,,0#,,856392# US (New York)

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Dial by your location

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TENTATIVE AGENDA

Roll Call:

Terry Stringfellow _____ Leo Lease _____ Gwen Rieck _____ Randall Hotchkin _____ Teresa Coon _____

1. Perfecting and Approval of Agenda
2. Approve minutes from Monday, May 11, 2020 and Monday, June 8, 2020
3. Election of Officers
4. Monthly budget report
5. Greater Poweshiek Community Foundation Monthly Balance Report
6. Approve bills for payment
 - Alliant \$90.67 (paid 6/20/20)
 - RDG INV#47282 \$2384.99 (paid 7/6/20)
 - Lacina INV 052320 \$14.00 (does not include sales tax)
 - Lacina INV 060920 \$216.00 (does not include sales tax)
7. RDG Architects - Update
8. Amperage Marketing – Kick Off event Sept. 10, 2020
9. Consider CDAF Marketing Proposal
10. Consider Website Development
11. Fundraising Committee Update
12. Arts Council – Update

13. Dressing up the Veterans Memorial Building

14. Inquiries:

(All inquiries or comments are limited to two minutes per person and those wishing to speak must be recognized by the chair before beginning).

15. Adjournment:

Next Meeting: August 10, 2020

VETERANS MEMORIAL COMMISSION
MONDAY, MAY 11, 2020 AT 5:15 P.M.
VIA ZOOM

MINUTES

Meeting was called to order at 5:15pm. Present: Leo Lease, Randy Hotchkin, Gwen Rieck (via phone), Dr. Teresa Coon Absent: Terry Stringfellow

1. **Perfecting Agenda:** Building Inspection Item removed from agenda. Approved as modified.
2. **Approve Minutes:** Minutes from Monday, Mar. 9, 2020 approved as presented.
3. **Monthly Budget Report:** Balance of \$40,458.00.
4. **Greater Poweshiek Community Foundation:** Behrens reported a balance of \$503,027.00 includes donations paid, pledges, and levy
5. **Approval of bills:**
 - Alliant \$85.87 (paid 3/26/20)
 - Amperage INV 025588 \$7414.40 (paid 4/6/20)
 - RDG INV 46889 \$1507.81 (paid 4/6/20)
 - ICAP (annual insurance) \$800.00 (paid 3/20/20)
 - Amperage INV 025974 \$128.64 (paid 5/4/20)
 - Alliant \$103.98 (paid 4/24/20)

MOTION to approve by Rieck, second by Coon, all ayes, motion carried.

6. **Amperage Marketing & Fundraising:** Kick-off event postponed due to Covid-19 pandemic
7. **RDG Architects Update:** After much discussion and input by Russ Behrens, Grinnell City Manager, a motion was made to request RDG create construction plans for the building. MOTION by Hotchkin, second by Coon, all ayes, motion carried.
8. **Inquiries:** The banner in the building is falling down. Hotchkin will pursue a replacement.
9. **Adjournment:** MOTION by Coon, second by Hotchkin, all ayes, motion carried.

Next meeting: June 8, 2020

VETERANS MEMORIAL COMMISSION
MONDAY, JUNE 8, 2020 AT 5:15 P.M.
VIA ZOOM

MINUTES

Meeting was called to order at 5:20pm. Present: Randy Hotchkin, Gwen Rieck , Dr. Teresa Coon, Terry Stringfellow Absent: Leo Lease

