

April 9, 2025

Polk County Administration Building
111 Court Ave, Des Moines, IA 50309
RM 120 5:30 PM

PCC BOARD MEETING AGENDA

- 1) **Roll Call**
- 2) **Public Comments**
- 3) **New Employee Introduction**
 - a. **Ryan Schlater – Natural Resources Technician**
- 4) **Presentation – Economic Impact of Bike Trails in Iowa – Luke Hoffman**
- 5) **Financial Reports (pg 3)**
- 6) **Action on the Minutes of the Previous Meeting(s) (pg 6)**

CONSENT AGENDA

Note: These are routine items and will be enacted by one roll call vote without separate discussion unless a Board Member or member of the public requests an item be removed to be considered separately. Please notify a PCCB Member to have an item removed.

- 7) **Approving** bill list.
- 8) **Authorizing** paid media placement not to exceed \$52,800 through local agency ZLR Ignition for advertising to promote Sleepy Hollow's upcoming operating season and further directing the Community Outreach Supervisor to adjust the line-item allocations as necessary based on performance results. (pg 12)
- 9) **Authorizing** fiber installation services at the Lauridsen Skatepark in the amount of \$74,497 to Baker Electric which is necessary to properly operate all surveillance cameras within the complex. (pg 17)

ACTION ITEMS**BOARD DISCUSSION**

Director Remarks

Board Chair & Members Remarks

CLOSED SESSION

- 10) **Going** into closed session pursuant to Iowa Code Section 21.5(j) to discuss the purchase or sale of particular real estate only where premature disclosure could be reasonably expected to increase the price the governmental body would have to pay for that property or reduce the price the governmental body would receive for that property. (pg 18)

ADJOURNMENT

Upcoming Events

- April 9 – Conservation Board Meeting, 5:30 pm at Polk County Administration Building
- April 12 – Annual Crane Count Volunteer Event, 6 am at [Brenton Slough](#) and [Chichagua Bottoms Greenbelt](#)
- April 12 – [Beer & Bagel Iowa Run](#), 7 am – 1 pm at Jester Park Shelter #3
- April 18-25 – [1,500 Trees Planted at various Volunteer Events](#), High Trestle Trail and Fort Des Moines Park
- April 27 – [Archaeological Outdoor Exhibit Opening](#), 10 am at Yellow Banks Park
- May 3 – Skate DSM [Secret Series Skate Competition](#), 2 – 6 pm at Lauridsen Skatepark
- May 14 – Conservation Board Meeting, 5:30 pm at Jester Park Nature Center

For more information on agenda items or to receive an accommodation to participate in a meeting, hearing, service, program or activity conducted by this office, please contact Polk County Conservation Office at 515-323-5300 or visit the office (12130 NW 128th St, Granger, Iowa). The information identified on this agenda may be obtained in accessible formats by qualified persons with a disability. PCCB meeting agendas are available to the public at the Polk County Conservation Office on Monday afternoon preceding Wednesday's Board meeting. Citizens can also view the Board agenda on Agency's website at www.leadingyououtdoors.org or request to receive meeting notices and agendas by email by calling the office or sending their request via email to pccb_info@polkcountyiowa.gov

2024-2025 Revenue Budget
- as of 3/31/25 (75.0% of budget year expired)

