

COMMUNITY ATTRACTION & TOURISM REVIEW COMMITTEE MINUTES

Iowa State Capitol
Room 116
Des Moines

Wednesday, November 9, 2016

10:05 a.m.

Committee Members in Attendance

Emily Damman, Chair
Michael Broshar
Derek Lumsden
Kate McGann
Tammy Robinson

Other Board Members in Attendance

Eric Bookmeyer
Lisa Hein
Mark Kapfer
Stephanie Kohn
Charese Yanney
Senator Bill Dotzler (Ex Officio)

Staff Members in Attendance

Kristin Hanks-Bents
Jessica O'Riley
Nicole Shalla

CALL TO ORDER

Ms. Damman called the meeting to order at 10:22. All five Committee members were present. The agenda was approved. The minutes from the October 12, 2016 meeting were approved.

REPORTS

Ms. Shalla gave the Program Manager's Report dated November 4, 2016.

Applications received to date: 11

Funded Projects: 0

CAT Funds Currently Available

\$6,059,187.89

Pending CAT Applications: There are ten application requests undergoing Board review, requesting approximately \$4,769,571.

Project	Total Project Cost	Amount Requested	Project Status
Prospect Meadows (Marion)	\$13,484,576	\$1,500,000	Committee Review
Onawa Racing and Events Complex	\$1,551,575	\$176,575	Committee Review
Hanson Family Fine Arts Center (Forest City)	\$9,459,546	\$624,501	Committee Review
Hartman Reserve Building Renovation (Waterloo)	\$2,679,847	\$709,693	Committee Review
Boone History Center Building Improvements Project	\$316,000	\$84,087	Committee Review
Rose Movie Theater Renovation (Audubon)	\$323,761	\$61,250	Committee Review
Ferguson Sports Complex & Fitness Trail (Keosauqua)	\$1,208,200	\$400,000	Committee Review

City of Nora Springs Mill Pond Pedestrian Bridge	\$1,431,500	\$192,865	Committee Review
6 th Avenue Streetscape Project, Phase I (Des Moines)	\$2,702,910	\$540,000	Committee Review
Community Betterment Project II (Le Mars)	\$3,915,000	\$480,600	Committee Review
TOTAL	\$37,072,915	\$4,769,571	

APPLICATIONS

Ms. Damman explained to the new Board members the difference between making an award and sending a project to negotiations.

Prospect Meadows // Prospect Meadows Ball Fields

Ms. Shalla noted the application had been scored favorably. Representatives gave a brief update on their fundraising. A feasibility study working its way through ISU supports the predicted economic impact numbers for the project. Ms. Yanney asked how long they intended to keep private fundraising. The applicant stated they would continue fundraising until the doors opened. They are still working out naming rates, and expected to raise more funds once those details have been finalized. There was discussion about the USDA loan and the role of the Cedar Rapids Bank & Trust. There was also discussion about moving the project to negotiations and the kind of information the committee would likely discuss with the applicant.

On motion by Mr. Broshar and seconded by Ms. Robinson, the Committee forwarded Prospect Meadows // Prospect Meadows Ball Fields to the Board with the recommendation that the Board move the project to negotiations, that the Chair establish a committee to pursue the negotiations, and that Notice of Intent to Award be issued.

City of Forest City // Hanson Family Fine Arts Center

Ms. Shalla noted the application had been scored favorably. Representatives shared the launching of their private fundraising campaign. Ms. Robinson noted she would prefer to award.

On motion by Mr. Lumsden and seconded by Ms. McGann, the Committee forwarded the City of Forest City // Hanson Family Fine Arts Center to the Board with recommendation that the Board award a CAT grant in the amount of \$624,501, contingent on completed fundraising by December 31, 2016 and that Notice of Intent to Award be issued.

City of Keosauqua // Ferguson Sports Complex & Fitness Trail

Ms. Shalla noted the project had been scored favorably. Representatives reported that they received gap financing from a bank, and that the County gave an in-kind gift of fill instead of additional cash. There was discussion about the ability to close the fundraising gap and payback the loan. There was also discussion about the projected use of the facility and whether they could really expect to host two tournaments a year, as well as discussion about the plan to cover the maintenance costs. Ms. McGann noted her desire to see more private fundraising in the project. Ms. Yanney noted she'd like the project to go to negotiations. Mr. Bookmeyer stated that he doesn't want to award more than 20% for any project.