1. **Perfecting Agenda:** Agenda approved.
2. **Approve Minutes:** Minutes from May 11, 2020 meeting were unavailable. Rieck apologized for her negligence. Her notes were reviewed with the members. Minutes for May will be submitted with minutes for this meeting.
3. **Monthly Budget Report:** Balance of \$40,370.00.
4. **Greater Poweshiek Community Foundation:** Behrens reported a balance of \$534,056.00 includes donations paid, pledges, and levy
5. **Approval of bills:**
 - Alliant \$88.17 (paid 5/28/20)
 - Amperage INV 026154 \$7414.40 (paid 6/1/20)MOTION to approve by Rieck, second by Coon, all ayes, motion carried.
6. **RDG Architects:** The commission approved at their May 11, 2020 to allow RDG to move forward with construction design plans and permit bidding.
7. **Amperage Marketing & Fundraising:** Tom Lacina reported we are coming close to the end of payments until the project is complete. He suggested Amperage meet with the steering committee no later than July 13, 2020 to come up with a launch plan with a launch date no later than the end of September 2020. MOTION by Hotchkin to accept the proposed timeline, second by Stringfellow, all ayes, motion carried.
8. **Inquiries:** Hotchkin is still working on the replacement banner for the building. Coon has been working on landscaping around the building.
9. **Adjournment:** MOTION by Coon, second by Rieck, all ayes, motion carried.

Next meeting: July 13, 2020



**Veteran's Memorial Building YTD Budget Report
Fiscal Year 2019 - 2020**

		2019-2020 ACTUAL	2020-2021 BUDGET	YTD ACTUAL	Proposed Bills list 08/03/20	2020-2021 REMAINING BUDGET
Beginning Balance		\$ 45,368	\$ 98,088	\$ 98,088		-
Revenues:						
002-3.470.2.4461	VM - Grants Non-Govt	\$ 1,200	\$ -	\$ -	\$ -	\$ -
002-3.470.2.4705	VM - Contribution Priv	-	-	-	-	-
002-3.470.2.4780	Other Miscellaneous Revenue	-	-	-	-	-
002-3.470.4.4020	Vets Mem - Property Tax	109,197	117,467	-	-	-
002-3.470.4.4060	Vets Mem - Excise Tax	1,151	1,750	-	-	-
002-3.470.4.4300	Vets Mem - Interest Earned	443	1,500	-	-	-
002-3.470.4.4432	Vets Mem - Rollback Rep	4,711	-	-	-	-
Total Revenues		\$ 116,702	\$ 120,717	\$ -		\$ -
Expenditures:						
002-4.470.2.6371	Utilities	1,144	1,500	-	-	1,500
002-4.470.2.6409	General Insurance	800	1,600	-	-	1,600
002-4.470.2.6420	Consulting/Professional Fees	61,052	79,830	2,385	-	77,445
002-4.470.2.6428	Misc Cont Work i.e. Fundraising	-	-	-	246	(246)
002-4.470.2.6445	Refunds	-	-	-	-	-
002-4.470.2.6513	Misc Supplies & Materials	986	4,000	-	-	4,000
002-4.470.3.6570	Building Improvements	-	1,000	-	-	1,000
Total Expenditures		\$ 63,982	\$ 87,930	\$ 2,385	\$ 246	\$ 85,299
002-4.910.5.6911	Transfers Out	\$ -	\$ -	\$ -	\$ -	\$ -
Total Transfers		\$ -	\$ -	\$ -	\$ -	\$ -
Total Expenditures and Transfers Out		\$ 63,982	\$ 87,930	\$ 2,385	\$ 246	\$ 85,299
Ending Balance		\$ 98,088	\$ 130,875	\$ 95,703		

*Note - Misc Contract and Building Imp budget amounts have been adjusted according to where expenses are incurred.

Fund Balance as of April 30th, 2020
 Grinnell Veterans Memorial Commission Building Campaign - 0136

	Current Period	YTD
Gifts	100.00	37,557.00
Pledge Income	25,000.00	143,020.00
Investment Income (Loss)	0.00	55.05
Total Revenues	25,100.00	180,632.05
Administrative Cost Share	1,255.00	8,030.10
Bank Charges/Online Donation Fees	0.00	2.69
Office Supplies	0.00	48.45
On-Site Meeting Expenses	0.00	282.86
Postage	0.00	53.49
Printing & Reproduction	0.12	895.02
Total Expenses	1,255.12	9,312.61
Net Income (Loss)	23,844.88	171,319.44
Beginning Fund Balance		80,149.90
Net Income (Loss)		171,319.44
Ending Fund Balance		251,469.34
Net Pledges Receivable		146,908.67