	UNIT	Revenue Budget	Total Revenues Received	Balance Due	% Received
General - Fund 1					
0212	Conservation Infrastructure	\$ -	\$ -	\$ -	0.0%
0213	Equipment	\$ 5,000	\$ 71,812	\$ (160,881)	150.3%
6006	Environmental Ed	\$ 172,000	\$ 113,999	\$ 256,304	70.3%
6009	Natural Resources	\$ 23,880	\$ 91,672	\$ 368,941	76.6%
6101	Administration	\$ 10,500	\$ 24,015	\$ 303,907	75.0%
6103	Community Outreach	\$ -	\$ -	\$ 82,539	0.0%
6104	Conservation Grants	\$ -	\$ -	\$ (140,324)	0.0%
6110	Parks Advocacy Unit	\$ 740,000	\$ 415,384	\$ 500,618	73.5%
6118	Fleet Services	\$ 19,100	\$ 10,190	\$ 196,628	75.3%
6119	Construction/Maint.	\$ 8,000	\$ 14,200	\$ 324,871	0.0%
6124	Equestrian Center	\$ 233,817	\$ 158,112	\$ 209,645	79.1%
Sub-Total - General Fund 1		\$ 1,212,297	\$ 899,383	\$ 1,942,248	74.2%
Conservation Special Projects- Fund 6					
6125	JP Lodge	\$ 97,000	\$ 54,469	\$ 42,531	56.2%
6127	Miscellaneous	\$ 7,500	\$ 10,196	\$ (2,696)	135.9%
6128	Cabins	\$ 140,000	\$ 111,200	\$ 28,800	79.4%
6129	Lauridsen Skatepark	\$ 25,000	\$ 667	\$ 24,333	2.7%
6130	Two Rivers Park	\$ 150,000		\$ 150,000	0.0%
6131	Athene North Shore	\$ 369,313	\$ 99,744	\$ 269,569	27.0%
Sub-Total - General Fund 6		\$ 788,813	\$ 276,276	\$ 512,537	35.0%
REAP - Fund 26					
0211	Resource Enhancement	\$ 126,000	\$ 130,722	\$ (4,722)	103.7%
Reserve - Fund 50					
6126	Mitigation Banking	\$ 500,000	\$ 30,150	\$ 469,850	6.0%
Bond - Fund 51					
0210/0215	Water & Land Dev & Trails	\$ 3,200,000	\$ 2,406,187	\$ 793,813	75.2%
Conservation Enterprises - Fund 286					
6121	Golf Course	\$ 350,000	\$ 418,457	\$ (68,457)	119.6%
6126	Sleepy Hollow	\$ 1,334,100	\$ 263,637	\$ 1,070,463	19.8%
Sub-Total - Enterprises Fund 286		\$ 1,684,100	\$ 682,094	\$ 1,002,006	40.5%
Grand Total - Conservation		\$ 7,511,210	\$ 4,424,812	\$ 4,715,732	58.9%

2024 - 2025 Expense Budget
- as of 3/31/25 (75.0% of budget year expired)

UNIT #	UNIT	Expense Budget	Total Expended	Balance Remaining	% Expended
General - Fund 1					
0212	Conservation Infrastructure			\$ -	0.0%
0213	Equipment	\$ 320,000	\$ 480,881	\$ (\$160,881)	150.3%
6006	Environmental Ed	\$ 862,753	\$ 606,449	\$ 256,304	70.3%
6009	Natural Resources	\$ 1,579,481	\$ 1,210,540	\$ 368,941	76.6%
6101	Administration	\$ 1,214,571	\$ 910,664	\$ 303,907	75.0%
6103	Community Outreach	\$ 263,882	\$ 181,343	\$ 82,539	68.7%
6104	Conservation Grants-FEMA	\$ -	\$ 140,324	\$ (\$140,324)	0.0%
6110	Parks Advocacy Unit	\$ 1,888,989	\$ 1,388,371	\$ 500,618	73.5%
6118	Fleet Services	\$ 797,165	\$ 600,537	\$ 196,628	75.3%
6119	Construction/Maint.	\$ 934,409	\$ 609,538	\$ 324,871	65.2%
6124	Equestrian Center	\$ 1,005,144	\$ 795,499	\$ 209,645	79.1%
Sub-Total - General Fund 1		\$ 8,866,394	\$ 6,924,146	\$ 1,942,248	78.1%
6125	JP Lodge	\$ 56,500	\$ 63,682	\$ (\$7,182)	112.7%
6127	Miscellaneous	\$ 29,590	\$ 12,651	\$ 16,939	42.8%
6128	JP Cabins	\$ 83,771	\$ 55,330	\$ 28,441	66.0%
6129	Lauridsen Skatepark	\$ 560,553	\$ 160,894	\$ 399,659	28.7%
6130	Two Rivers Park	\$ 301,774	\$ 164,872	\$ 136,902	54.6%
6131	Athene North Shore	\$ 332,722	\$ 139,805	\$ 192,917	0.0%
Sub-Total - General Fund 6		\$ 1,364,910	\$ 597,234	\$ 767,676	43.8%
General Supplemental - Fund 2					
All Units	Benefits (IPERS/FICA/Ins, Etc.)	\$ 2,148,902	\$ 1,553,542	\$ 595,360	72.3%
Risk Management - Fund 3					
6100	Insurance, Med., Work. Comp.	\$ 17,000		\$ 17,000	0.0%
REAP - Fund 26					
0211	Resource Enhancement	\$ 132,000	\$ 167,860	\$ (35,860)	127.2%
Mitigation Banking - Fund 31					
6003	Mitigation Banking	\$ 250,000	\$ 12,251	\$ 237,749	4.9%
Bond - Fund 51					
0210/0215	Water & Land Dev & Trails	\$ 12,796,319	\$ 11,706,380	\$ 1,089,939	91.5%
Conservation Enterprises - Fund 286		\$ -			
6121	Golf Course	\$ 362,000	\$ 16,516	\$ 345,484	4.6%
6126	Sleepy Hollow	\$ 2,953,149	\$ 971,778	\$ 1,981,371	32.9%
Sub-Total - Enterprises Fund 286		\$ 3,315,149	\$ 988,295	\$ 2,326,854	29.8%
Grand Total - Conservation		\$ 28,890,674	\$ 21,949,708	\$ 6,940,966	76.0%

