



Grinnell Hotel and Motel Tax Committee  
Tentative Agenda  
Tuesday, February 25, 2020  
**12:00 pm**  
2<sup>nd</sup> Floor Conference Room of City Hall

Roll Call:

Cirks \_\_ Lang \_\_ Nowasell \_\_ Smith \_\_ Spriggs \_\_ White \_\_ Wright \_\_

1. Call Meeting to Order
2. Approve Agenda
3. Approve minutes from January 28, 2020.
4. Monthly Budget Report
5. Consider request from Veterans Memorial Building Steering Committee for funding.
6. Approve bills for March 2, 2020 council meeting:
  - Grinnell Area Arts Council      \$2,922.67
7. Communication from Grinnell Area Arts Council
8. CVB Monthly Report
9. Inquiries
10. Adjournment

Grinnell Hotel and Motel Tax Committee  
Tentative Agenda  
Tuesday, January 28, 2020

Roll Call: Cirks, Nowasell, Smith, White, Wright. Lang arrived at 12:09 p.m. Absent: Spriggs.

Also present were: Mayor Agnew, Kendra Vincent, Russ Behrens, and Ann Wingerter.

1. Nowasell called the meeting to order at 12:00 p.m.
2. Cirks made the motion, second by Smith to approve the agenda with addition of discussion on the southern entrance into Grinnell. AYES: 5-0. Motion carried.
3. Cirks made the motion, second by White to approve the minutes from December 17, 2019. AYES: 5-0. Motion carried.
4. The monthly budget report was reviewed. No action was taken.
5. Wright made the motion, second by White to approve bills for February 3, 2020 council meeting:
  - CVB Quarterly Payment \$7,287.50
  - Central Iowa Tourism Region Meeting Registration \$20.00AYES: 5-0. Motion carried.
6. Behrens commented on the proposed FY21 Budget. He suggested using the \$50,000 for the Bike Trail be used for EMS. While the consensus was agreeable, no action was taken.
7. Kenda Vincent gave the CVB Monthly Report. Noted items: wrapped up holiday events, hosting bus groups this spring, received info from Parks & Rec on history walk in Central Park, Ride the Rivalry bike ride.
8. Nowasell commented that work still needs to be the southern entrance into Grinnell. He asked if something can be done to assist with cleaning up properties.
9. There were no inquiries.
10. The meeting was adjourned at 12:42 p.m.

Respectfully submitted by  
Ann Wingerter, Secretary for the Committee

**HOTEL AND MOTEL COMMITTEE BUDGET FY 20**  
**February 25, 2020**

		2018-19 ACTUAL	Revised 2019-2020 BUDGET	2019-2020 YTD ACTUAL	Proposed Bills List 03/02/2020	2019-2020 REMAINING BUDGET	
<b>Beginning Balance</b>		\$ 227,032	\$ 246,034	\$ 246,034			
Revenues:							
145-3.550.2.4705	Holiday Light Donation	\$ 13,605	\$ -	\$ -		-	
145-3.550.2.4780	Other Miscellaneous Revenue <i>sale of trees</i>	2,756	500	-		-	
145-3.550.4.4085	Hotel/Motel Tax	399,590	400,000	225,442		-	
145-3.550.4.4300	Interest Earned	2,239	1,000	869		-	
145-3.910.4.4790	H&M - Trans In (Interna	-	-	-		-	
<b>Total Revenues</b>		\$ 418,190	\$ 401,500	\$ 226,311		\$ -	
Expenditures:							
145-4.550.1.6020	Part Time Salaries	29,119	33,400	26,879	-	6,521	
145-4.550.1.6210	Dues, Memberships	1,142	2,000	1,165	-	835	
145-4.550.2.6413	Pymts to Agencies/Hotel Grin	75,843	73,000	-	-	73,000	REBATE TO GRINNELL CTR LLC
145-4.550.2.6414	Music in the Park	-	-	-	-	-	
145-4.550.2.6421	Consultation & Prof Fees	-	32,506	32,506	-	-	HWY 146 BRIDGE ENHANCEMENTS
145-4.550.2.6508	Postage and Shipp	-	50	-	-	50	
145-4.550.2.6513	Misc Supp - Trees	14,841	7,000	5,768	-	1,232	TREES/FLOWERS OTHER DWTN
145-4.550.2.6525	GAAC - Events/heads/beds	13,040	15,000	6,403	-	8,597	
				6,403	-		15,000 BEG RETIRING CONTRIBUTION?
145-4.550.2.6526	Project Development/other exp	14,838	15,000	1,928	-	13,072	
				1,928	-		15,000 CBD RECRUITMENT DWTN ONLY
				-	-		10,000 EVENT RECRUITMENT/HOST
145-4.550.2.6527	Fees for Service	37,391	41,150	23,282	-	17,868	
				21,863	-		29,150 CVB SERVICES
				495	-		9,300 PROJECTS/PROMOTIONS
				190	-		2,000 OTHER PROMOTIONS, MTGS ETC
				735	-		700 MUSIC LICENSE FEE
145-4.550.2.6528	Mini-Grant Awards	1,500	5,000	1,500	-	3,500	
145-4.550.2.6529	Fireworks	12,500	12,500	-	-	12,500	
145-4.550.2.6530	Fire Convention	20,000	20,000	-	-	20,000	2ND YEAR CONTRIBUTION
145-4.550.3.6727	Projects	46,013	68,543	68,543	-	0	
				18,108	-		30,000 CENTRAL EVENTS/ENTERTAINMENT
				8,560	-		10,000 CP Holiday lights and wiring etc.
				41,875	-		5,000 HWY 146 ENHANCEMENTS
<b>Total Expenditures</b>		\$ 266,227	\$ 325,149	\$ 167,974	\$ -	\$ 157,175	
145-4.910.5.6911 TRANSFERS							
		\$ 132,961	\$ -	\$ -	\$ -	\$ -	
			37,500	-	-	37,500	37,500 GEN FUND TRANS
			25,000	-	-	25,000	25,000 SPORTS AUTHORITY 009
			50,952	50,952	-	-	50,952 SKATEPARK
			50,000	-	-	50,000	50,000 BIKE TRAIL FUND
			50,000	-	-	50,000	50,000 INDOOR ACTIVITY CTR
			25,000	25,000	-	-	25,000 16TH AVE SIDEWALKS/TRAIL
<b>Total Transfers</b>		\$ 132,961	\$ 238,452	\$ 75,952	\$ -	\$ 162,500	
<b>Total Expenditures and Transfers Out</b>		\$ 399,188	\$ 563,601	\$ 243,926		\$ 319,675	
<b>Ending Balance</b>		\$ 246,034	\$ 83,933	\$ 228,419			

February 13, 2020

To: Grinnell Hotel-Motel Tax Committee  
From: Veteran Memorial Building Steering Committee  
Re: Request for funding

I'd like to present the attached project brochure to the Grinnell Hotel-Motel Tax Committee and begin a dialogue about support for the renovation of the Grinnell Veterans Memorial Building and development of the Prairie Star Residency program.

We are about to launch the public phase of a \$1.9 million fund drive and seek to have the Grinnell Hotel-Motel Tax Committee participate on the bricks and mortar aspect during its fiscal 2021, 2022 and/or 2023 in the amount of \$200,000.

