



City of Moorhead
Moorhead Community Fund Advisory Committee
Meeting Agenda
October 15, 2019
Hjemkomst Center – Board Room
7:30 AM

- 1. Call Meeting to Order _____
- 2. Recognitions / Presentations / Introductions _____
- 3. Agenda Amendments _____
- 4. Approve Minutes _____
 - a June 13, 2019 _____
- 5. Updates - Moorhead Community Fund _____
 - a Review Website Restructure _____
 - b Outreach for Donations _____
 - c Discuss Other Options for Outreach _____
- 6. Update - Community Initiatives _____
- 7. Select a Project for FM Area Foundation Caring Catalog _____
- 8. Adjourn _____

Upon request, accommodations for individuals with disabilities, language barriers, or other needs to allow participation in Moorhead Community Fund Advisory Committee meetings will be provided. To arrange assistance, call the City Clerk's office at 218.299.5166 (voice) or 711 (TDD/TTY).



**City of Moorhead
Community Fund Advisory Committee
Meeting Minutes
June 13, 2019
Hjemkomst Center – Elm Boardroom**

Pursuant to due call and notice thereof, a regular meeting of the Moorhead Community Fund Advisory Committee was held in the Hjemkomst Center Elm Boardroom on June 13, 2019 at 7:30 AM.

Attendance was as follows:

Board Member – At Large:	Vacant	Absent
Board Member – MSU Moorhead:	Doug Peters	Present
Board Member – Moorhead Business Assoc.:	Sheri Larson	Present
Board Member – Downtown Moorhead Inc.:	Dave Anderson	Absent
Board Member – Art and Culture Commission:	Carrie Wintersteen	Present
Board Member – Park Advisory Board:	James Hand	Present
Board Member – Mayor/Council:	Steve Gehrtz	Absent

Also Present: Chris Volkers, City Manager; Holly Heitkamp, Parks and Recreation Director and Kim Citrowske, Assistant Planner

1. Call Meeting to Order

Holly Heitkamp welcomed everyone to the meeting.

2. Recognitions / Presentations / Introductions

None.

3. Agenda Amendments - None.

4. Approve Minutes – April 26, 2019

Motion to Approve the April 26, 2019 meeting minutes by Sheri Larson and seconded by Carrie Wintersteen.

Motion Passed: For: 4; Against: 0; Abstain: 0; Absent: 2

5. Citizens to be Heard

None.

6. Projects Identified for the Moorhead Community Fund (pass through)

Holly Heitkamp provided an update on the City Council approved projects for the Community Fund.

- 7. Review and Comment on Social Media Marketing Plan and Marketing Materials**
The committee discussed ease of online giving, various social media platforms and the target audience for take away marketing materials.
- 8. Develop – Community Outreach Plan**
The committee reviewed a listing of service clubs to plan varying outreach strategies to unveil the Community Fund and promote key projects.
- 9. Discuss – Direct Giving to City of Moorhead Contribution Fund**
City website update should include a direct giving link for an internal contribution fund where donors may have the option to pay the processing fees.
- 10. Select a Project – FM Area Foundation Caring Catalog**
This agenda item was not discussed.
- 11. Adjourn**

DRAFT



To: Moorhead Community Fund Advisory Committee
Subject: Update - Moorhead Community Fund
Date: October 15, 2019
Prepared By: Holly Heitkamp, Director of Parks and Recreation
 Kim Citrowske, Assistant Planner

Update - Moorhead Community Fund (MCF)

Marketing

Since the last Moorhead Community Fund (MCF) Advisory Board Meeting on June 13, 2019, the following progress was made on a number of action items.

1. Marketing Materials including the [Wish Book](#) content was approved by City Council. The book has been printed and distributed during outreach to Moorhead Service Clubs and visits with potential donors.
2. [The City of Moorhead's Community Fund web page](#) was constructed and available on the City Web Site. It includes information on the prioritized projects and information on how to donate. Upon review, the existing page is in need of updates and additional design to improve the user experience. A development page was created to work on improving this page. The updated page will be reviewed at the next meeting seeking comment from MCF Advisory Board members.

The web page will include the options to donate that include:

- a) Directly to the City of Moorhead either by cash, check or online with a credit card. This donation then goes into the Contribution Account. The Contribution Account is a restricted account that requires that the money only be used for the project that it is identified for.
 - b) Through the [FM Area Foundation's website](#).
3. Progress is also being made to market the Moorhead Community Fund to the various services clubs in Moorhead.