2021 Bond PCWLL EXPENDITURES AS OF :

		3/312025								
SUB-LEDGER	PROJECT	BALANCE 2012 BOND	May 2022 BOND ISSUANCE	JUNE 2024 BOND ISSUANCE	ACTUAL CONSTRUCTION EXPENDITURES	ACTUAL ENGINEERING EXPENDITURES	ACTUAL MISCELLANEOUS EXPENDITURES	GRANT REVENUES AND DONATIONS	ACTUAL COSTS TO DATE	ACTUAL BALANCE REMAINING
C05-R003	GAY LEA WILSON TRAIL CONNECTION (DSM-ANKENY)		\$ (6,500)					\$ (6,500)	\$ (6,500)	\$ -
C12-6221	JP NATURE CENTER	(\$68,793)	\$ -						\$ -	\$ -
C12-6222	CBG MASTER PLAN		\$ -	\$ 400,000		\$ 15,300	\$ 305,570		\$ 320,870	\$ 79,130
C12-6228	JP PARK IMPROVEMENTS		\$ 918,616		\$ 510,325	\$ 5,623	\$ 435,444		\$ 951,391	\$ (32,775)
	PICNIC SHELTERS		\$ 88,384						\$ -	\$ 88,384
C12-6231	TM PARK IMPROVEMENTS& SHOWER HOUSE		\$ -	\$ 1,000,000	\$ 1,109,224	\$ 8,940	\$ 145,377		\$ 1,263,541	\$ (263,541)
C12-6232	YB PARK IMPROVEMENTS	(\$63,256)	\$ 25,000				\$ 19,300		\$ 19,300	\$ 5,700
C12-6233	TRAIL IMPROVEMENTS ALL AREAS		\$ 250,000	\$ 500,000	\$ 394,141	\$ 96,484	\$ 112,582		\$ 603,206	\$ 146,794
C12-6242	ROAD & PARKING LOT RESURFACING ALL AREAS	\$13,666	\$313,666	\$ 250,000	\$ 42,652	\$ 35,285	\$ 181,427		\$ 259,364	\$ 304,302
C12-9999	MISC MINOR IMPR, EQUIP & INTEREST	\$31,595	\$0				\$ 1,032		\$ 1,032	\$ (1,032)
C12-6250	YB PRIEST PROPERTY ACQUISITION		\$ 15,169				\$ 15,169		\$ 15,169	\$ -
C13-6256	PCWLL PUBLIC AWARENESS		\$ -				\$ 4,930		\$ 4,930	\$ (4,930)
C13-6258	NATURAL AREA RESTORATIONS	\$185,859	\$1,221,662	\$ 575,000		\$ 22,747	\$ 1,907,587	\$ (301,174)	\$ 1,629,160	\$ 167,502
	SOFT TRAIL UPGRADES		\$ 100,000				\$ 4,324		\$ 4,324	\$ 95,676
C14-6272	EL RAIN GARDENS		\$ -				\$ 7	\$ 12,604	\$ 12,611	\$ (12,611)
C14-6275	GWT		\$ -				\$ 30		\$ 30	\$ (30)
C15-6277	WATER QUALITY	(\$857,705)	\$1,857,705	\$ -	\$ 632,606	\$ 110,269	\$ 1,883,882	\$ (1,267,950)	\$ 1,358,808	\$ 498,897
C17-6291	4-MILE BANE PROPERTY		\$ 27,762				\$ 27,762		\$ 27,762	\$ (0)
C17-6297	CBG-DYKSTRA PROPERTY		\$ 3,404			\$ 3,404	\$ 14,000	\$ (50,000)	\$ (32,596)	\$ 36,000
C17-6299	CBG-K KIMBERLY PROPERTY	(\$1,255,237)	\$835,850				\$ 3,524	\$ (422,879)	\$ (419,355)	\$ 1,255,205
C18-6312	MISCELLANEOUS LAND	(\$5,400)	\$23,185			\$ 5,468	\$ 18,286	\$ -	\$ 23,753	\$ (568)
C19-6324	4-MILE GREENWAY RESTORATION	(\$6,652)	\$17,162				\$ 11,030		\$ 11,030	\$ 6,132
C19-6327	EL - NORTH SHORE IMPROVEMENTS	\$99,779	\$500,000		\$ 5,237,593	\$ 1,170,149	\$ 602,933	\$ (1,521,746)	\$ 5,488,929	\$ (4,988,929)
C19-6334	CBG LANE PROPERTY	\$28,258	\$19,548	\$ -			\$ 19,548		\$ 19,548	\$ 0
C20-6343	4-MILE/SLEEPY HOLLOW	(\$2,919)	\$2,850,000	\$ 250,000	\$ 1,304,341	\$ 194,797	\$ 1,602,837		\$ 3,101,975	\$ (1,975)
C20-6343	4-MILE/SLEEPY HOLLOW LAND ACQUISITION		\$1,752,500				\$ 1,752,500		\$ 1,752,500	\$ -