This project should be particularly attractive to the Grinnell Hotel-Motel Tax Committee because of the tourism potential. The business plan for the Prairie Star Residency program envisions bringing several dozen national artists, many or most of whom will be veterans, to Grinnell throughout the year to work as artists and engage the public, both locally and regionally. The engagement could include art and performance events and classes or workshops of local and regional interest, and on occasion of national interest.

We have already had meetings as to partnership projects with the Iowa Gold Star Military Museum at Camp Dodge and the National Veterans Art Museum in Chicago. This list of potential partners will be developed with other veteran support organizations, especially in the arts, across the country and will lead to programming in Grinnell that is of interest to people outside our location.

Thank you for your consideration, and I look forward to meeting with you.

Sincerely,  
  
Randall Hotchkin  
Vice-Chair of the Grinnell Veterans Memorial Building Commission  
sgthotch68@gmail.com



# CREATE A NEW CALLING

The campaign to renovate the Grinnell Veterans Memorial Building to benefit veterans, the arts and the community



# Create a New Calling

"The art of life  
lies in a constant  
readjustment  
to our  
surroundings."

Kakuzō Okakura  
*The Book of Tea*



All of us experience change at some point in our lives. Some changes result from difficult experiences, while others grow from positive opportunities and a "new lease on life." So often, change is driven by both positive and negative forces, the outcome of which depends on our willingness and ability to become someone, or something, new.

Sometimes, we need a hand from others to create something new and good out of our greatest challenges.

Such is the case with many who have answered the call to serve in our nation's military. Their willingness to serve is a powerful gift to all of us. Except for those who make a career of military service, our veterans are civilians before and after their service. They answer the call and then return to their lives.

Yet, whether from the experience of unrelenting stress and trauma, uneasy re-adjustment to civilian life or the impact of their service on loved ones, veterans often face their greatest challenges after their active service is over.

Sometimes their new calling involves reinventing themselves. Sometimes it is simply to heal and thrive once again in the face of forces that time — or the veteran alone — couldn't overcome.

The same conditions of change apply to things we as a society or community have created for the common good. Here, time itself is often the enemy.



The Grinnell Veterans Memorial Building is a perfect example. Completed in 1959, a few years after the end of the Korean War, 14 years after World War II and just a few years before the Vietnam War, it served veterans and the community proudly for decades before first altering its mission and then falling into serious disrepair and out of service.

Positioned in the midst of the newly revived and renovated buildings and infrastructure of the Central Park area of downtown Grinnell, it has become a metaphor for forgotten promises and uncertainty in the face of change.

Now, with one unified effort, we have a unique opportunity to help both veterans and the Grinnell Veterans Memorial Commission create a new calling. In doing so, a broad cross-section of stakeholders is also helping an entire community complete a transformation.

It's a brilliantly conceived merger of veterans' issues, the arts and beautification of Grinnell's historic district. It will give an old building a new lease on life, provide a venue for veterans' artistic expression and create a touchpoint for a community to come together. Few campaigns for change promise such a noble and worthy outcome.

**Our veterans answered the call.  
Now, a remarkable opportunity for renewal is calling.  
How will you answer?**



"Every building has its own personality. The Veterans Memorial Building is no different. It was built in Central Park in a place of honor. Being used for many purposes, it stood proud and attentive. Like many as they age, it was neglected and not cared for. It is time to restore this structure to its original beauty so that it can, once again, do its job of honoring our heroes."

Howard McDonough  
Campaign Steering Committee



# MISSION: The Building

At its core, the purpose of this campaign is to renovate the Grinnell Veterans Memorial Building into a “Jewel of the Prairie,” matching local Prairie-style architecture and complementing the Grinnell Central Park.

The building was originally conceived and developed by a group of Grinnell veterans and community leaders (Veterans Memorial Commission) and was “... dedicated to the men and women who have served in our country’s armed forces.”

## **The building is now listed on the National Register of Historic Places.**

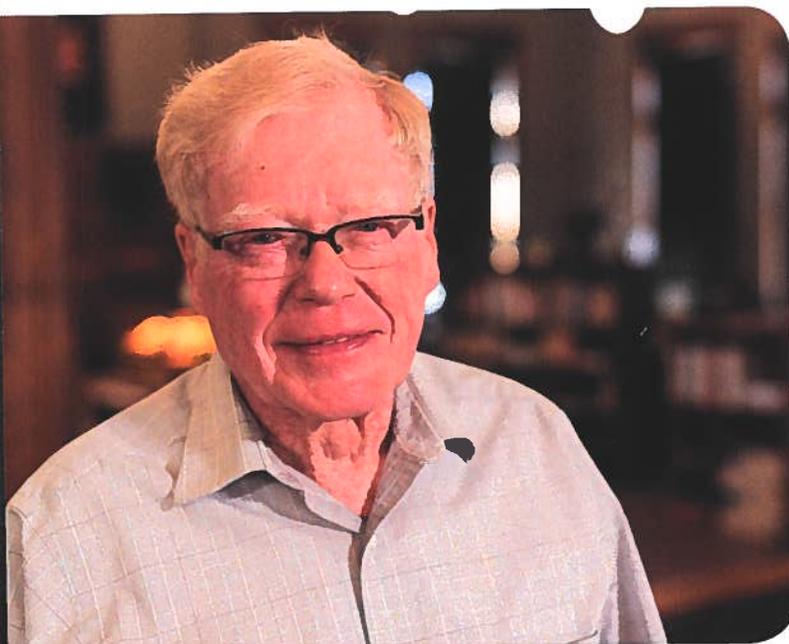
The Commission’s choice of location is instructive: a prominent place in Central Park, one of the most prominent features of downtown Grinnell. Their vision was to give veterans a highly visible position in the community. Since then, in addition to serving and recognizing veterans, it has also served as a community center, hosting a wide variety of public and private events and happenings.



A connection between the Veterans Building and the arts is not new. In fact, the building was initially designed in such a way that it could operate as a theater, and the first production of the Grinnell Community Theater was held in the Veterans Building in 1972.

It is currently unoccupied.

Too long neglected, this mid-century modern building, while structurally sound, has fallen into disrepair. The presence of asbestos was confirmed in 2010. While a thorough asbestos abatement program was successfully completed the same year, the building and grounds require intensive remodeling, repair and refitting to regain their status and be a prized feature of the newly reborn Central Park community.



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“To think about restoring an unusual, unusable and unattractive space with a purpose that would be nationally important – to honor veterans, to actually help veterans, to assist veterans in an activity which they love – just seems to me a brilliant idea, an idea worth supporting.”

**George Drake**  
Honorary Campaign Chair

"This concept is unique, creating a national artist-in-residence project that includes veterans while bringing to Grinnell many creative people from across the country."

Leo Lease  
Vietnam veteran, Grinnell Veterans  
Memorial Commission Chair



## MISSION: The Prairie Star Residency

Beyond the physical structure, the renovated building will bring together veterans' interests and the arts through the Prairie Star Residency.

The residency program, while maintaining a special focus on veterans, will create opportunities for artists, curators and others to gather for specific periods of time to work together in a space away from their usual environment and obligations.