SERVICE CLUB	PRESENTATION	DONATION
<i>Moorhead Kiwanis</i>	Yes	\$5,000 pledge to Inclusive Playground
<i>Vikingland Kiwanis</i>	scheduled 10/16/19	
<i>Mid-Day Central Lions</i>	Yes	
<i>Moorhead Lions</i>	Yes	\$500 to Youth Scholarships
<i>Moorhead Rotary</i>	No	
<i>Moorhead Business Assoc.</i>	Yes	No commitment
<i>Local Bank Representative</i>	Yes	Interest in Inclusive Playground
<i>FM Rotary Board</i>	Yes	Interest in a Nature Playground
<i>Other Suggestions?</i>		

Community Fund Advisory Board members assisted with the presentations at the Moorhead Kiwanis, Moorhead Business Association and the Mid-Day Central Lions Club.

The FM Area Foundation has also highlighted the Moorhead Community Fund in their [Quarterly newsletter](#). (Attachment 1 – will be distributed at the meeting)

Financial Considerations

See Attachment 2 for the Moorhead Community Fund status at the FM Area Foundation as of October 11th, 2019.

Donations this last quarter into the City of Moorhead Contribution Fund include;

- 4 Donations for Military Banners totaling \$800
- Anonymous donor through FM Area Foundation to Senior Citizen Program - \$2,000
- \$100 donation to the Gooseberry Funland from the Moorhead Seropotomist

Donations that come directly to the City for a specific project will be deposited into the Contribution Account through the City Finance Department. This approach will save the 2.125% fee charged by the FM Area Foundation.

Attachments

1. Quarterly Newsletter (Distributed)
2. FM Area Foundation Financial Statement – Moorhead Community Fund



FM Area Foundation
Connecting people and purpose.

Community Donor

Moorhead Community Fund

[Home](#) [Contributions](#) [Grants](#) [Grant Recommendation](#) [Caring Catalog](#) [Donate](#) [Other](#) [Logout](#) [Export](#)

Contributions

Date	ID	Contributor	Description	Type	Amount
11/02/2018	17398	Bode, Lisa		Check	500.00
09/11/2018	17355	Anonymous	Funding to start Moorhead Community Fund	Check	25,000.00



To: Moorhead Community Fund Advisory Committee
Subject: Community Initiatives - Update
Date: October 15, 2019
Prepared By: Holly Heitkamp, Director of Parks and Recreation
 Kim Citrowske, Assistant Planner

Community Initiatives – Update

At a Glance

The list of Community projects has been presented and prioritized by the Park Advisory Board and sent to the Moorhead City Council for approval at their regular meeting on May 28, 2019. After the project list was approved, staff have been assembling working groups to devise an implementation plan which will include: community outreach, obtaining construction estimates, locations for the amenity, fundraising/financing options, etc. All projects will be brought back to City Council for approval prior to implementation. See below for an update on the priority projects.

PROJECT	CHAMPION	FUNDING	GOAL	PROGRESS
Southside Dog Park	No	CI/Donation	\$200,000	\$25,000 City \$175,000 remaining
Inclusive Playground	No	Donation	\$1,000,000	\$5,000 Kiwanis pledge \$10,000 City \$985,000 remaining
Matson Field Grandstand	Yes Baseball Boosters	Donation	\$500,000	\$45,000 City \$455,000 remaining
Southside Field Lighting	Yes FM Athletics	Donation	\$750,000 (5 fields)	\$750,000 remaining (\$150,000 per field)
Community Aquatics Center	No	CI/Donation	\$25,000,000	Bonding request \$15.5M remaining

Project Specifics

Inclusive Playground

This project is to develop an inclusive playground, designed to provide a safe place where children of all abilities can play together. A working group has been assembled and has met with a playground designer to develop a preliminary layout for marketing purposes. Community input will be solicited for equipment selection from the various user groups. The Inclusive Playground location will go before the Moorhead City Council on 10-14-2019 with a staff recommendation to be located at Southside Regional Park, next to the Miracle Field. A playground at this location has long been on the master plan for Southside Regional Park. \$10,000 has been budgeted for construction design of this project, and a pledge of \$5,000 from Moorhead Kiwanis. A local construction management company has volunteered to help coordinate pro bono contractors to provide the base material for the rubberized surface, similar to what they did for the Miracle Field many years ago.