C20-6346	JESTER PARK CAMPGROUND IMPROVEMENTS		\$ 250,000			\$ 5,914	\$ 239,803		\$ 245,717	\$ 4,283
C20-6348	ARTIFACTS		\$ 54,710				\$ 54,710		\$ 54,710	\$ -
C20-6349	FOURMILE BIKE PARK		\$ 150,000	\$ 500,000	\$ 655,801	\$ 111,115	\$ 29,608	\$ (4,000)	\$ 792,524	\$ (142,524)
C20-6352	HTT TO POLK CITY		\$ 523,825	\$ 800,000		\$ 4,652	\$ 572,277		\$ 576,929	\$ 746,896
C20-6353	SPECK PROPERTY		\$ 20,388				\$ 21,238		\$ 21,238	\$ (850)
C21-6354	TRAILS END MITIGATION BANKING	(\$400,205)	\$4,000,000		\$ 8,357,005	\$ 256,423	\$ 6,529	\$ (3,127,701)	\$ 5,492,255	\$ (1,492,255)
C22-6355	SUSTAINABILITY	(\$5,995)	\$320,000	\$ 180,000			\$ 380,436		\$ 380,436	\$ 119,564
C22-6356	4-MILE/MEEK		\$ 232,684				\$ 232,684		\$ 232,684	\$ (0)
C22-6357	4-MILE/LOCKARD		\$ 2,260			\$ 380	\$ 1,880		\$ 2,260	\$ -
C23-6358	CBG - BAILEY PROPERTY		\$ 435,529				\$ 465,529	\$ (91,642)	\$ 373,887	\$ 61,642
C23-6359	SKATEPARK PARKING LOT		\$ 250,000	\$ 250,000	\$ 1,833,874	\$ 395,215	\$ 15,384		\$ 2,244,473	\$ (1,744,473)
	BOS		\$ 2,100,000						\$ -	\$ 2,100,000
C23-6360	SEPTICS		\$ 300,000			\$ 41,647	\$ 204,994	\$ -	\$ 246,640	\$ 53,360
	BOS		\$ 300,000						\$ -	\$ 300,000
C23-6361	ALLEMAN/ZIEL		\$ 378,227			\$ 2,930	\$ 381,297		\$ 384,227	\$ (6,000)
C23-6362	CAMP DODGE/HARDING		\$ 10,464				\$ 1,300,464	\$ (1,310,800)	\$ (10,336)	\$ 20,800
C23-6363	YE-DEATON (MILDRED)		\$ 317,172				\$ 317,172		\$ 317,172	\$ 0
C23-6364	BRENTON SLOUGH		\$ 231	\$ 1,000,000			\$ 938,550		\$ 938,550	\$ 61,681
C24-6365	BRANDING		\$ 175,000				\$ 205,536		\$ 205,536	\$ (30,536)
C24-6366	ICON WATER TRAILS		\$ 1,500,000	\$ 25,000			\$ 1,249,426		\$ 1,249,426	\$ 275,574
C24-6367	WATER TRAILS - CONSERVATION		\$ -		\$ 197,816	\$ 5,188			\$ 203,004	\$ (203,004)
C24-6368	JPEC - MOLD REMEDIATION		\$ 20,569		\$ -		\$ 20,569		\$ 20,569	\$ 0
C24-6369	CMO SHOP		\$ 180,000	\$ 1,820,000		\$ 71,899	\$ 15,081		\$ 86,981	\$ 1,913,019
C24-6370	JPNC TERRACE		\$ 80,000	\$ 200,000		\$ 49,600	\$ 31		\$ 49,631	\$ 230,369
C24-6372	DEIA INITIATIVE		\$ 25,000	\$ 25,000			\$ 7,925		\$ 7,925	\$ 42,075
C24-6373	PUBLIC ART		\$ 40,000	\$ 40,000			\$ 27,213		\$ 27,213	\$ 52,787
C24-6374	TRAILS END MITIGATION BANKING II		\$ -			\$ 34,737	\$ 14,304	\$ (49,042)	\$ (1)	\$ 1
C24-6375	CAMP DODGE/KARIMI		\$ 248,190				\$ 248,190		\$ 248,190	\$ (0)
C24-6376	TECHNOLOGY		\$ 10,000	\$ 10,000			\$ 6,470		\$ 6,470	\$ 13,530
C24-6378	AMERICORPS - STATE PLANNING GRANT		\$ -				\$ 14,198		\$ 14,198	\$ (14,198)
C24-6379	EASTER LAKE SOUTH SHORE		\$ -	\$ 1,000,000	\$ 303,907	\$ 9,487	\$ 87,937		\$ 401,331	\$ 598,669
C25-6382	CBG PLAYSCAPE		\$ -				\$ 362	\$ (10,000)	\$ (9,638)	\$ 9,638