Grinnell Veterans Memorial Commission Building Campaign - 0136

Type	Name	Date	Amount
Gift	Paul Levy	07/25/2019	1,000.00
Gift	Betty Hammond	08/07/2019	1,000.00
Gift	Clem and Leona Bodensteiner	08/27/2019	50.00
Gift	Dorothy W. Williams	09/26/2019	100.00
Gift	Rachel Bly and Bob Hamilton	09/30/2019	60.00
Gift	Michael Dalen	10/08/2019	100.00
Gift	Jo Ann Cogley-Hunter	10/08/2019	25.00
Gift	Eleanor Osland	10/10/2019	250.00
Gift	Nancy Hendrickson	10/15/2019	1,000.00
Gift	Darla Pearce	10/15/2019	10.00
Gift	Transfer from GPCF Spirit of Giving Event	10/31/2019	15.00
Gift	Larry and Peggy Black	11/07/2019	1,000.00
Gift	Larry and Peggy Black	11/07/2019	1,000.00
Gift	Dan and JoAnn Becker	11/25/2019	10,000.00
Gift	Miscellaneous Receipts	11/25/2019	15.00
Gift	Rachel Bly and Bob Hamilton	12/31/2019	60.00
Gift	The Merlin and Verna Manatt Family Foundation	12/31/2019	10,000.00
Gift	Albert Munitz and Elissa Lett	02/11/2020	25.00
Gift	Janis Peak	03/10/2020	11,747.00
Gift	William E. Senn	04/27/2020	100.00
** Total Gifts			37,557.00
Pledge	Sarah Joan Baker	09/12/2019	30,000.00
Pledge	Bill Lannom	09/24/2019	750.00
Pledge	George and Sue Drake	10/01/2019	5,000.00
Pledge	John and Alice DeRooi	10/08/2019	1,500.00
Pledge	Bill Menner and Barb Tish	10/08/2019	2,520.00
Pledge	American Legion #53	12/16/2019	37,000.00
Pledge	Kent and Katherine McClelland	12/31/2019	25,000.00
Pledge	Raffety/Veldboom Family	12/31/2019	5,500.00
Pledge	George and JoAnn Britton	01/14/2020	1,500.00
Pledge	GreenState Credit Union	02/04/2020	10,000.00
Pledge	Grinnell State Bank	04/27/2020	25,000.00
** Total Pledges			143,770.00

Fund Balance as of May 31st., 2020
 Grinnell Veterans Memorial Commission Building Campaign - 0136

	Current Period	YTD
Gifts	4,500.00	42,057.00
Pledge Income	0.00	143,020.00
Investment Income (Loss)	0.00	55.05
Total Revenues	4,500.00	185,132.05
Administrative Cost Share	225.00	8,255.10
Bank Charges/Online Donation Fees	0.00	2.69
Office Supplies	0.00	48.45
On-Site Meeting Expenses	0.00	282.86
Postage	0.00	53.49
Printing & Reproduction	0.00	895.02
Total Expenses	225.00	9,537.61
Net Income (Loss)	4,275.00	175,594.44
Beginning Fund Balance		80,149.90
Net Income (Loss)		175,594.44
Ending Fund Balance		255,744.34

