



**Indianola Hometown Pride
Committee Meeting
April 5, 2018 5:30PM-6:40PM
Indianola City Hall, City Council Chambers (110 N First Street)**

Attendance:

Lorin Ditzler	Doug Bylund	Heather Hulen	Emmett Konrad
Stacy Strong	Terry Pauling	Brianna Vaughn	Colleen Willmott
Jenn Pfeifer-Malaney	Jill Johnson	Lisa Harms	Angela Nelson
Becky Wigeland	Tara Rehmeier		

Absent: Kerry McKasson, Shirley Clark, Monica Vail

Meeting began at approximately 5:30PM with introductions, with a review of the Meeting Minutes from March 22, 2018, following. Johnson motioned to approve minutes and Hulen provided a second. Unanimous vote.

Community Organization Assessment: Subcommittee Report

Hulen discussed meeting from previous morning this week; the group made a list of organizations and groups and divided out who was going to be making contact.

Discussed how Chamber of Commerce, Record Herald, city officials, school district, churches, etc. may already have lists and committee members are going to reach out. Pfeifer-Malaney has a list and she is going to pass it on. Johnson is looking into the digital app that the Simpson student may have started. The subcommittee is going to reach out to Urbandale/other communities who may have approached this issue before.

The subcommittee thinks the community fair is a great idea but are working to get everything in order beforehand.

Rehmeier is making spreadsheet to gather all this information into one spreadsheet/database; will be emailing out requests for information. Konrad recommended Google Docs or Dropbox for a document hub. Konrad is going to set up and distribute to the mailing list.

Splash Pad: Subcommittee Report

Konrad discussed the subcommittee meeting from the prior Thursday afternoon; Konrad did general research online and cost obviously very much depends on size/features; \$250K-\$500K. Bylund mentioned Waukee is building a \$1M splash pad.

Infrastructure is an important component. Discussed potential park locations and various considerations (parking, restrooms, accessibility, etc.). Bylund discussed pairing with accessible playground.

Konrad questioned whether the size of project was appropriate for Indianola Hometown Pride. Ditzler mentioned that Indianola is the largest community in Warren County Hometown Pride, so it's probably feasible as a long-term project.

Next step is to convince the Parks and Rec Commission, and then City Council for the 2019-2020 budget. Bylund will discuss with Clark about feeling out the Council.

Rehmeier mentioned target market could be younger children who don't have Parks and Rec activities or other items in the community. Pauling mentioned there's an entrepreneur in town who wants to open a skate park as a possible pairing opportunity.

Next steps: Willmott will bring up in discussion at the next Parks and Rec Commission meeting.

Downtown Assessment: Subcommittee Report

Konrad reported they discussed fundraising efforts. Nelson discussed fundraising potential events, such as a cook-off, music, arts, a race; potential to fundraise and bring people downtown at the same time.

Harms mentioned possibly doing a survey of businesses for ideas of what other businesses they would appreciate and would be complimentary to their own.

Pfeifer-Malaney reported the downtown assessment is September 25-27; the professional team will be in and will talk to business owners, people in the community, and city officials to get information, gather it, and report back. Ditzler suggested finding out from the Chamber how exactly the chamber wants this committee involved.

- Chamber's Downtown Committee – first Wednesday of the month at 8:30AM at the chamber office; Pfeifer-Malaney will put us on the agenda.

Pfeifer-Malaney reported there's another push to rebuild the courthouse and the jail back to the square; downtown group met Wednesday morning and discussed supporting moving it back to the center of town. Still up in the air.

Pfeifer-Malaney discussed downtown issue with landlords regarding exterior/interiors, as not all are in state and aware.

Pauling suggested Iowa State did an assessment of sorts and Bylund is checking to see if it's still available.

Treasurer Update: Financial Account

No money yet! Pfeifer-Malaney will discuss with Bylund whether funds should go into the city pot and how to track that. Bylund said Council appointed committee so funds should run through city; Ditzler confirmed that if the funds are used for public purpose, which they will be, then it is tax deductible.

Pfeifer-Malaney suggested making a marketing budget. Bylund said Council wants requests by December for any committees.

Ditzler mentioned other groups have done small fundraisers to begin. Ideas such as Pizza Ranch community night, business grants, committee members contributing a small amount were mentioned.

Konrad suggested a fundraising subcommittee.

- Ditzler, Nelson, Konrad, Rehmeier (grant research only) agreed to join.
- Vaughn is willing to assist as well.

City Strategic Plan & Comprehensive Plan

Bylund provided a brief description of the city's strategic plan; Konrad will put it on the Google Docs.

Ditzler emphasized there is value in aligning with city's strategic plan and in the 20-yearish comprehensive plan the City is currently working on; getting some of our committee's involvement in early will help facilitate getting our goals met and funded.

Topics for Next Meeting

Pfeifer-Malaney – We should discuss our purposes and goals in our elevator speech format. We should also discuss bringing entities into our meetings to see what they're doing.

Ditzler will send out standard guidelines; Ditzler will let us know what groups she already talked to when trying to get this started.

Date for next meeting: **May 3 at 5:30PM**

Vaughn will establish a Facebook page and group for communications. Will review page at next meeting before publishing.

Meeting adjourned at approximately 6:40PM.