2021 Bond PCWLL EXPENDITURES AS OF :

		3/312025								
SUB- LEDGER	PROJECT	BALANCE 2012 BOND	May 2022 BOND ISSUANCE	JUNE 2024 BOND ISSUANCE	ACTUAL CONSTRUCTION EXPENDITURES	ACTUAL ENGINEERING EXPENDITURES	ACTUAL MISCELLANEOUS EXPENDITURES	GRANT REVENUES AND DONATIONS	ACTUAL COSTS TO DATE	ACTUAL BALANCE REMAINING
C24-6383	CBG- LEHS PROPERTY		\$ -			\$ 1,534	\$ 1,601,690		\$ 1,603,224	\$ (1,603,224)
C25-6388	EM SHOP ADDITION		\$ -		\$ 41,477		\$ 4,971		\$ 46,448	\$ (46,448)
C24-6385	JPEC STORM WATER IMPROVEMENTS		\$ -		\$ -	\$ 12,636	\$ -		\$ 12,636	\$ (12,636)
C22-9999	MINOR BOND IMPROVEMENTS		\$ 469,245	\$ 275,000			\$ 875,578	\$ (2,000)	\$ 873,578	\$ (129,333)
	JPEC ROOF REPLACEMENT		\$ 154,995				\$ 154,995		\$ 154,995	\$ (0)
	FUEL TANK REPLACEMENT		\$ 69,055				\$ 69,055		\$ 69,055	\$ 0
C22-9998	INTEREST INCOME		\$ -					\$ (1,510,325)	\$ (1,510,325)	\$ 1,510,325
	CBG-SKUNK RIVER BRIDGE		\$ -	\$ 250,000					\$ -	\$ 250,000
	JPEC ACCESSIBILITY & SAFETY UPGRADES		\$ -	\$ 400,000					\$ -	\$ 400,000
	WFPO RESTORATION MATCH			\$ 1,000,000					\$ -	\$ 1,000,000
	TM PLAYGROUND RENOVATIONS		\$ 800,000						\$ -	\$ 800,000
	BOND ISSUANCE COST		\$ 164,415						\$ -	\$ 164,415
	OPERATING TRANSFER MOVE FROM FUND 51 TO 46		\$ 17,617						\$ -	\$ 17,617
	RETENTION FEE (5%)		\$ 500,000						\$ -	\$ 500,000
	TAXABLE PORTION OF BOND		\$ 2,995,000						\$ -	\$ 2,995,000
LAND ACQ	LAND ACQUISITIONS		\$ -	\$ 1,000,000					\$ -	\$ 1,000,000
		(\$2,307,005)	\$ 27,907,688	\$ 11,750,000	\$ 20,620,762	\$ 2,679,420	\$ 18,837,165	\$ (9,663,155)	\$ 32,474,192	\$ 7,183,496

AGENDA OUTLINE/MINUTES TEMPLATE**March 12, 2025****Polk County Administration Building****111 Court Ave, Des Moines, IA 50309****RM 120 5:30 PM****PROCEEDINGS OF THE POLK COUNTY CONSERVATION BOARD (ESTABLISHED 1956)**

The Polk County Conservation Board met in person for regular session Wednesday, March 12, 2025.

The meeting was called to order at **5:35** p.m.

#25-0301 Roll Call

Members Present: **Mollenhauer, Crane, Lewis, Feltner**

Members Absent: **Soderberg**

#25-0302 Public Comments**#25-0303 Public Hearing – Rejecting all bids for Fourmile Mountain Bike Trailhead Project**

At this time, I'm going to open the Public Hearing rejecting all bids on the proposed plans, specifications, form of contract documents, engineer's estimate, for the Fourmile Mountain Bike Park Trailhead project.

Does anyone present have any comments? *None*

If there are no (further) comments, the public hearing is closed.

#25-0304 Financial Reports (pg 3)**#25-0305 Action on the Minutes of the Previous Meeting(s) (pg 6)**

MOVED BY Lewis to approve the February 12, 2025 meeting minutes (MEETING CANCELLED).

