



City of Moorhead
Moorhead Community Fund Advisory Committee
Meeting Agenda
October 28, 2021
Hjemkomst Center – Oak Room
7:30 AM

1. Call Meeting to Order / Roll Call _____
2. Recognitions / Presentations / Introductions _____
3. Approve Minutes _____
 - a July 22, 2021 _____
4. Agenda Amendments _____
5. Financial Review - Donations / Grants Received _____
6. Presentation - FM Area Foundation Eric Wilkie / Greg Diehl _____
7. Project Updates _____
 - a Dog Park - Centennial Dog Park Improvements _____
 - b Moorhead Library / Community Center _____
 - c Inclusive Playground _____
 - d Sculpture at Memorial / Davy Park _____
 - e Natural Playground _____
8. Information Updates _____
 - a Downtown Moorhead Inc. / board spot available _____
9. 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
July 22, 2021
Hjemkomst Center – Oak Room**

Pursuant to due call and notice thereof, a regular meeting of the Moorhead Community Fund Advisory Committee was held in the Oak Room at the Hjemkomst Center on July 22, 2021 at 7:30 AM.

Attendance was as follows:

Board Member – At Large:	Steve Jesme	Present
Board Member – MSU Moorhead:	Brenda Amenson-Hill	Present
Board Member – Moorhead Business Assoc.:	Sheri Larson	Present
Board Member – Downtown Moorhead Inc.:	Vacant	Absent
Board Member – Art and Culture Commission:	Nathaniel Dickey	Present
Board Member – Park Advisory Board:	James Hand	Present
Board Member – Mayor/Council:	Larry Seljevold	Present

1. Call Meeting to Order

Holly Heitkamp welcomed everyone to the meeting.

2. Introductions of New Members

- a. Brenda Amenson-Hill, MSUM
- b. Nathaniel Dickey, Art and Culture Commission

3. Approve Minutes – October 15, 2020

Motion to Approve the October 15, 2020 meeting minutes by James Hand and seconded by Sheri Larson.

Motion Passed: For: 6; Against: 0; Abstain: 0; Absent: 1

4. Agenda Amendments - None.

5. Presentations: Giving Hearts Day – Scott Kostohryz, guest

Mr. Kostohryz was not in attendance.

6. Financial Review

Holly Heitkamp, Director of Parks and Recreation, outlined the two places people can make donations the FM Area Foundation administers the Moorhead Community Fund and the City also has Contribution Fund account administered within the City's finance department. Moorhead's Contribution Fund is a 501(c)6 fund and the FM Area Foundation is a 501(c)3 which allows non-profit donations. (The packet did not contain a financial report due to issues with new software.)

7. Wishbook – (Link available on webpage: mhd.fund)

An updated Wishbook has recently gone to print and is available on the City’s website mhd.fund. Wishbook is annually presented to service clubs. The group discussed various projects and status for

Larry Seljevold suggested providing Wishbooks to local funeral homes a source for giving and suggested starting social media accounts for projects to promote project concepts and giving.

8. Project Updates

- a. Sculpture Garden at Memorial/Davy Park** – Kim Citrowske provided an update for a sculpture called The Beaver Rally approved to be installed at Davy/Memorial Park in 2022. Additional funding is being sought for full implementation.
- b. Dog Park** – Holly Heitkamp provided an update on the amenities that have been added to the River Oaks location and upcoming amenities for the Centennial location.
- c. Moorhead Library / Community Center** – Minnesota Legislature has granted Moorhead the ability to ask voters to approve a sales tax to fund a Library/Community Center.
- d. Inclusive Playground** – A grassroot effort of vested citizens is actively working to raise funds to fund the implementation of an Inclusive Playground at Southside Regional Park.
- e. Natural Playground** – FM Rotary Foundation is actively soliciting funds to install a Natural Playground at Riverfront Park.
- f. Gravestone Replacement** - Funds are being raised to replace a gravestone for a fallen Moorhead police officer.
- g. Website changes** – Website updates have been evolving to ensure an easy positive experience for donors.

9. Information Updates

- a. GiveMN.org – Sheri Larson** recently attended a Do Gooders Conference where she learned of a crowd-source giving portal for charitable giving, GiveMN.org. Sheri also share other potential funding sources including ExploreMN grants.
- b. Downtown Moorhead Inc. (DMI) board vacancy** – This

10. Adjourn

The meeting adjourned at 8:45 AM.

Moorhead Community Fund

Financial Summary (as of 09/30/2021)

PROJECT ACCOUNT	ACTIVITY DESCRIPTION	Activity		TOTAL BALANCE
		FMAF	City Contribution	
Art & Culture General	Balance Committed- Beaver Rally	\$0.18	\$7,417.25	\$7,417.43
Community Fund General		\$544.47		\$544.47
Parks: Dog Park		\$0.00	(\$34.26)	(\$34.26)
Parks: Senior Connections			\$2,270.00	\$2,270.00
Parks: Volunteer Appreciation			\$677.06	\$677.06
Parks: Youth Scholarships		\$785.06	\$1,250.00	\$2,035.06
Inclusive Playground	62 separate donations with 51 under \$500	\$0.00	\$38,204.00	\$38,204.00
Matson Field Grandstand	No active campaign	\$0.00		\$0.00
Southside Regional Park Lights	No active campaign	\$0.00		\$0.00
Community Recreation Center	No active campaign	\$0.00		\$0.00
Park Maintenance various			\$6,589.91	\$6,589.91
Fire: Education			\$1,696.99	\$1,696.99
Police: DARE			(\$7,520.22)	(\$7,520.22)
Police: K-9		\$27.96	\$892.07	\$920.03
TOTALS		\$1,357.67	\$51,442.80	\$52,800.47



To: Moorhead Community Fund Advisory Committee
Subject: Project Updates
Date: October 28, 2021
Prepared By: Holly Heitkamp, Director of Parks and Recreation
Kim Citrowske, Assistant Planner
Forrest Steinhoff, Assistant Planner

Project Updates

Upgrades to Centennial Dog Park



After the success of the River Oaks Dog Park, it was time for Moorhead's first dog park to receive attention. \$10,000 was used from the Park Amenities Fund to purchase new agility items, signage, and trees. The project will wrap up in 2022 with new trees being planted within the dog park. Fundraising for additional agility equipment and park amenities is still underway for both the north and south dog parks. See Attachment 1 for the fundraising flier.