Net Pledges Receivable 146,754.67

Grinnell Veterans Memorial Commission Building Campaign - 0136

Type	Name	Date	Amount
Gift	Paul Levy	07/25/2019	1,000.00
Gift	Betty Hammond	08/07/2019	1,000.00
Gift	Clem and Leona Bodensteiner	08/27/2019	50.00
Gift	Dorothy W. Williams	09/26/2019	100.00
Gift	Rachel Bly and Bob Hamilton	09/30/2019	60.00
Gift	Michael Dalen	10/08/2019	100.00
Gift	Jo Ann Cogley-Hunter	10/08/2019	25.00
Gift	Eleanor Osland	10/10/2019	250.00
Gift	Nancy Hendrickson	10/15/2019	1,000.00
Gift	Darla Pearce	10/15/2019	10.00
Gift	Transfer from GPCF Spirit of Giving Event	10/31/2019	15.00
Gift	Larry and Peggy Black	11/07/2019	1,000.00
Gift	Larry and Peggy Black	11/07/2019	1,000.00
Gift	Dan and JoAnn Becker	11/25/2019	10,000.00
Gift	Miscellaneous Receipts	11/25/2019	15.00
Gift	Rachel Bly and Bob Hamilton	12/31/2019	60.00
Gift	The Merlin and Verna Manatt Family Foundation	12/31/2019	10,000.00
Gift	Albert Munitz and Elissa Lett	02/11/2020	25.00
Gift	Janis Peak	03/10/2020	11,747.00
Gift	William E. Senn	04/27/2020	100.00
Gift	YourCause, LLC	05/26/2020	4,500.00
** Total Gifts			42,057.00
Pledge	Sarah Joan Baker	09/12/2019	30,000.00
Pledge	Bill Lannom	09/24/2019	750.00
Pledge	George and Sue Drake	10/01/2019	5,000.00
Pledge	John and Alice DeRooi	10/08/2019	1,500.00
Pledge	Bill Menner and Barb Tish	10/08/2019	2,520.00
Pledge	American Legion #53	12/16/2019	37,000.00
Pledge	Kent and Katherine McClelland	12/31/2019	25,000.00
Pledge	Raffety/Veldboom Family	12/31/2019	5,500.00
Pledge	George and JoAnn Britton	01/14/2020	1,500.00
Pledge	GreenState Credit Union	02/04/2020	10,000.00
Pledge	Grinnell State Bank	04/27/2020	25,000.00
** Total Pledges			143,770.00



May 31, 2020
 Project No: R3002.689.00
 Invoice No: 47282

Russ Behrens
 City Manager
 City of Grinnell
 520 4th Avenue
 Grinnell, IA 50112

Project R3002.689.00 Grinnell, City of - Vets Memorial Bldg Renov
Professional Services through May 31, 2020
Fee

Billing Phase	Fee	Billed %	Earned	Prior Fee	Current Fee
Schematic Design	45,000.00	100.00	45,000.00	45,000.00	0.00
Design Development	45,000.00	43.20	19,440.00	17,055.01	2,384.99
Construction Documents	112,500.00	0.00	0.00	0.00	0.00
Bidding/Negotiation	15,000.00	0.00	0.00	0.00	0.00
Contract Administration	82,500.00	0.00	0.00	0.00	0.00
Total Fee	300,000.00		64,440.00	62,055.01	2,384.99
Total Fee					2,384.99
Total this Invoice					\$2,384.99

*Vets Memorial Bldg Renov
 002-4.470.2.6420
 AEW*





Invoice

Saturday, May 23, 2020

ISSUED TO:

Joe Lacina

ISSUED BY:

Squarespace, Inc.
225 Varick Street, 12th Floor
New York, NY 10014

Charges

Purchase of domain: praiestarresidency.org - joe-lacina-nm5b.squarespace.com

6/6/2020 – 6/6/2021

\$14.00

Card ending in:	0687	All prices in US Dollar.
Subtotal:	\$14.00	
Discount:	--	
Sales Tax:	\$0.98	
Due:	\$0.00	
Paid:	\$14.98	

All prices in US Dollar.



Invoice

Tuesday, June 9, 2020

ISSUED TO:

Joe Lacina

ISSUED BY:

Squarespace, Inc.
225 Varick Street, 12th Floor
New York, NY 10014

Charges

Subscription: Business (Annually) - joe-lacina-nm5b.squarespace.com

6/6/2020 – 6/6/2021

\$216.00

Card ending in:	0687	All prices in US Dollar.
Subtotal:	\$216.00	
Discount:	--	
Sales Tax:	\$15.12	
Due:	\$0.00	
Paid:	\$231.12	

All prices in US Dollar.

Sharon Mealey

From: Ann Wingerter
Sent: Tuesday, June 30, 2020 1:04 PM
To: Russ Behrens; Nicole Brua Behrens
Cc: Tom Lacina; Sharon Mealey; Dan Agnew
Subject: RE: Public Kick Off at the City Office Atrium

I reached out to our IT person and this is what he had to say about the WiFi.