Key aspects of the Prairie Star Residency include:

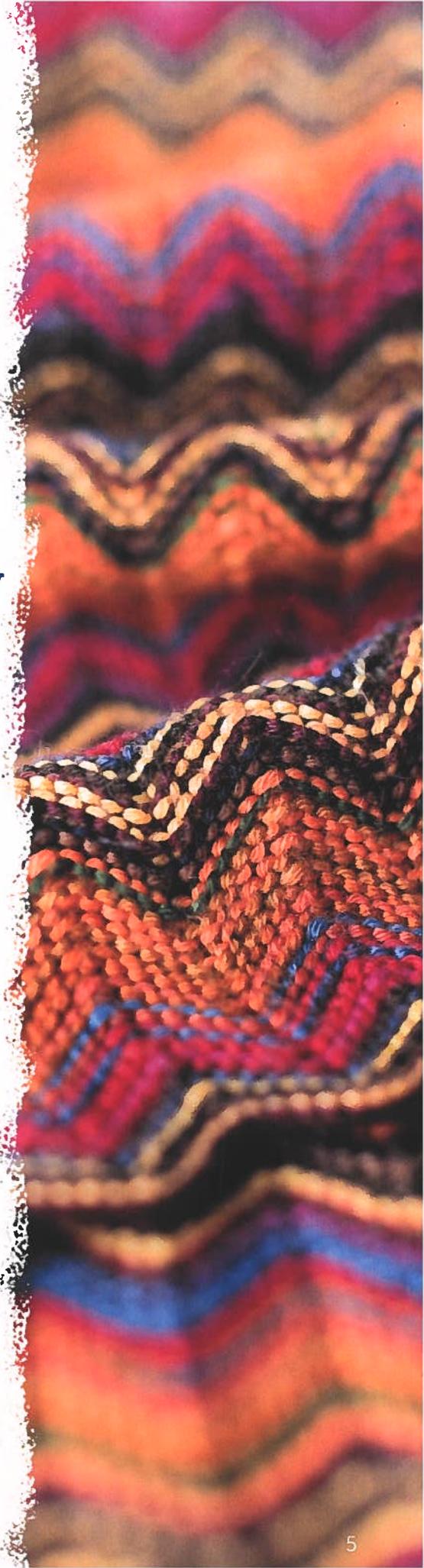
- Management by the Veterans Memorial Commission
- Operations directed by an outside contracted agency
- Focus on veterans
- Programming flexibility
- 4-8 residents in 1-6-week residencies
- Community engagement
- Immersive living experience
- Diversity of artistic pursuits
- Adjustable workshop area
- Marketing and promotion
- Staffing via appropriate local agency



**PRAIRIE  
STAR  
RESIDENCY**

VETERANS MEMORIAL BUILDING

The Prairie Star Residency will position Grinnell nationally as the only multi-artist residency program within a veterans' memorial.



## MISSION: Impact

The Veterans Memorial Building renovation will include five studio apartments with handicapped-accessible restrooms available for private use and shared common space for the artists in residence. A working studio area on the main floor will be shared by the artists and connected to the lower level by an elevator.

Additional public spaces inside and outside the building will create opportunities for the public to engage with the artists' residency, with fellow Grinnellians and visitors and with the fruits of the beatification efforts undertaken throughout the Central Park area.

The greatest impact of the renovation will be felt by those whose lives are touched by the change.

### **Veterans, their families and related organizations**

As a society, we don't always support veterans in ways commensurate with their contributions to our lives. And while most of us support measures, programs or policies favoring vets, all too often those efforts fall short of expectations and meeting the needs of veterans.

This is a unique opportunity to support veterans directly. Veterans will have priority in the selections of artists in residence. Artistic themes and projects involving veterans and veterans' issues will be



encouraged, and organizations combining support for veterans with artistic expression, production and participation will find an important ally and partner in the operations team of the building and the residency program.

It's fair to say that these impacts will reach deeper and be felt by more people than the immediate project goals or beneficiaries.

For example, veterans' organizations in the area, and around the state and nation, have recognized the value of and role of art in enhancing veterans' lives. Local veterans, including some on the campaign steering committee, have direct and indirect experience with such initiatives and programs, providing a strong, local base of support and a history of successful experiences related to veterans and the arts.

And while art therapy — the use of art to help heal from trauma or illness — is not a primary purpose of either the building renovation or the residency, it will be a welcome and important byproduct. If the renovation project and the residency program contribute to the healing process of veterans suffering from PTSD and other service-related conditions, those who participate in and contribute to this cause will be held in the highest regard by the veterans and families who are helped. Already individuals and groups involved specifically in veterans' art/therapy have expressed interest in participating in programs and events at the site.

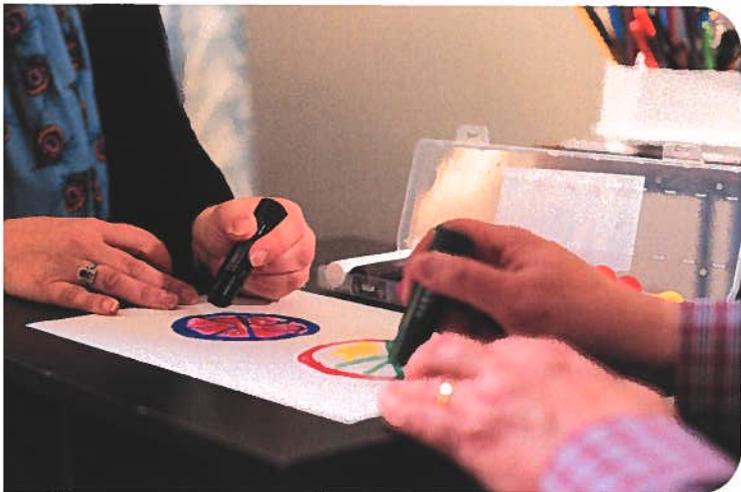


## Front & Center Jennifer Collins

Jennifer Collins is an art therapy/licensed mental health counselor intern at Healthy Homes Family Services in Grinnell. Her husband of 25 years, Iowa National Guard Maj. Ronald Collins, a physician and campaign co-chair, is a veteran medic who re-upped as a physician and is even now (in 2019) facing redeployment. Jennifer's work and personal life provide deep insights into the impact of service on the lives of veterans and their families. She's also seen and personally experienced the power of art to help veterans and their families express their inner challenges and release their emotions in ways that talking alone may not allow.

When asked about the Create a New Calling campaign and why people should contribute to it, she said, "A famous Korean War vet once said, 'All have given some; some have given all.' My question to the community is, why can't we all give some?"

Whether the impact on the lives of veterans is deeply personal and transformational, gives veterans a sense of pride and engagement or simply increases recognition and appreciation of veterans, we can do no less than to provide that opportunity and the resources to make it happen. ★



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"A famous Korean War vet once said, 'All have given some; some have given all.' My question to the community is, why can't we all give some?"

Jennifer Collins  
Art Therapy/Licensed Mental Health intern  
Healthy Homes Family Services

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"The most exciting part of the project to me is bringing veteran artists together. Without being introduced to people who are like you, it's really easy to feel like you might be the only one. The opportunity for veteran artists to interact with each other, or for non-veteran artists and citizens to interact with each other and with the arts, I think is a huge way to propel some of these veteran issues, while giving veterans an outlet for expression."

