

VETERANS MEMORIAL COMMISSION  
MONDAY, AUGUST 31, 2020 AT 5:15 P.M.  
**511 6th Avenue West**

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, July 13, 2020
3. Monthly budget report
4. Greater Poweshiek Community Foundation Monthly Balance Report
5. Approve bills for payment
  - Alliant \$86.83 (paid 8/3/20)
  - Amperage INV#026723 \$7414.40 (paid 8/3/20)
  - RDG INV#47439 \$3501.00 (paid 8/3/20)
6. RDG Architects - Update
7. Amperage Marketing – Kick Off event Sept. 10, 2020
8. Consider CDAF Marketing Proposal
9. Fundraising Committee Update
10. Veterans Memorial Building Condition
  - a. Storm Damage
  - b. Roof Condition – Update
  - c. Dressing up the Building - Update
11. 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).*

12. Adjournment:

Next Meeting: September 14, 2020

VETERANS MEMORIAL COMMISSION  
MONDAY, JULY 13, 2020 AT 5:15 P.M.  
VIA ZOOM

**MINUTES**

---

Meeting was called to order at 5:23pm. Present: Leo Lease, Randy Hotchkin, Gwen Rieck, Dr. Teresa Coon: Terry Stringfellow

1. **Perfecting Agenda:** Agenda approved.
2. **Approve Minutes:** Minutes from May 11, 2020 and June 8, 2020. MOTION to approve by Hotchkin, second by Coon, all ayes, motion carried.
3. **Election of Officers:** Chairperson – Coon, MOTION by Lease, second by Rieck, motion carried. Vice Chairperson – Hotchkin, MOTION by Lease, second by Coon, motion carried. Secretary – Rieck, MOTION by Coon, second by Hotchkin, motion carried.
4. **Monthly Budget Report:** Balance of \$85,299.00. MOTION to accept by Rieck, second by Coon, all ayes, motion carried.
5. **Greater Poweshiek Community Foundation:** N. Behrens reported a balance of \$540,176.00 includes donations paid, pledges, and levy. Hotchkin inquired about Hotel/Motel tax. R. Behrens advised on hold right now due to decrease in available funds because of COVID 19.
6. **Approval of bills:**
  - 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)MOTION to approve by Hotchkin, second by Rieck, all ayes, motion carried.
7. **RDG Architects:** Lacina reported they are moving forward with design development, bidding by January 2021, and construction in 2021.
8. **Amperage Marketing:** Kick-off event Sept. 10, 2020 with a virtual launch. MOTION to accept plan by Coon, second by Hotchkin, all ayes, motion carried.
9. **Consider CDAF Marketing Proposal:** MOTION by Rieck to consider at August meeting, second by Hotchkin, all yes, motion carried.
10. **Consider Website Development:** J. Lacina has been working on a website and would continue to develop at \$35.00 per hour. MOTION by Hotchkin to accept proposal from J. Lacina, second by Coon, all ayes, motion carried.
11. **Fundraising Committee Update:** Tolin (Amperage), N. Behrens, and T. Lacina will be activating a committee.

12. **Arts Council – Update:** Lacina reported the arts council is interested in working with the commission and will develop a small committee to run the residency. Hotchkin and Coon will be brought in to work with them. Lacina knows an individual who would develop the residency.
13. **Dressing up the Veterans Memorial Building:** Tolin suggested a display table, a poster board, and lighting.
14. **Inquiries:** Hotchkin has received questions regarding the condition of the roof. It was suggested he contact the individuals to check the roof and report their findings. Both individuals are qualified to do this.
15. **Adjournment:** MOTION by Rieck, second by Coon, all ayes, motion carried.

Next meeting: August 10, 2020



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

		2019-2020 ACTUAL	2020-2021 BUDGET	YTD ACTUAL	Proposed Bills list 09/08/20	2020-2021 REMAINING BUDGET
<b>Beginning Balance</b>		\$ 45,368	\$ 98,115	\$ 98,115		-
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	1,619	-	-
002-3.470.4.4060	Vets Mem - Excise Tax	1,151	1,750	-	-	-
002-3.470.4.4300	Vets Mem - Interest Earned	470	1,500	59	-	-
002-3.470.4.4432	Vets Mem - Rollback Rep	4,711	-	-	-	-
<b>Total Revenues</b>		\$ 116,729	\$ 120,717	\$ 1,677		\$ -
Expenditures:						
002-4.470.2.6371	Utilities	1,144	1,500	87	-	1,413
002-4.470.2.6409	General Insurance	800	1,600	-	-	1,600
002-4.470.2.6420	Consulting/Professional Fees	61,052	79,830	13,530	-	66,300
002-4.470.2.6428	Misc Cont Work i.e. Fundraising	-	-	-	-	-
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
<b>Total Expenditures</b>		\$ 63,982	\$ 87,930	\$ 13,617	\$ -	\$ 74,313
002-4.910.5.6911	Transfers Out	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Transfers</b>		\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Expenditures and Transfers Out</b>		\$ 63,982	\$ 87,930	\$ 13,617	\$ -	\$ 74,313
<b>Ending Balance</b>		\$ 98,115	\$ 130,902	\$ 86,175		

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

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

	Current Period	YTD
Gifts	(10,209.56)	31,847.44
Pledge Income	0.00	143,020.00
Investment Income (Loss)	0.00	55.05
	-----	-----
Total Revenues	(10,209.56)	174,922.49
Administrative Cost Share	0.00	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	3.87	898.89
	-----	-----
Total Expenses	3.87	9,541.48
	-----	-----
Net Income (Loss)	(10,213.43)	165,381.01
	=====	=====
Beginning Fund Balance		80,149.90
Net Income (Loss)		165,381.01
Ending Fund Balance		245,530.91
Net Pledges Receivable		136,391.11

## 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



# AMPERAGE

MOVE THE NEEDLE

## INVOICE

Grinnell Veterans Memorial Commission  
520 4th Avenue West  
Grinnell, IA 50112

Invoice Number : 026723

Date : 7/10/2020

Due : 8/9/2020

Page : 1 of 1

Reference: Tom Lacina

Client PO:

AE: Justin Tolan

Current

Job: 011744 - GVMC - \$1.9 Million Capital Campaign

**Description:**

AMPERAGE Creative Services \$7,414.40  
10th of 12 installments

Total for Job:

7,414.40

Sub-Total

7,414.40

Total

\$7,414.40

002-4.470.2.6420  
Creative Sucs  
Aew

**Please remit payment to:**

6711 Chancellor Drive  
Cedar Falls, Iowa 50613



**Billing inquires to:**

AMPbilling@amperagemarketing.com  
Unpaid balance at 1.5% per month



Vets Mem Bldg Renou  
 002-4.470.2.6420  
 See

June 30, 2020  
 Project No: R3002.689.00  
 Invoice No: 47439

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 June 30, 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	50.98	22,941.00	19,440.00	3,501.00
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
<b>Total Fee</b>	<b>300,000.00</b>		<b>67,941.00</b>	<b>64,440.00</b>	<b>3,501.00</b>
<b>Total Fee</b>					<b>3,501.00</b>
<b>Total this Invoice</b>					<b>\$3,501.00</b>





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 1<sup>st</sup>, 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 1<sup>st</sup>, 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!