On motion by Ms. Robinson and seconded by Mr. Broshar, the Committee forwarded City of Keosauqua // Ferguson Sports Complex & Fitness Trail to the Board with the recommendation

that the Board move the project to negotiations, that the Chair establish a committee to pursue the negotiations, and that Notice of Intent to Award be issued.

City of Nora Springs // City of Nora Springs Mill Pond Pedestrian Bridge

Ms. Shalla noted the application had been scored favorably. Representatives reported on additional fundraising, which lowered their request significantly. There was discussion about the lack of support from the school and Safe Route to Schools funding.

On motion by Ms. McGann and seconded by Mr. Lumsden, the Committee forwarded the City of Nora Springs // City of Nora Springs Mill Pond Pedestrian Bridge to the Board with recommendation that the Board award a CAT grant in the amount of \$192,865, contingent on completed fundraising in 30 days and that Notice of Intent to Award be issued.

Black Hawk County Conservation Board // Hartman Reserve Building Renovation

Ms. Shalla noted the application had been scored favorably. Representatives reported on additional fundraising as well as more work being completed on the project. There was discussion about asking the City of Waterloo and the City of Cedar Falls for additional funding. Ms. Hein noted that sending the project to negotiations is the best next step.

On motion by Mr. Broshar and seconded by Ms. Robinson, the Committee forwarded Black Hawk County Conservation Board // Hartman Reserve Building Renovation to the Board with the recommendation that the Board move the project to negotiations, that the Chair establish a committee to pursue the negotiations, and that Notice of Intent to Award be issued.

Audubon Community Cinema // Rose Movie Theater Renovation

Ms. Shalla noted the application had been scored favorably. Representatives reported they nearly closed the gap and have letters from two banks to provide financing. Ms. Hein noted that it would prudent to start an endowment campaign.

On motion by Mr. Lumsden and seconded by Ms. McGann, the Committee forwarded the Audubon Community Cinema // Rose Movie Theater Renovation to the Board with recommendation that the Board award a CAT grant in the amount of \$61,250, contingent on completed fundraising by December 31, 2016 and that Notice of Intent to Award be issued.

Boone County Historical Society // Boone History Center Building Improvements Project

Ms. Shalla reported the application had been scored favorably. Representatives reported on amended request and that they are pursuing meetings with a couple of banks. There was a lot of discussion about sending the application to negotiations versus making an award. Ms. Damman noted her lack of confidence in the ability of the applicant to raise an additional \$20,000 in 30 days.

On motion by Mr. Lumsden and seconded by Mr. Broshar, the Committee forwarded Boone County Historical Society // Boone History Center Building Improvements Project to the Board with the recommendation that the Board move the project to negotiations, that the Chair establish a committee to pursue the negotiations, and that Notice of Intent to Award be issued.

City of Des Moines & 6th Avenue Corridor // 6th Avenue Corridor Streetscape Project, Phase I

Representatives reported the county would likely give \$150,000 for each phase of the project but they have to go through their grant cycle. A decision should be made in early 2017. They also mentioned that construction wouldn't start until 2018. There was discussion about the

private fundraising campaign; those funds would be used for public art and not for construction costs. Ms. Robinson stated the project is a glorified sidewalk project. She would be much more interested in the public art component. Mr. Bookmeyer agreed.

City of Le Mars // Community Betterment Project II

Ms. Shalla reported the application had been scored favorably. Representatives reported the City has committed to fill the fundraising gap, and they have removed the recreational trail component from the application. There was discussion about possible funding from YMCA and questions about the BMX track and why it needed to be redone after just four years.

On motion by Ms. Robinson and seconded by Mr. Lumsden the Committee forwarded City of Le Mars // Community Betterment Project II to the Board with the recommendation that the Board move the project to negotiations, that the Chair establish a committee to pursue the negotiations, and that Notice of Intent to Award be issued.

OTHER BUSINESS

There was no other business.

CLOSING BUSINESS

The next CAT Committee meeting is tentatively set for November 9 at the Iowa State Capitol.

CAT Committee recessed at 12:20.

CAT Committee reconvened at 12:30

ADJOURNMENT

On motion with no objections, the meeting adjourned at 12:30.