“The Wi-Fi is capable of 50Mbps, which is more than enough for a Facebook stream. The big questions will be how many people are going to be connected to it at the same time as the stream, and how good is the signal where the stream will be running from. There is an Ethernet port at the reception desk in the atrium, I'd recommend they connect to that, and you limit access to the Wi-Fi, then you'll be fine...”

Ann

From: Russ Behrens <RBehrens@grinnelliowa.gov>
Sent: Monday, June 29, 2020 2:11 PM
To: Nicole Brua Behrens <nicole@GreaterPCF.org>
Cc: Tom Lacina <lacina@grinnelllaw.com>; Ann Wingerter <AWingerter@grinnelliowa.gov>; Sharon Mealey <SMealey@grinnelliowa.gov>; Dan Agnew <DAgnew@grinnelliowa.gov>
Subject: RE: Public Kick Off at the City Office Atrium

I think this will be fine – I think we should agree on a maximum number and I believe 25 is fine. Anything more than that and we might start to get nervous.

I will ask Ann to chime in on the WiFi.

From: Nicole Brua Behrens <nicole@GreaterPCF.org>
Sent: Monday, June 29, 2020 1:19 PM
To: Russ Behrens <RBehrens@grinnelliowa.gov>
Cc: Tom Lacina <lacina@grinnelllaw.com>
Subject: Public Kick Off at the City Office Atrium

Russ, at today's telephone call the group decided to hold the public kick-off at the City Offices atrium if available. This event would include about 25 people in person and then have a Facebook LIVE broadcast on September 10th in the late afternoon? Justin wants to make sure there is adequate WIFI in order to broadcast the Facebook Live event in that spot.

Could we reserve the atrium for that date and can you check with your technology person about bandwidth? We could even do a trial run of a Facebook Live in that spot to see how it goes. N

Nicole Brua-Behrens
Executive Director - Greater Poweshiek Community Foundation
PO Box 344 (mailing address)
1510 Penrose Street (physical address)
Grinnell, Iowa 50112
641.990.4729 (cell)
641.236.5518 ext. 107 (office)

*Please note that our offices are temporarily closed to the public.
Our staff is working in the office and remotely from home during this time and will do our best to accommodate you.*



Excellence. Accountability. Impact.™

Grinnell Veterans Memorial Building
VIRTUAL LAUNCH
Working Document

Thursday, September 10, 2020, 5:30-6:30 p.m.

Location to be determined: City Hall Atrium or Claude & Dolly Ahrens Foundation office (Need to confirm WiFi capability)

The kickoff event is designed for the media to help spread the word:

- About 25 people will be invited to attend in person – GVMC officers, steering committee/chair, leading donors and so far, media, perhaps architect; social distancing will be practiced
- Facebook users will be invited to watch the event live, and can also view it afterwards
- AMPERAGE and Nicole will work with Randy Hotchkin to encourage more Facebook followers for Grinnell Veterans Memorial Building (currently > 800) and sign up to view the event online

AMPERAGE will provide tools:

- A media alert to go out 1 week in advance of the event
- A press release and press kit for release the day of the event
- Call-out to media in advance of event

The event itself should take no more than 30-40 minutes and should look something like this:

- 1) Open with a pledge led by Tom Lacina, emcee for the event
- 2) Moment of silence in honor of Grinnell native and MOA recipient Sgt. Bates?
- 3) Tom shares enthusiasm for this milestone date and appreciation to the Veterans Commission officers – whom he names one-by-one; gives short synopsis of the project and campaign goal. Acknowledges importance of levy, extends appreciation for city support and acknowledges city leaders in attendance
- 4) Leo Lease and Randy* sharing duties? (*unless Ron Collins is also available): welcoming people in person and online, celebrate success so far. Giving kudos to Nicole Brua-Behrens, steering committee