Rick Tibbott  
Iraq War veteran  
Artist, University of Minnesota  
graduate student



### Artists, curators and other participants in the residency

The impact on participants in the Prairie Star Residency is currently immeasurable. The program will open doors of opportunity for artistic expression and community engagement to an ever-growing number of participants, some of whom may remain involved in the residency over time. From experienced artists to experimental and emerging artists to those who may curate and promote the artists' work, all who participate will relish the privilege of sharing the beauty and power of art to transform lives, our communities and our world.

### The residents of Grinnell and surrounding areas

According to Pablo Picasso, "Art washes away from the soul the dust of everyday life." It clears our mental palate and leaves us refreshed. It moves us to new ways of seeing and being in the world. For the residents of Grinnell — and to those who will visit and share in the experience — the Prairie Star Residency will be another important opportunity to see the world in fresh and compelling ways.



Grinnell has already shown a strong tendency to value art, as well as its own history. Other art-focused initiatives and facilities have received tremendous support from the community. These include the Grinnell Arts Center, Loft Theatre, Stewart Gallery, The Stew and Grinn City, to name a few. Joint efforts, programs and exhibitions are likely between these entities and the Prairie Star Residency.

And the ambitious restoration of Central Park and its surrounding neighborhood is ample evidence of a community that values and takes pride in its past. In renovating the Grinnell Veterans Memorial Building, the people of Grinnell and surrounding areas will experience in the present and future the value of preserving and restoring important parts of their story and the pride of fulfillment of historic beautification efforts.

Surely the contributions of veterans to our ability to share such experiences in peace and freedom warrant this act of historical preservation and recognition of the importance of the arts.

## Front & Center Randy Hotchkin

Randall (Randy) Hotchkin is an Air Force veteran who owns RJ's Barbershop in downtown Grinnell. A campaign board member and vice-chair of the Grinnell Veterans Memorial Commission, Randy is also quartermaster of the Grinnell VFW Post 3932 and lifetime member of the Newburg Legion. Randy's father, Tom Hotchkin, was a Vietnam veteran of the Army and well-known and respected in Grinnell. Randy served 20-plus years and was deployed overseas at Balad Air Base near Fallujah during Operation Iraqi Freedom. Randy would never describe himself as an artist, but his customers would probably beg to differ. He also exercised his writing skills through a college/community member collaboration about experiences and a relationship that grew out of the otherwise destructive forces of war. ★

## Supporters of and donors to the campaign

One of the unique aspects of the Create a New Calling campaign is its true philanthropic and humanitarian purpose. The organizations directly involved, including the Grinnell Veterans Memorial Commission, will not directly benefit from the project in ways that other organizations that conduct campaigns often do. They are not paid now; they won't be paid in the future. Yet what they have to gain is immeasurable to them.

Renovation of the building and support of the Prairie Star Residency carries many indirect benefits to supporters and donors. Whether it's contributing to veterans, the arts or community improvement and pride, there's plenty of opportunity to feel good about this project.

**Our veterans answered the call.  
Now, a remarkable opportunity for renewal is calling.  
How will you answer?**



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"It's a way to bring people together, tear down walls and open minds. It will provide something to the community that a lot of small towns are lacking — a niche that sets Grinnell apart — a place to be proud of, to visit and to memorialize loved ones in a unique way."

Randall (Randy) Hotchkin  
Air Force veteran  
Quartermaster,  
Grinnell VFW Post 3932

# Project and Scope

The current status of the Grinnell Veterans Memorial Building is that of an empty, unused building in need of major renovation to be serviceable for any use. A recent inspection and subsequent recommendations by RDG Planning & Design of Des Moines, Iowa, resulted in an Existing Conditions Survey Report issued on Dec. 21, 2018.

The findings and recommendations are summarized as follows:

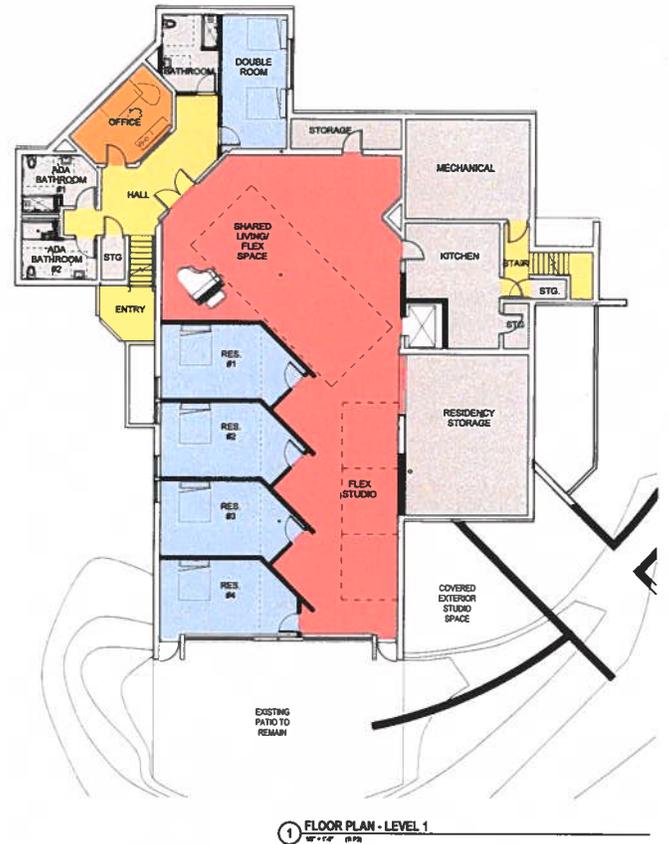
## Foundation and basic structural integrity

These key aspects of the building are sound. Since a substantial portion of the foundation and wall system is below grade, some excavation to allow for modern waterproofing will be needed.

## Interior and Exterior Needs

- New mechanical systems
- New electrical systems
- New plumbing systems
- New interior finishes
- Life Safety requirements
- Handicapped-accessibility requirements
- Replace windows and doors at selected locations
- Make repairs and replace roofing and enhance water management
- Make repairs to existing concrete block and brick masonry
- Prepare and repaint precast concrete trim on the exterior





