



**City of Moorhead
Community Fund Advisory Committee
Meeting Minutes
April 26, 2019
Hjemkomst Center – Chamber Boardroom**

Pursuant to due call and notice thereof, a regular meeting of the Moorhead Community Fund Advisory Committee was held in the Hjemkomst Center Chamber Boardroom on April 26, 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	Present
Board Member – Art and Culture Commission:	Carrie Wintersteen	Present
Board Member – Park Advisory Board:	James Hand	Present
Board Member – Mayor/Council:	Steve Gehrtz	Present

Also Present: Tim Beaton, FM Area Foundation; Chris Volkens, City Manager; Holly Heitkamp, Parks and Recreation Director and Kim Citrowske, Assistant Planner

1. Call Meeting to Order

Chris Volkens welcomed everyone to the meeting.

2. Recognitions / Presentations / Introductions

Everyone introduced themselves.

3. Agenda Amendments - None.

4. Moorhead Community Fund / History

- a. FM Area Foundation**
- b. Community Fund Policy**
- c. Park and Facility Naming Policy**

Chris Volkens provided a history of how the Moorhead Community Fund was created. Tim Beaton described the function of the two Funds that were established and the function of the FM Area Foundation, and Holly Heitkamp outlined recent policies that were developed to provide guidance for administration of the Community Fund.

5. Listing of Identified Projects for the Pass Through Fund

Tim Beaton described the process the Foundation uses to accept donations for projects that have been defined by the City of Moorhead. This Advisory Committee is intended to make recommendations for projects and philanthropic outreach for Council consideration.

Members discussed potential projects.

6. Review and Comment on Marketing Materials

- a. Wish Book / Postcard**
- b. Review of Website**
- c. Community Outreach**

Holly Heitkamp shared the inspiration and development of the promotional booklet, Building a Legacy. Discussion on marketing materials including ensuring all pieces (i.e. Building a Legacy booklet, postcard, tri-fold letter, and PowerPoint) have a unified appearance, establishing a digital media plan, and strategy to kick off and continue momentum for the Community Wish Book which may include a press release, social media connection and identifying champions for the varying projects.

7. Financial Disbursements and Tracking

- a. 2018 Annual Fund Statement**
- b. Caring Catalogue**

Holly Heitkamp outlined the annual statement provided by the FM Area Foundation.

8. Future Meeting Dates

Future meeting days/times were discussed with Tuesday or Thursday mornings at 7:30 AM. A doodle poll will be distributed to establish a second meeting time in May or early June to review marketing updates.

9. Adjourn