Dog Park

After researching a number of other locations, River Oaks Park was identified by a staff working group as the preferred location for a dog park in south Moorhead. A variety of community input opportunities for the location were completed including; sending letters to surrounding community, public meeting, surveys, and open discussions at two City Council meetings. At the September 23rd City Council meeting it was voted to place the Dog Park at River Oaks Park, Option 2 which is the

middle section. The staff working group will continue to move this project forward getting the permits necessary to place a dog park along the floodway, assembling a community committee to determine the amenities that are desired and the fundraising needed to bring this project to fruition. City has budgeted \$25,000 from the 2019 Capital Improvement (CI) Fund. Total project cost is \$200,000.

Matson Field/Moorhead Baseball Improvements

There was a group of baseball enthusiasts meeting to discuss fundraising for a new grandstand and monument sign at Matson Field, as well as other improvements to the youth baseball fields at the Centennial Baseball Complex. This volunteer group has not met during the summer due to the 2019 baseball season. Research on potential tournaments and economic benefits to City is currently being collected to include in a grant for capital construction costs, if this project continues.

Southside Regional Park- Field Lights

Southside Regional Park is currently home to a number of Moorhead's youth sporting organizations including football, soccer, lacrosse, cross country running, and youth baseball. The addition of field lighting would extend their season into the evenings in the spring and fall. The goal is to light 5 fields at a cost of \$150,000 per field. An updated Master Plan including community outreach may be needed prior to the installation of new amenities not currently identified in the existing Master Plan. One of the primary user groups has offered to take the lead on the fundraising but has not started a capital campaign at this time. This project may not continue as a top priority without a sponsor.

Community & Aquatics Center

The Moorhead Community & Aquatics Center will provide year-round indoor aquatics, recreation, and community spaces for Moorhead families, seniors, and youth and college students. Amenities that are being considered may include a 50-meter competition-sized pool with a diving well, outdoor splash pad, gathering spaces, exercise areas, senior spaces and childcare. Locations for the \$25 million facility are being explored near the high school and downtown. The City has requested state bonding support, but with the large scope of the project, it will also need community contributions.

River Corridor and Trails

The Community Development Department has taken the lead with Engineering and Parks staff to submit two grants for the Midtown and Harvest Trail segments along the river corridor. A Transportation Alternative Program (TAP) grant was submitted earlier this year for the Harvest Trail (application denied) followed by a Legacy Grant through the Greater Minnesota Regional Parks and Trails Commission for the Midtown Trail that was submitted in mid-July (pending). For additional details on other projects, visit the [River Corridor section](#) of the City's website.

Partnering with other agencies continues to move multiple projects forward. The current list of partnering agencies include:

- **Audubon Dakota** for the grant writing and implementation of Urban Woods and Prairie Initiative sites along the river corridor. The City is currently working with staff from Audubon on exploring installation of Pollinator Gardens within select/pilot City grass medians.
- **River Keepers** continues to work with the City on a number of projects such as Reforest the Red, river clean up, water education, fishing clinics, canoe and kayak rentals, etc. They are also looking to rent office space in the Hjemkomst Center.
- The many community groups that **Adopt-the-Red** for river clean up.
- **FM Rotary** for the bike repair stations
- **FM Trailbuilders** volunteer countless hours to clear off-road trails through the woods along the river corridor.

Currently under construction is the Downtown and Homestead Trail Segments funded through the Greater Minnesota Regional Parks and Trails (Legacy Grant) and the City of Moorhead. Work will wrap up on these projects by the fall of this year. For more information on the River Corridor Trails and Funding view the [River Corridor Trails Segment Map](#).

Park benches, garbage receptacles, and dog waste receptacles will also be placed along the Homestead and Downtown segments as work is completed. The concrete paths will have the Art Stamps from the downtown project used as an added feature.

Arts and Culture

Two Moorhead Proud projects have been approved by City Council and funded by a donation to the Moorhead Community Fund.

- **Florence Klingensmith Mural** features Moorhead native, Florence Klingensmith who was an aviation pioneer in the 1920's. She was the subject of a best-selling book "Fly Girls: How Five Daring Women Defied All Odds and Made Aviation History." Artists Cory Gillerstein and Jared Froeber will paint the mural on Moorhead Ace Hardware for \$9,400. This will be installed October 2019.
- **Storm Drain Community Art Project.** River Keepers will facilitate a public art project by assembling local artists to work with neighborhood block clubs to design and implement public art around storm drains. The project funded for \$5,300 is intended to leave a lasting impression on the neighborhoods to monitor and protect our water system from storm water pollution. This will be accomplished summer 2020.