SECONDED BY Feltner

Vote Yea: **Mollenhauer, Crane, Lewis, Feltner**

Abstain:

Members Absent: **Soderberg**

CONSENT AGENDA**#25-0306 Approving bill list.****#25-0307 Approving Waste Management of Iowa's annual bid not to exceed \$40,000 for refuse disposal service and entering a one-year agreement from April 1, 2025 – March 31, 2026, with provision for annual extensions based on satisfactory service. (pg 9)****#25-0308 Requesting approval to proceed with the application process for the Iowa Land and Water Conservation Fund grant and sign the resolution in support of obtaining funding**

AGENDA OUTLINE/MINUTES TEMPLATE

for woodland restoration and improved public access in the Fourmile Creek Greenway.
(pg 11)

- #25-0309 **Ratifying** February 12, 2025 Board items: Approval of January Expenditures, Approval of Polk County Conservation Board Bylaws for 2025 (No Amendments). (pg 13)

LET THE RECORD SHOW it was moved by **Crane** to approve the consent agenda.

SECONDED BY **Feltner**

Vote Yea: **Mollenhauer, Crane, Lewis, Feltner**

Members Absent: **Soderberg**

ACTION ITEMS

- #25-0310 **Rejecting** all bids on the proposed Plans, Specifications, Form of Contract, and Engineer's estimate for the Fourmile Mountain Bike Park Trailhead project. (pg 44)

LET THE RECORD SHOW it was moved by **Crane** to approve Action Item 25-0310.

SECONDED BY **Feltner**

Vote Yea: **Mollenhauer, Crane, Lewis, Feltner**

Abstain: **Lewis**

Members Absent: **Soderberg**

- #25-0311 **Approving** Vehicle and Equipment Replacement program for FY25/26 and authorizing staff to acquire said vehicles and equipment upon Board of Supervisors FY25/26 budget approval and reallocating any proceeds from sales to support equipment needs. (pg 46)

LET THE RECORD SHOW it was moved by **Lewis** to approve Action Item 25-0311.

SECONDED BY **Feltner**

Vote Yea: **Mollenhauer, Crane, Lewis, Feltner**

Members Absent: **Soderberg**

- #25-0312 **Approving** the Professional Service Agreement with WHKS Engineers for Design/Engineering services for the Skunk River Bridge Repair project in an amount of \$89,000. (pg 59)

LET THE RECORD SHOW it was moved by **Lewis** to approve Action Item 25-0312.

SECONDED BY **Crane**

Vote Yea: **Mollenhauer, Crane, Lewis, Feltner**

Members Absent: **Soderberg**

- #25-0313 **Approving** an agreement between Drake University and Polk County Conservation for monitoring at Brenton Slough in an amount not to exceed \$140,250. (pg 69)

LET THE RECORD SHOW it was moved by **Feltner** to approve Action Item 25-0313.

SECONDED BY **Crane**

Vote Yea: **Mollenhauer, Crane, Lewis, Feltner**

Members Absent: **Soderberg**

AGENDA OUTLINE/MINUTES TEMPLATE

#25-0314 **Requesting** approval to proceed with the application process for the Iowa DNR Sovereign Lands Permit for the Hubbell Trailhead at the Fleur Drive ICON site. (pg 75)

LET THE RECORD SHOW it was moved by Feltner to approve Action Item 25-0314 and granting Director to proceed contingent upon legal review of Iowa DNR Sovereign Lands Permit application process.

SECONDED BY Crane

Vote Yea: **Mollenhauer, Crane, Lewis, Feltner**

Members Absent: **Soderberg**

BOARD DISCUSSION

Director Remarks

PCC will be producing a Water Monitoring presentation and an Icon site presentation for the Board so members can be brought up to speed on PCC's level of involvement with both projects.

2025 Summer Board Meeting Locations:

May/Sept: Jester Park Nature Center

June: Yellow Banks (New Interpretive Wall Entrance)

July: Racoon River Greenbelt River Access (Canoe or Kayak float before the meeting? Start at Walnut Woods or Blue Heron Lake?)

August: Americorps Headquarters at Chichaqua Bottoms Greenbelt (tour of campus)
22 Americorps members to be hired for 2025

PCCB Field Trips:

East Side: NR Headquarters/Americorps Campus, Trails End Mitigation Bank, Mally's Park, Sleepy Hollow, Easter Lake, Yellow Banks Park, Thomas Mitchell Park

Dates: *Fri, June 6th 9:00 AM – 3:00 PM confirmed*

West Side: Jester Park (Nature Center, Golf Course, Lodge, Equestrian Center), Brenton Slough, Brown's Woods, Racoon River Greenbelt River Access (6-13-25 ribbon cutting at 3:00 PM), Great Western Trail, Hubbell Trailhead ICON Water Trails site, Lauridsen Skatepark, Fort Des Moines