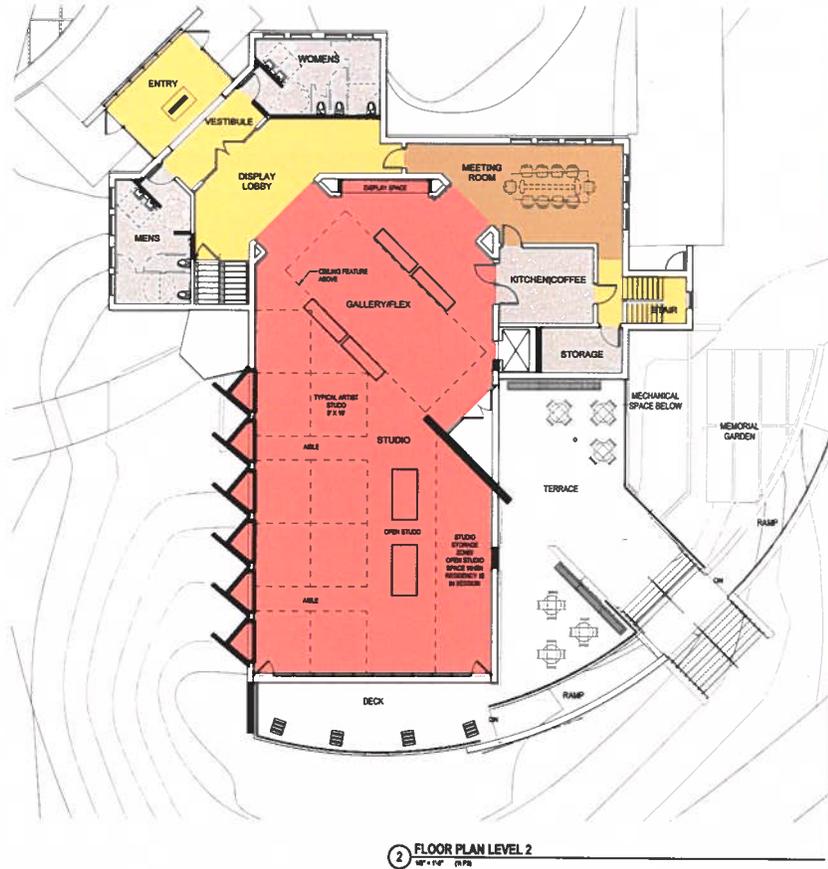
## Renovation Plan

The firm of RDG Planning & Design has presented the Grinnell Veterans Memorial Commission with architectural drawings and recommendations for the proposed renovation.

Beyond improvements for the Prairie Star Residency – such as private sleeping rooms in the lower level and a large shared studio area on the main level – renovations will include a new glass entry from downtown flowing into a flexible veteran, community and gallery main floor space. This space will connect through east-facing glass doors onto a large terrace overlooking Central Park.

Additionally, exterior spaces will be enhanced with improved surfaces, lighting, water management and landscaping to both blend in to the park setting and create pleasant outdoor gathering and leisure areas for the public and residents and users of the building.

“The time has come for a decision on the Grinnell Veterans Memorial Building. Will the people of Grinnell step up and financially support its rejuvenation, or will they throw it away? I support rejuvenation for several reasons, and I hope enough people will give to meet the goal. That’s no small task, but it will blend with the other improvements. I ask the veterans of the community to help raise the needed funds – their support is important.”



Addison Jones  
Grinnell State Bank board chair

## Campaign Goal: \$1,900,000

The Create a New Calling campaign goal is to raise at least \$1.9 million. Now is the time to stand up and be counted among those who support veterans, the arts and historic preservation in the Grinnell community and beyond.



## CREATE A NEW CALLING

The campaign to renovate the  
Grinnell Veterans Memorial Building

### Answer the Call to Care

You can help create a new calling for the Grinnell Veterans Memorial Building — and for veterans who answered the call to service — by donating. Please choose a way to give that works for you, and please give generously.

- Gifts may be made in cash, grain or securities
- Matching gifts through your employer or spouse's employer can double, even triple your gift
- Pledges are encouraged and may be extended over a period of up to three years (a reminder will be mailed to you each year)
- Your gift may be made in honor or in memory of someone. A card recognizing your gift will be mailed to the person you are honoring or the family you are memorializing.
- Your contributions should be made payable to Greater Poweshiek Community Foundation and designated on the memo line to the Grinnell Veterans Memorial Building. Please know that your gift is tax deductible to the extent permitted by law.

The revival of Central Park has been a resounding success, but the Veterans Memorial Building remains in limbo as the final phase of this remarkable revival. I am happy to be part of the group that is helping to plan for the future of this project, particularly the effort to raise the necessary funding to make this brilliant vision a reality.

Won't you please join me and many others who are dedicated to restoring this iconic tribute to our veterans to whom we owe so much for their service and sacrifice for us and our country?

Sincerely,

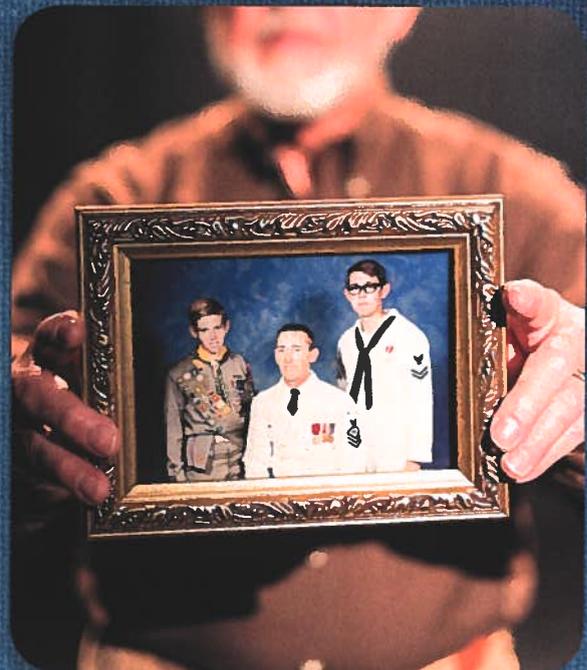
*George Drake*

George Drake  
Honorary Campaign Chair  
Professor Emeritus of History and President  
Emeritus, Grinnell College

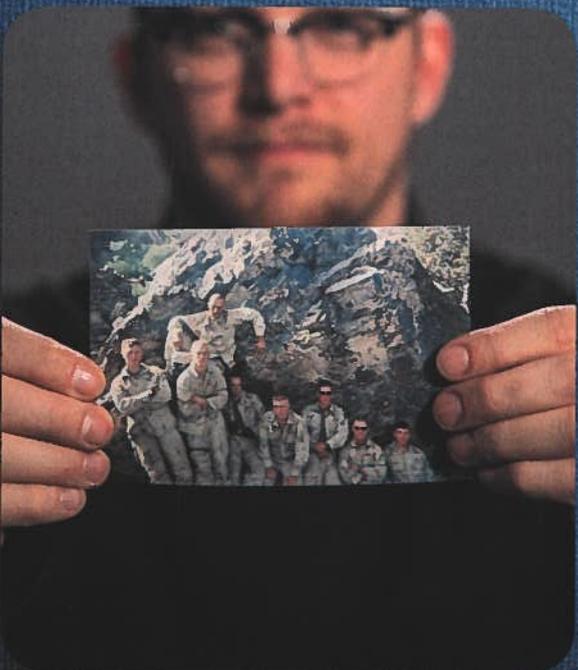
# Portraits of Veterans



Randy Hotchkin



Leo Lease and family



Rick Tibbott



Dr. Ronald Collins

Our veterans answered the call.  
Now, a remarkable opportunity for renewal is calling.  
How will you answer?



# Spotlight on Donors and Contributors

Know that your contributions will help current and future generations recognize and appreciate the role of veterans, the arts and historic preservation in the quality of our lives.

Naming rights will be conveyed on a first-come, first-served basis contingent on a signed pledge with the rights conveyed for the functional life of the building as determined by the Veterans Commission.

