

★ Roll Call Number

Agenda Item Number

37A

Date October 22, 2012

Receive and file communication from the Des Moines Social Club.

Moved by _____ to receive and file.

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT	<p style="text-align: center;">CERTIFICATE</p> <p>I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.</p> <p>IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.</p> <p style="text-align: right;">_____ City Clerk</p>
COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT	
COWNIE					
COLEMAN					
GRIESS					
HENSLEY					
MAHAFFEY					
MEYER					
MOORE					
M TOTAL					
MOTION CARRIED				APPROVED	
_____ Mayor					



October 19th, 2012

Mr. Rick Clark
City Manager
400 Robert D Ray Drive, 1st Floor
Des Moines, IA 50309

Dear Manager Clark,

Thank you for the opportunity to identify the many milestones the Des Moines Social Club (DMSC) has achieved over the past few years. Based on this progress, I am hopeful that the professional leadership our Board is providing will remove any previous opportunities for anxiety.

While it is appropriate to view DMSC as a start-up company focused on socioeconomic services, the Board has committed to and executed on a professionalization and standardization plan for our corporate practices that exceeds the pace of most similar organizations. Over the past two years, the Board has sought out the most skilled young professionals for its Board positions, the Board contracted with the highest quality professionals for its third-party services, and the Board relies when necessary on the guidance and assistance of leadership mentors like Fred Hubbell and Cara Heiden. Board operations have been governed by professionally drafted Bylaws since 2011, these Bylaws clearly place responsibility for the organization's operations in the hands of the Board, and each Board committee – from Programming to Governance, Marketing to Human Resources – is focused on establishing and operating within the boundaries of standard, rational, and repeatable procedures designed to ensure that the organization outlives any member of the staff. The Board has already taken DSMC from a collection of popular parties to a sustainable, half-a-million dollar business. Over the coming decades, the Board will smoothly and repeatedly transition from its current makeup to each successive generation of young professionals, all the while increasing DMSC's benefit to the community.

This professionalization of the organization has led to significant progress towards a successful and sustainable repurposing of the Des Moines Firehouse. With regards to project design, the design team of ge Wattier (now slingshot) led by Principal Greg Wattier was selected through a competitive bid and interview process; Development Concept drawings have been submitted to Permit and Development; the pre-Application meeting was held with Permit and Development on Sept 11; weekly full team design meetings commenced October 1st; BJD Construction was selected after a competitive qualification and bid process; ERG was selected after a competitive qualification and bid

process as the Civil Engineering team member; and Barker Lemar was engaged to perform the Phase I environmental report. With regards to the historic tax credit and National Registry process, Jennifer James was engaged as the project Historian; Part I and Part II have been submitted for the Maintenance Building and Main Building; sequencing has occurred with the Maintenance Building receiving credits in the small project fund and the Main Building in the priority placement for next year; a conference was held with Paula Mohr of SHPO about the National Registry October 8th; and the nomination preparation is nearing completion with submission planned for prior to November 12th. With regards to for-profit and other third-party tenants, tenant meetings with Kup O' Kryptonite, Saturday Manufacturing, and Orchestrate have been scheduled; and planning for the second floor tenancy has commenced as part of design to determine marketable areas.

The financial commitment required to complete the real estate activities outlined above is significant. Many of our community's civic leaders are members of the DMSC Capital Campaign Committee. This strong team, led by Tri-Chairs Fred Hubbell, Cara Heiden, and Connie Wimer, has already met and exceeded the campaign's ambitious fundraising milestones prior to public launch. Regardless of future fundraising performance, DMSC is already financially able to successfully complete an appropriate repurposing of the Firehouse into its future home.

We are enlivened by the community's support, invigorated by the current fundraising success, and eager to benefit from the City Council and Staff's guidance and assistance as we make this vision a reality.

Our Board is eager to move forward as your partner, and appreciates your trust in our team as it turns a monument of our past into a beacon for our future.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Draper". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Chris Draper
President
Des Moines Social Club, Board of Directors