Dates: *Fri, June 13th 10:00 AM – 4:00 PM confirmed, Start at JPNC*

Other Dates to Note:

Sun, April 27th, 10:00 AM Yellow Banks Park - Interpretive Wall Public Presentation/Open House

Sat, May 17th, 10:00 AM Ribbon Cutting, Chichaqua Bottoms Greenbelt – new nature playscape, improvements to campground, picnic shelter, meet at Longhouse

Week of July 4th – Grand Opening with MidAmerican Energy of Two Rivers Park

July 15th, 3:00 PM, Hubbell Trailhead ICON Des Moines River Access – ground breaking

Aug 28th-30th - USA Skateboarding World Skate Regional Competition at Lauridsen Skatepark

Sept 27th-28th – USA Rollersports Scootering Qualifier (non-motorized)

AGENDA OUTLINE/MINUTES TEMPLATE

Dates TBD – Lauridsen Skatepark Art Piece Dedication, Four Mile Mountain Bike Park Dedication

Board Remarks –

Pam Mollenhauer: A returning Sleepy Hollow State Fair Camper contacted Pam recently – she committed to presenting his concerns about the current experience:

1. Concern #1: The price is higher at Sleepy Hollow for camping than it is at the State Fair.
Reply: Pam recommended that camping at Yellow Banks is cheaper. He wanted to know what the value was for him to camp at Yellow Banks and Pam reviewed all of the amenities he would have access to for a price that was around \$100 cheaper than Sleepy Hollow camping. He mentioned there is value camping with buddies at Sleepy Hollow. It was discussed that value is hard to quantify and there are pros and cons to both camping areas, which he would need to weigh and decide.
2. Concern #2: Accessibility with a scooter is needed. Only one shuttle bus owned by the Flatts is equipped with accessibility for scooter users.
Reply: Shuttle services with accessible vehicles are few and far between and those that have accessible vehicles traditionally do not want to competitively bid on a Sleepy Hollow/State Fair transportation route for the short time frame and with the logistical and traffic complications involved.
3. Concern #3: Concerned that improvements at Sleepy Hollow have been stalled.
Reply: Some improvements have been accomplished with more on the horizon.
4. Concern #4: Process of getting in to campground is difficult. Check-in is in separate spot and then shuttling to camp spot is in different staging area.
Reply: The City of Pleasant Hill has had complaints about traffic backing up on Dean Ave, so the process has been put in place to alleviate this public concern.
5. Concern #5: The current new payment process is only for the tech-savvy. Is there a way for non-tech-savvy campers to pay for their spot?
Reply: There are staff at Sleepy Hollow that can help with reservations.

Thanks to staff for the fabulous Staff Reports. Would any PCC Staff like to make any comments?

Staff Comments:

Sam Lorton – Sleepy Hollow Operations Lead

Sam knows the concerned citizen – many concerns are valid but some are unfounded. Here is some additional information with regards to his concerns:

1. Concerns #1 & 2: Regarding value vs State Fair Camping – Sleepy Hollow is \$50 more expensive but we provide shuttle service to the Fair Grounds. Without shuttle service costs Sleepy Hollow Camping is \$4 more expensive than State Fair Camping. Other transportation alternatives have been solicited (three different companies) but there are currently none that have more than one accessible transport vehicle and they are considerably more expensive or will not consider doing State Fair transport.
2. Concern #3: Most of the Sleepy Hollow improvements to date have involved hidden infrastructure (electrical and water) and are not visible to the naked eye. There have been a large number of improvements that are not visible, but the few projects on the surface that have experienced delays are being remediated.
3. Concern #4: Sleepy Hollow conducted a Check-In Process Survey with guests – here are some of the results from guests who participated:
 - a. State Fair Check-In Process

AGENDA OUTLINE/MINUTES TEMPLATE

- i. Very Satisfied 67 Guests
 - ii. Satisfied 14 Guests
 - iii. Neutral 1 Guest
 - iv. Unsatisfied 0 Guests
 - v. Very Unsatisfied 0 Guests
 - b. Shower Facilities (selected new Shower Facility Company out of Bondurant for 2025)
 - i. Very Satisfied 28
 - ii. Satisfied 27
 - iii. Neutral 22
 - iv. Unsatisfied 2
 - v. Very Unsatisfied 3
 - c. Customer Service
 - i. Very Satisfied 50
 - ii. Satisfied 20
 - iii. Neutral 12
 - iv. Unsatisfied 0
 - v. Very Unsatisfied 0
- 4. Concern #5: QR code usage is not a new process and has been used to facilitate Sleepy Hollow State Fair Camping Reservations for the last eight years

Rich Leopold: Rangers and Sleepy Hollow staff are available to show guests how to make reservations or the Admin Team can help with the registration process.