## Naming Opportunities

Entry & Lobby/Vestibule Veteran Display Area	\$300,000
Community Event and Gallery Space, Level 2	\$200,000
Veteran Meeting Room	\$125,000
Memorial Garden	\$125,000
Display Wall, Level 2	\$100,000
Kitchen	\$75,000
Covered Exterior Studio Space	\$50,000
Elevator	\$50,000
Double-Room Guest Residence	\$50,000
Artist Studio Apartments (4)	\$25,000
Broad Street Entry	\$25,000
Downstairs Office	\$15,000
Kitchenette/Coffee Room	\$15,000
Residency Auxiliary Room	\$15,000
Main Floor Artist Studio Area (up to 5 donors may share area recognition)	\$15,000
Flexible Artist Studio & Meeting Space, Level 1 (up to 5 donors may share area recognition)	\$10,000

*Inquiries are invited about naming rights for building or terrace.  
All donors of \$1,000 or more will be listed on a Recognition Wall.*

# New Calling Leadership

## HONORARY CHAIR

George Drake

## CAMPAIGN CO-CHAIRS

Dr. Ronald Collins

Tom Lacina

## STEERING COMMITTEE

Nicole Brua-Behrens

Tammy Kriegel

Joe Tuggle Lacina

Dale Lamb

Bill Lannom

Maly Marsters

Howard McDonough

Valerie Vetter

Gary Wilson

## VETERANS COMMISSION

Dr. Teresa Coon

Randall Hotchkin (Vice-Chair)

Leo Lease (Chair)

Gwen Rieck (Secretary)

Terry Stringfellow

## EX OFFICIO MEMBERS

Dan Agnew, mayor

Russ Behrens, city manager

Matt Coen, RDG Planning & Design

Justin Tolan, AMPERAGE Marketing & Fundraising



*Photo courtesy of  
Andrea Crowell*

Among Grinnell's many citizen soldiers, one man who served was awarded the nation's highest honor for valor and bravery.

### Norman Francis Bates

**Date of Birth:** Nov. 6, 1839

**Home of Record:** Grinnell, Iowa

Following his war service, Bates settled in Poweshiek County, Iowa, where he made his living both farming and raising livestock.



### Medal of Honor

**Awarded for actions during:** Civil War

**Service:** Army

**Division:** 4th Iowa Cavalry

**Date of Issue:** June 17, 1865

### Citation:

The President of the United States of America, in the name of Congress, takes pleasure in presenting the Medal of Honor to Sergeant Norman Francis Bates, United States Army, for extraordinary heroism on 16 April 1865, while serving with Company E, 4th Iowa Cavalry, in action at Columbus, Georgia. For Capture of flag and bearer.



# CREATE A NEW CALLING

The campaign to renovate the  
Grinnell Veterans Memorial Building

Campaign contributions  
are payable to:

**Greater Poweshiek Community Foundation**

P. O. Box 344 1510 Penrose St., Grinnell, IA 50112

Phone: 641-236-5518 | [GreaterPCF.org](http://GreaterPCF.org)



February 25, 2020

MEMO TO: Grinnell Hotel-Motel Tax Committee  
FROM: Grinnell Area Arts Council  
RE: Reimbursement Request for Allocated Tourism funds

#### Fiscal Year 2020

The Grinnell Area Arts Council requests \$2922.67 of the \$15,000 FY20 allocation from the Grinnell Hotel-Motel Tax Committee for events and marketing expenses in November 2019 through early February 2020. *The attached charts document the expenses and supporting materials are included for each expense.*

#### **Events Update (September 2019 – February 2020)**

- Stewart Gallery:
  - In October 2019, Stewart Gallery hosted a popular exhibit by Anna Ford, which was featured on the Art Beacon Des Moines Instagram account. We had visitors from Des Moines to Iowa City, as well as Missouri, Texas, Massachusetts, and Pennsylvania.
  - We expanded our Local Artist Market, which opened on Jingle Bell Holiday, and held it in the Gallery and lobby of the Arts Center. We featured a greater number of artists from Grinnell and the surrounding areas, and we kept the market open for three weeks. This proved to be extremely successful, and we plan to repeat this structure in 2020.
  - Grinnell College music professor Eric McIntyre's exhibit, Dangerous Instruments, hosted over 60 people for its opening reception and attracted visitors from Grinnell to Chicago to Montana and Kentucky.
- The Stew:
  - Once again, we had a wonderful turnout for the Ceramics' program's Empty Bowls event during Jingle Bell holiday, in which they raised over \$3000 for MICA. This event is listed on the national website for the Empty Bowls organization.
  - We continued our intimate concerts at the Stew with independent Iowa artists, including singer/songwriter Annalibera in October, and folk musicians The Mimzees in December, both from Des Moines, as well as Iowa City eclectic folk group Spectral Snake in February.
- Theatre:
  - In early November of 2019, the Grinnell Community Theatre presented a sold-out run of Glorious! The Story of Florence Foster Jenkins, the Worst Singer in the World with the majority of online ticket sales to Grinnell and surrounding communities.
  - In February 2020, GCT presented the comedy, Sylvia, with full houses and online ticket sales from Chicago and Kansas City, as well as Grinnell and surrounding areas.

#### **Digital Review**

We are continuing to build our digital presence.

- Facebook: Since October 2019, GAAC added 136 Facebook followers (up 11%), and our event reach was over 15,000 people. In the previous quarter, we had only added 4% more followers. Our page fans are from Grinnell and surrounding towns including Des Moines and Iowa City, as well as Chicago, Kansas City, and New York.
- Instagram: We have 589 followers, up 20% from 490. Our top Instagram followers are from Grinnell, followed by Des Moines, Iowa City, Chicago, and Los Angeles and are primarily in the age range of 25-44.
- Website: Our website traffic was up 10% in unique visitors in a year-to-year comparison, as well as up 14.5% in page views. Again, most of our site visits are from Iowa, followed by Nebraska, Virginia, Illinois, Wisconsin, and Minnesota.

#### **Upcoming Events**

- Stewart Gallery:
  - Currently, the annual High School & Middle School art exhibit is up, with a closing reception featuring high school musicians on March 12.
  - In April, we will be exhibiting the miniature shoe collection of Lynda Jones, with some complementary work from the Studio 6 students.



**GRINNELL AREA ARTS COUNCIL**  
**ENRICHING THE COMMUNITY BY**  
**SUPPORTING CREATIVE EXPRESSION**

- In May, the Elementary & Christian school art programs will have their annual show.
- In June, our local ceramicists will exhibit and sell their works.
- Opening July 2 will be the GHS alumni art show in conjunction with the GHS reunion, curated by Sara Peak Convery.
- Music:
  - On March 7 will be another free Stew music concert with jazz group Wave Cage from Iowa City.
  - Planning and booking is underway for Thursday Music in the Park 2020, with crowd favorites Turlach Ur and Barefoot Becky already booked. We will partner with Grinnell College for a performance in conjunction with Reunion 2020, and the Community Band will continue its tradition of concerts throughout June.
  - On April 3, we will present a Native artist from Minnesota named Annie Humphrey in partnership with Grinnell College's Center for Prairie Studies. Grinnell area Native artists the Snows will open.
  - On May 10, we are partnering with the Grinnell Children's Choir for a kickoff concert and reception with international artists, Donna & Andy. Donna Rhodenizer is a Canadian choir composer who will work with the Children's Choir and local schools, along with her partner Andy Duinker, during a week-long residency in Grinnell.
- Community Theatre: Plans are underway for another junior musical in June!
- Our Board of Directors are planning an October gala event celebrating our 10<sup>th</sup> anniversary in the Arts Center and the push to raise our endowment.

