



**City of Moorhead
Community Fund Advisory Committee
Meeting Minutes
January 14, 2020
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 January 14, 2020 at 7:30 AM.

Attendance was as follows:

Board Member – At Large:	Steve Jesme	Present
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	Absent
Board Member – Park Advisory Board:	James Hand	Present
Board Member – Mayor/Council:	Larry Seljevold	Present

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 – October 15, 2019

Motion to Approve the October 15, 2019 meeting minutes by James Hand and seconded by Larry Seljevold.

Motion Passed: For: 5; Against: 0; Abstain: 0; Absent: 2

5. Financial Review – Donations

Holly Heitkamp, Director of Parks and Recreation, outlined the two places people can make donations to the Moorhead Community Fund. The FM Area Foundation administers the Moorhead Community Fund and the City also has Contribution Fund account administered within the City's finance department. There is a link to both places on the City's website, mhd.fund donations go into the City's contribution fund and the FM Area Foundation's website and office also accepts donations.

Discussion continued on how the committee would prefer the account balances be presented at the quarterly meetings.

Motion to Review both Activity since the previous meeting and Cumulative balance sheets at each meeting by James Hand and seconded by Doug Peters.

Motion Passed: For: 5; Against: 0; Abstain: 0; Absent: 2

6. Strategy Presentation – Doug Peters, MSUM Athletics

Doug Peters gave an update on his history and provided guidance to implementing successful projects. After a consultation with city staff, he identified four key components for a project to reach completion:

1. Champion – Projects that have a team champions that will see the project to implementation.
2. Legal – City projects must meet legal obligations and requirements at the city, state and federal levels.
3. Sustainable – Including an operations and maintenance plan to ensure longevity for the project’s success.
4. Feasible – The project should be supported by data for the need and desire driven by community consensus for support of the project and funding.

Members were encouraged to watch a video by Simon Sinek about the Golden Circle which outlines that to gain support and momentum, it is suggestion to start with the “why” a project is important and “why” our community should support implementation of the project. It was recommended to pick one focus and get it done.

- 1- Success leaves clues
- 2- Pick a priority and work it until it’s done.

Discussion identified the Southside Dog Park as the committee’s focus. Next steps were discussed.

7. Update on Strategic Community Initiatives

Holly Heitkamp provided updates on projects.

8. Information Updates

- a. **Website Changes** – Updates to the website are being made to minimize number of clicks and create ease for users.
- b. **DMF – Giving Hearts Day 2020** – Holly Heitkamp outlined the requirements to participate in Giving Hearts Day. The committee may consider participating in 2021.
- c. **2020 Meeting Dates** – The proposed 2020 meeting dates were included in the packet information.
- d. **Updated Wish Book** – An updated Wish Book is anticipated be printed soon.

9. Adjourn

The meeting adjourned at 8:38 AM.