- efforts and city/community response. Recognize lead gifts (naming level and higher) and grants received to date.
- 5) Perhaps the NVAM director and/or Gold Star Museum official can come to talk about personal experiences and/or what's happening nationally with veterans and the arts. Otherwise, Tom can share highlights of one or both of their letters....noting the full letters are in the Herald-Register insert.
 - 6) Involve Matt Coen in describing architectural designs? Matt could be ZOOM'ed in?
 - 7) (POSSIBILITY IF GEORGE IS AVAILABLE:) Tom introduces Honorary Chair George Drake. Oversized checks presented to Tom and George by American Legion or other veterans or scouting groups?
 - 8) Nicole briefly describes the various ways gifts can be made
 - 9) Guest speaker (8 minutes?): Perhaps Dennis Black could highlight his history book?
A mayoral proclamation or key to the city to the campaign leadership.
 - 10) Close with an unveil of the total amount raised to date. Perhaps revealed by Veterans Commission officers? Adjourn for beverages/coffee.

Supplies needed:

- Renderings – RDG
- Finishings – RDG
- Extra case statements and pledge forms – Nicole/staff
- Easels – Art Center?
- Chairs – Art Center?
- Refreshments – Nicole/Art Center staff
 - Punch spritzer
 - Water/Soda
 - Coffee
 - Light hors d'oeuvres
- Current donor visual – oversized checks created by Amperage?
- Podium? (with “Create a New Calling” logo on it)
- Sound System/Mic?
- Cocktail tables with coverings
- Press Kits by Amperage
- Media Tracking sheet by Amperage

Talking points for interviews after news conference:

- Positive impacts for veterans, artists and community
- A project that will set Grinnell apart
- Project is complimentary to the rest of the park
- Positive ripple effect economically on the community
- The value and role of art in enhancing veterans' lives
- Role of visiting artists in community outreach and involvement
- Overall building integrity (addressed by Matt)



Proposal to: Veteran's Commission

For: Marketing & Public Relations Services

Date: July 2, 2020

Consulting Services offered by the Claude W. and Dolly Ahrens Foundation

The Claude W. and Dolly Ahrens Foundation (CDAF) is committed to helping strengthen the capacity of nonprofit and philanthropic organizations in Poweshiek County. Over the last fifteen years we have provided a significant amount of resources to benefit the local nonprofit sector through our back office services, charging below fair market value fees.

We provide consulting services in the areas of:

- General Administration, Financial & Donor Management Services
 - Endowment Management
 - Governance Policies & Risk Management
 - Grant Writing & Grants Management Services
 - Human Resource Services
 - Independent Auditing Services
 - Mailing Assistance Services
 - Marketing & Public Relations Services
 - Website Assistance & Webhosting Services
 - Physical Space
-

1. Scope of Service and Deliverables

Purpose: CDAF would assist the Veteran's Commission to provide efficiencies and assistance to the Veteran's Commission marketing and public relations services.

Specific Tasks to be Completed for this Proposal:

- A. Development of a communications calendar for social media, press releases, Constant Contact e-mail blasts, and other marketing needs
- B. Social media services – routine postings of campaign awareness, promotion of events and progress on Veteran's Commission facebook page.
- C. Press release services – routine creation of professional press releases and distribution to all local media outlets.
- D. Constant Contact E-news blasts to current and past donors and/or other mailing lists.

- E. Graphic design services – creation of marketing materials: brochures, flyers, posters, ads, etc.. and all digital formats for social media, constant contact e-blasts, and website, as needed.

Project Timeline: Monthly services to begin Mid-July, 2020 (to allow for prep work) and end on or around December 1st, 2020. If both parties would like to proceed with similar services, time and costs will be re-evaluated for a new proposal to commence January 1st, 2021.

2. Project Staffing

All services will be conducted by staff of CDAF and independent consultants that have a marketing and public relations agreement already in place with CDAF.

For this particular project, Melissa Hull, director of community relations, will be the primary staff member overseeing and implementing the services at hand. Julie Gosselink, president and CEO, Cindy Deppe, retired staff writer for Grinnell College, and Angie Schultz, graphic designer of Opposable Thumbs, will assist with the proposed services.

3. Budget

Estimated time for all services 10-15 hours/month.

ESTIMATED TOTAL FEE

\$500.00/month

Thank you for your consideration!