We are grateful for the Grinnell Hotel-Motel Tax Committee's support of Grinnell's arts programming.

**Grinnell Area Arts Council  
Tourism Reimbursement Worksheet**

<b>Event</b>	<b>Date(s)</b>	<b>Expense</b>	<b>Amount</b>
Glorious!	11/5/2019	GHR ad buy	\$ 345.65
Glorious!; Artist Market; Empty Bowls	12/3/2019	GHR ad buy	\$ 737.02
Holiday Artist Market	12/9/2019	Market coordinator fee-Lee Smith	\$ 200.00
Thrio Jazz Brunch	9/8/2019	performance fee	\$ 400.00
Annalibera + Emma Kieran	10/4/2019	performance fee	\$ 150.00
The Mimzees + Esther and Shanna	12/6/2019	performance fee	\$ 200.00
Music in the Park	Jan. 2020	Alpha Media radio ad buy	\$ 320.00
Spectral Snake	Feb. 7, 2020	performance fee	\$ 570.00
<b>TOTAL</b>			<b>\$ 2,922.67</b>

**Grinnell Area Arts Council**

**Tourism Reimbursement Submissions for FY2020**

\$12,000 Ongoing Programming

**FY20 Start \$ 12,000.00**

<b>Events</b>	<b>Request</b>	<b>Date</b>	<b>Detail</b>	<b>Remaining</b>
Music in the Park & Summer Musicals	<b>\$6,402.89</b>	9/24/2019	Dave Zollo performance fee (\$800); Dana T Performance Fee (\$700); Barefoot Becky Performance Fee (\$800); Community Band Performance Fees (\$3465); Little Shop of Horrors marketing (\$637.89)	\$ 5,597.11
Community Theatre	<b>\$ 2,922.67</b>	2/25/2020	Thrio Jazz (\$400); The Mimzees (\$200); Annalibera (\$150); Spectral Snake(\$570); GHR (\$1082.64) Alpha Media (\$320); Lee Smith/Artist Market (\$200)	\$ 2,674.44
	April			

\$3000 10-yr Stewart Bldg Anniversary

**FY20 Start \$ 3,000.00**

<b>Events</b>	<b>Request</b>	<b>Date</b>	<b>Detail</b>	<b>Remaining</b>

# Herald-Register Publishing Co.

813 FIFTH AVE. • GRINNELL, IOWA 50112 • 641-236-3113

STATEMENT OF ACCOUNT  
AS OF

Grinnell Area Arts Council  
P. O. Box 657  
Grinnell, IA 50112

10/31/19

TERMS:

Page 1

DATE	TRANSACTION	DESCRIPTION	CHARGES	PAYMENTS	BALANCE		
10/31/19	00104787	31.5" Color Glorious ad	\$345.65		\$345.65		
Expense Approved by GAAC Staff Class: <u>GCT (Program Exp &amp; Promo)</u> Memo: <u>Glorious ad - Fall 2019</u> Date: <u>11/5/19</u> Initial: <u>MVS</u>							
<b>PAID</b> <u>5263</u> 11/5/19 MVS							
<small>Refer to the above section "TERMS" to determine the number of days from the date of the statement in which the current amount on the statement is due. A finance charge on the unpaid balance will be applied at 1-1/2% per month, which is an annual percentage rate of 18%. The minimum finance charge will be \$2.50 a month on all balances 30 days past due. In the event of a default with respect to the payment of the purchase price or any part thereof for a period of 30 days from the due date thereof, The Grinnell Herald-Register shall be entitled to receive from the purchaser all reasonable attorney's fees incurred in the collection of such purchase price.</small>			<b>CURRENT</b> \$345.65	<b>30 DAYS</b>	<b>60 DAYS</b>	<b>90 DAYS</b>	<b>AMOUNT DUE</b> \$345.65

GRINNELL AREA ARTS COUNCIL  
Grinnell Herald Register  
Glorious 31.5" color ad  
11/5/2019  
5263  
345.65

Checking      Glorious 31.5" color ad      345.65

# Herald-Register Publishing Co.

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STATEMENT OF ACCOUNT  
AS OF

Grinnell Area Arts Council  
P. O. Box 657  
Grinnell, IA 50112

11/25/19

TERMS:

Page 1

DATE	TRANSACTION	DESCRIPTION	CHARGES	PAYMENTS	BALANCE		
1-1/4/19	00104820	31.5" Color Glorious ad	\$272.25		\$272.25		
11/18/19	00104891	19.5" Color Empty Bowls ad	\$255.59		\$255.59		
11/21/19	00104904	19.5" Color Empty Bowls ad	\$209.18		\$209.18		
<p>Expense Approved by GAAC Staff Class: <u>GCT Ad &amp; Marketing</u> Memo: <u>Glorious ad</u> Date: <u>12/3/19</u> Initial: <u>MLS</u></p>			<p>Expense Approved by GAAC Staff Class: <u>Gallery Events: Special Events</u> Memo: <u>Empty Bowls &amp; Market Ad &amp; Market</u> Date: <u>12/3/19</u> Initial: <u>MLS</u></p>				
					<p><b>PAID</b> 5298 12/3/19 MLS</p>		
<p><small>Refer to the above section "TERMS" to determine the number of days from the date of the statement in which the current amount on the statement is due. A finance charge on the unpaid balance will be applied at 1-1/2% per month, which is an annual percentage rate of 18%. The minimum finance charge will be \$2.50 a month on all balances 30 days past due. In the event of a default with respect to the payment of the purchase price or any part thereof for a period of 30 days from the due date thereof, The Grinnell Herald-Register shall be entitled to receive from the purchaser all reasonable attorney's fees incurred in the collection of such purchase price.</small></p>			<b>CURRENT</b>	<b>30 DAYS</b>	<b>60 DAYS</b>	<b>90 DAYS</b>	<b>AMOUNT DUE</b>
			\$737.02				\$737.02

GRINNELL AREA ARTS COUNCIL

Grinnell Herald Register

12/3/2019

5278

Glorious 31.5" color ad

272.25

Two Empty Bowls/Artist Market 19.5" color ads

464.77

5293

**GRINNELL AREA ARTS COUNCIL**

(641) 236-3203  
POST OFFICE BOX 657  
GRINNELL, IA 50112

**GRINNELL STATE BANK**  
GRINNELL BANK- MARENGO BANK  
GRINNELL, IOWA 50112-0744

72-172/739

12/9/2019

PAY TO THE ORDER OF Lee Smith

\$ \*\*200.00

Two Hundred and 00/100\*\*\*\*\*

DOLLARS

Lee Smith  
PO Box 25  
Grinnell, IA 50112



MEMO

Invoice #2148

*Dorothy Dawson*

⑈005293⑈ ⑆073901725⑆ 18 836 0⑈

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DATE 12/31/2019

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MOBILE OR REMOTE DEPOSIT

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Deposit

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**GRINNELL STATE BANK**  
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GRINNELL, IOWA 50112-0744