Moorhead Library / Community Center – Local Option Sales Tax Authorization Request

The City of Moorhead received the legislative authorization to request voter approval of a one-half cent sales tax for a regional library/community center, financing up to \$31.59M plus financing expenses to be collected over a period of up to 22 years.

In September 2021, Mayor Carlson appointed a citizen-based steering committee to work with JLG architects to imagine and dream the library and community center of the future. The steering committee will serve as a sounding board and ambassadors for community outreach. This effort will help us bring the hopes and dreams of our residents together into a common vision for a project to serve Moorhead for decades. The Steering Committee will facilitate public engagement and report back to the City Council as they make the final decision on whether to put the local option sales tax question on the November 2022 ballot.

Inclusive Playground

The Inclusive Playground fundraising campaign is led by Jen Troska and her team who have been working hard to raise awareness and funds for this project. Their grass roots effort has been featured in the local news, helping to spotlight this project. The group had a fun family picnic during Greater Moorhead Days and raised approximately \$2,500

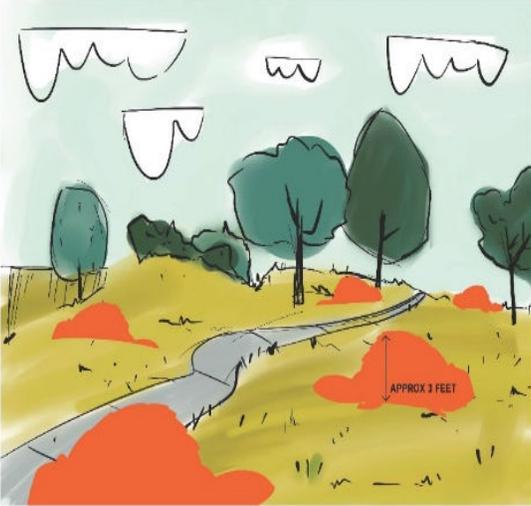
The City has not identified a funding source for this project, but the Park Board has listed this as a number 1 priority, requesting \$300,000 of 2022 Capital Improvement funds. **This project will also be this year’s FM Area Foundation Caring Catalog submission from the Moorhead Community Fund.**

The total project cost is estimated at \$600,000 - \$1 Million. Once \$300,000 has been raised or pledged, it is anticipated that grants could start to be written as well as in-kind donations sought since there would be enough money for a local match. Some of the potential grants being looked at include the Christopher Reeves Foundation, Cully’s Kids Foundation, and the Hector Family Foundation. **These grants have guidelines stipulating the build has to be within a years’ time.**

When we are confident we would have \$500,000 committed, a request will go to City Council to start construction design and get approval to start the construction process. Unfunded equipment could be installed in stages at a later date. The essential component for an inclusive playground is the concrete base and rubberized surface which is also the most costly.

Budget			
10/1/2021			
Revenue	received	pledged	
City of Moorhead -	\$10,000		budget for design
Moorhead Noon Kiwanis	\$10,000	\$2,000 5 yr	Pledge Pd 2020 and 2021
Midday Central Lions	\$5,000	\$1,666 yr	Pledge 3 yrs/ Pd 2020 & 2021
Private Pledge		\$2,000	
Bell Bank	\$1,000		
DMF Jeremy Brown Family Fund	\$10,000		grant
Kevin and Sandy Van Dyke	\$10,000		Personal donation
Clay County Early Childhood Initiative	\$2,500		
FMAF - Mhd Com Fund	\$500		
City - Prairie Parkway Parkland Dedication	\$65,000		Land Sale 40th Ave, 20 acres
Individual Donors Fund Drive	\$6,024		51 individuals at \$500 or less
Mhd Vikingland Kiwanis	\$1,000		
Revenue Total	\$121,024		
Cash received / pledges received / Designated City Funds			

Sculpture at Memorial / Davy Park



A new cluster of interactive sculptures that appear to be swimming in the grass will be installed in Memorial / Davy Park in 2022. Local artists, Catie Miller and Emily Williams Wheeler submitted a proposal in response to a Call for Art issued by the City to activate downtown Moorhead. The initial budget for the sculpture was \$19,212 which included two donations to the Moorhead Community Fund - Arts and Culture General. The selected sculpture was \$26,636, so the City explored other funding sources to close the gap. A grant requesting \$6,659 (25% of the project cost) was written to the Convention and Visitors Bureau to close this gap. GOOD NEWS! The Grant was received and the artists are working on the

project!

Natural Playground

The Rotary Foundation of Fargo Moorhead continues to work on securing funding for a Natural Playground to be located at Riverfront Park in Moorhead. New marketing materials have been assembled and fund raising / grant writing is underway. A construction management company was selected in September (Gast). The projected timeline for construction remains with a start date in April 2022 and completion in July. As of 9/20/21, the grand total raised is \$166,253.94 toward a goal of \$700,000. This total is arrived at via cash received, pledge cash received, outstanding pledges, & in kind contributions. We had a booth on September 14th at the Midco Kids Fest held at Bluestem. For more information on this project see [natural-playground](#)