To: Moorhead Community Fund Advisory Committee
Subject: Caring Catalog
Date: October 15, 2019
Prepared By: Holly Heitkamp, Director of Parks and Recreation
 Kim Citrowske, Assistant Planner

Caring Catalog – Project Selection

Background

FM Area Foundation has a Caring Catalog that is distributed annually to support nonprofit work in Cass and Clay Counties during the holiday season with an online crowdfunding campaign. The 2019 campaign will run from November 22 to December 31. The deadline to submit projects to be included in the Caring Catalog is October 17.

In 2018, Moorhead’s Community Fund was successful in reaching the \$5000 maximum available to acquire a new K-9 for the Moorhead Police Department. It is important to choose a project that the public will embrace and thus support/donate.

2019 Project Options

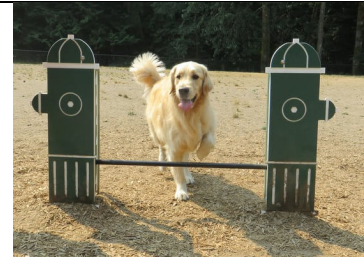


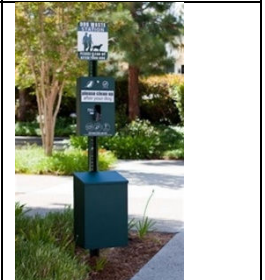
There are a few options that align with Moorhead’s Strategic Plan for consideration in the 2019 Caring Catalog. (Project ask shall not to exceed \$5,000.)

Inclusive Playground Piece of Equipment (Pick One – Each are approximately \$5000)

1) Friendship Swing	2) Chill Spinner	3) Chimes Reach Panel	4) Crazy Dome
			

Or

5) Dog Park Agility Equipment (Cumulative total of variety items similar to examples below is \$5000)

Adjustable Jump bar	Double Jump Hoop	Dog Log	Dog Waste Station
			

Attachment:

Caring Catalogue – Request for Projects

WHAT IS THE CARING CATALOG?

The FM Area Foundation's Caring Catalog, is an online, crowdfunding campaign to support nonprofit work in the Cass Clay area during the holiday season. This campaign is meant to connect donors to nonprofits who are looking for end-of-year funding to reach their project or program goals. This year, the Caring Catalog will run November 22 to December 31.

HOW TO PARTICIPATE

You will receive an email the last week of September to submit your "Caring Catalog Request." Select your organization and complete the form. Please note the system does NOT save your work, so only submit your request when you are ready. **Accepting Caring Catalog Requests: October 1 through October 17, 2019.**

To be eligible to participate, your organization must be a registered 501(c)(3), and must be located in Cass County, North Dakota, or Clay County, Minnesota.

Participation Checklist:

- Engage Your Board of Directors and Volunteers**—Encourage them to donate or be an ambassador for your Caring Catalog project.
- Email Blast**—This could be an email solely about your Caring Catalog request or an article in your e-newsletter.
- Social Media**—Post about the Caring Catalog once a week on social media.
- Follow Us**—Follow FM Area Foundation social media accounts (Instagram, Facebook, Twitter and LinkedIn).
- Thank Your Donors**—Send thank you notes to each donor. We will send you all donor contact information, with the exception of anonymous donors.
- Press Release**—Send a press release to local media with your project details.

What You Need For Your Submission:

- **Short Description**—The TITLE of your project.
- **Long Description**—A compelling paragraph describing your project/program and how you will use the funds. Keep your paragraph brief, but inspiring. Tell the donor how you plan to apply their gift and the impact it will make.
- **Amount**—The total amount you want to raise (not to exceed \$5,000).
- **Photo**—Must be 300 dpi. The image will be cropped to a square, so keep that in mind when choosing your photo (no pano or wide angle shots). Use a photo that represents your project or organization well.
- **Website**—Your organization's website.
- **Contact**—Your primary contact will receive all information and updates for the Caring Catalog. (This information is not posted on the website.)
- **PDF Document**—You can ignore this field.



Lexi Oestreich
Program Officer
lexi@areafoundation.org | 701.234.0756