72-172739

9/4/2019

PAY TO THE ORDER OF Blake Shaw

\$ \*\*400.00

Four Hundred and 00/100

DOLLARS

Blake Shaw



MEMO

9/8/19 Thrio show at the Arts Center

*Darryl Dawson*

⑈00522⑈ ⑆07390⑆725⑆ 18 836 0⑈

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*OB Blake Shaw  
Mob. Dep*

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Acct# \*\*\*\*\*2005  
2019-09-12  
0888363158  
26373566  
Mobile Deposit

5240

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**GRINNELL STATE BANK**  
GRINNELL BANK- MARENGO BANK  
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72-172/739

10/1/2019

PAY TO THE ORDER OF Gebhardt, Anna

① 43

\$ \*\*150.00

One Hundred Fifty and 00/100\*\*\*\*\*

DOLLARS

Anna Gebhardt



MEMO

Oct. 4, 2019 Performance at The Stew



*Darcy Dawson*

⑈005240⑈ ⑆073901725⑆ 18 836 0⑈

081084 / 12-04

Details on back. Security Features included

① EID: -  
10333163  
*Anna*

5281

**GRINNELL AREA ARTS COUNCIL**

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**GRINNELL STATE BANK**  
GRINNELL BANK- MARENGO BANK  
GRINNELL, IOWA 50112-0744

72-172/739

12/3/2019

PAY TO THE ORDER OF **Boynton, Tommy**

\$ \*\*200.00

Two Hundred and 00/100\*\*\*\*\*

DOLLARS

Tommy Boynton



*Darryl Dawson*

MEMO

The Mimzees at the Stew 12.6.19

⑈005281⑈ ⑆073901725⑆ 18 836 0⑈

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 CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT

*Tommy Boynton*

# Statement of Account

Statement Date: 01/02/2020  
 Aged As Of: 12/31/2019  
 Page: 1



# ALPHAMEDIA

**Advertiser:** Grinnell Arts Council  
 PO Box 657  
 Grinnell, IA 50112

Transaction Number	Transaction Date	Contract Number	Station	Check Number	Net Amount	Applied Amount	Net Due
1N-1191230090	12/31/2019	35104	KGRN-AM		\$320.00		\$320.00

0 - 30 days	31 - 60 days	61 - 90 days	91 - 120 days	121+ days	Net Due
\$320.00	\$0.00	\$0.00	\$0.00	\$0.00	\$320.00

**Remit To:** Alpha Media, LLC  
 PO Box 66  
 Newton, IA 50208

License approved by GAAC Staff  
 S: Admin (Ad & Promo)  
 NO: banked ads  
 1/4/20 MJS

5340  
 1/5/20 MJS

GRINNELL AREA ARTS COUNCIL

Spectral Snake

2/12/2020

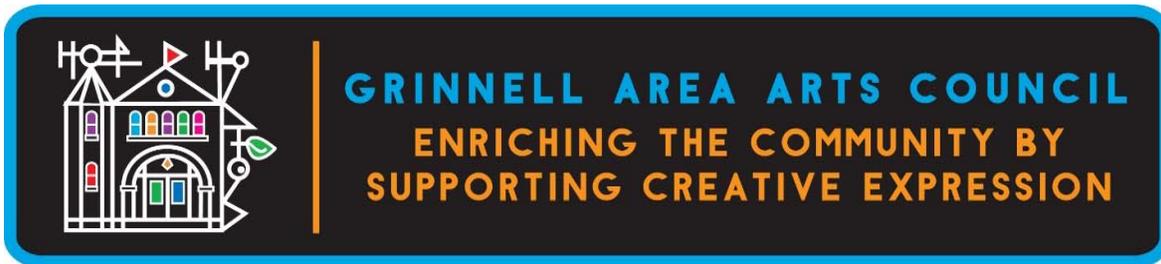
Spectral Snake - Stew music 2.7.20

5364  
570.00

Checking

Spectral Snake - Stew music 2.7.20

570.00



February 25, 2020

To: Grinnell Hotel-Motel Tax Committee  
From: Grinnell Area Arts Council  
Re: **Request for allocation of Tourism Funds for Fiscal 2020**

We want to thank the Grinnell Hotel-Motel Tax Committee for allocating \$15,000 to the Grinnell Area Arts Council in fiscal year 2020 for ongoing programming of Music in the Park and events held both at the Stew and at the Arts Center, including music performances, art exhibits, and theater productions.

### **FISCAL 2021 REQUEST FOR ONGOING PROGRAMMING**

Looking forward into fiscal year 2021, we request \$12,000 again for ongoing programming, divided in the following ways:

**Music in the Park – \$6000** This funding is an essential base to continue music programming in Central Park during the summer, including local and touring performers and community band. For the summer of 2020, we have community favorites Turlach Ur and Barefoot Becky already booked.

**The Stew Events - \$2000** Our year-round music performances continue to build an audience and will again feature regional and local artists.

**Other GAAC Events \$4000** Grinnell Community Theatre productions will continue in the Loft Theater, with a junior musical in June 2020, as well as exhibits in Stewart Gallery, including a Grinnell High School alumni art exhibit in the summer of 2020. Our Local Artist Markets proved very popular as an extended event from Jingle Bell Holiday into December, and we will repeat that pattern for 2020.

### **SPECIAL PROJECT STATUS**

We decided to delay our celebration of GAAC's 10-year occupancy of the Stewart Building to October of 2020. We want the event to coincide with our endowment campaign nearing its goal and the finishing of the new Loft Theatre and Stew Art Studios additions, ready for the public to enjoy. Our plans include the production of a booklet detailing the history of the building, a gala anniversary party, and a marketing push to expand awareness of the Grinnell Arts Center and The Stew as regional destinations for the arts. **We respectfully ask if the committee would move the \$3000 approved in FY20 for these events to FY21.** GAAC anticipates spending at least twice this amount and will be responsible for fundraising for the rest.

Thank you for your consideration of these requests and for your ongoing support of the arts in Grinnell.

Sincerely,

Monica St. Angelo  
Operations Manager  
monica@grinnellarts.org



## February 2020 Grinnell CVB Report

### Work Products & Deliverables

#### Marketing

- Social Media, January 22 – February 18
  - o Facebook
    - Reach: 7,103 (up 51%)
    - New Likes: 13
    - Post Engagement: 3,021
  - o Instagram
    - Followers: 857 (+30)
- Digital Marketing
  - o Website Statistics
    - Community Calendar: Visits – 5,021, Pageviews – 7,687
    - Visits: Direct – 14,418, Google – 1,411, Facebook – 198
  - o Assisted Hotel Grinnell with an itinerary for a blogger

#### Community Events

- Working with Delta Dental and Iowa Association for Justice to help coordinate and plan conferences in Grinnell.
- Helping schedule two bus trips to Grinnell this summer.
- Working to develop 2020 Farmers Market events
- Held docent hours on Sunday, February 16 and had over 20 visitors. Plan to begin scheduling weekend hours as volunteers are available.
- Sent off first Travel Iowa Ad – Digital Display ads focused on Culture & Food
  - o Will run March 1 – June 30 2020
- Working with Grinnell College Summerfest team to coordinate efforts during Grinnell Games
- Updated building hours; M-F 8:30 – 4:30, closed over lunch.