As of Monday, 3-10-25, 133 campers are registered to camp (47%). One camper has asked why the price increased and was 100% fine after Sam offered the explanation.

March 26th, 9:00 AM: the Polk County Board of Supervisors will be at Sleepy Hollow Lodge. PCC Sleepy Hollow Staff to present current budgetary considerations and progress against goals to the Board of Supervisors (Pam Mollenhauer/Paula Feltner will be gone, Ryan Crane and Greg Lewis to attend)

Greg Lewis: Can signage be installed at Four Mile Mountain Bike Park that looks official? Adam Fendrick responded that the signage was ordered yesterday (3-11-25). Thanks to Adam for sending a copy of the informational HOA Letter that Adam sent to the surrounding neighborhood to inform residents of the Timberstand Improvement Project. There were two different projects (stream restoration and timberstand improvement) that attracted public attention. The streambank south of the pedestrian bridge was in very poor condition and in order to address the issues required removal of several trees.

Paula Feltner: Should someone reach out to Chuck Soderberg? Rich Leopold/Katie Stoklasa have reached out multiple times with no response but there may have been some family concerns he needed to address and travel that was pre-planned before his appointment. Pam has also reached out to Chuck with no response.

Ryan Crane: No comments.

Pam Mollenhauer: Friday, 3-7-25 was the PCCB Strategic Planning Meeting. Board Members got a glimpse of the PCC Strategic Plan draft. Board Members recently heard back from Emily Naylor that all PCC Staff and PCCB Member input is being consolidated. PCCB Members came up with

AGENDA OUTLINE/MINUTES TEMPLATE

almost the same Strategic Plan focus points as PCC Staff!

Pam Mollenhauer: Let's take 5-minute recess.

CLOSED SESSION PROCEEDINGS OF THE POLK COUNTY CONSERVATION BOARD

The Polk County Conservation Board met in closed session Wednesday, March 12, 2025 at **7:15** p.m.

MOTION:

#25-0315

MOVED BY Feltner to go into closed session pursuant to Iowa Code Section 21.5(j) to discuss the purchase or sale of particular real estate only where premature disclosure could be reasonably expected to increase the price the governmental body would have to pay for that property or reduce the price the governmental body would receive for that property. (pg 76)

SECONDED BY Crane

VOTE YEA: **Mollenhauer, Crane, Lewis, Feltner**

Members Absent: **Soderberg**

MEMBERS PRESENT: **Lewis, Mollenhauer, Feltner, Crane, Leopold, Rankin, Cook, Stoklasa, Clark, McFarlane**

MOTION:

Moved by **Feltner** Seconded by **Crane** to go back into open session.

VOTE YEA: **Mollenhauer, Crane, Lewis, Feltner**

Members Absent: **Soderberg**

The Board returned to open session.

There was no action taken during closed session.

MOTION:

Moved by **Crane** to adjourn. Seconded by **Mollenhauer**.

VOTE YEA: **Mollenhauer, Crane, Lewis, Feltner**

Members Absent: **Soderberg**

**THERE BEING NO FURTHER BUSINESS TO COME BEFORE THE
BOARD AND WITH NO OBJECTIONS, THIS MEETING IS ADJOURNED.**

Meeting adjourned at **7:32** p.m.

	Date	April 9, 2025
	Item No. Roll Call No. Submitted by:	CONSENT 25-0408 Jessica Lown Community Outreach Supervisor

AGENDA HEADING:

Authorizing paid media placement not to exceed \$52,800 through local agency ZLR Ignition for advertising to promote Sleepy Hollow's upcoming operating season and further directing the Community Outreach Supervisor to adjust the line-item allocations as necessary based on performance results.

INFORMATION:

The newly completed Sleepy Hollow business plan bases its forecast for financial stability on reaching an average of 50 percent capacity on the Snowflex hill. A robust paid advertising plan will help us achieve this park visitor goal. To attract this steady stream of traffic and ticket buyers for tubing season on the large Snowflex hill, from May 26 – July 27, Community Outreach requested a media plan from ZLR Ignition. The requested and delivered plan targets our primary audience of parents with children ages 6 to 14, runs generally from mid-May through Mid-July, and falls within existing budget parameters. The resulting plan includes billboards (six locations), streaming radio (Pandora, Spotify, iHeart or others), and Meta (in-feed ads). Once executed, the plan should yield nearly 6.4M impressions and 6.7k clicks to the website. Further details are available in the full proposal.

FISCAL IMPACT:

Amount: \$11,072 – Outdoor billboards
 \$19,907 – Meta
 \$17,021 – Streaming Radio
 \$ 4,800 – 10% Contingency

Total: \$52,800

Funding Source: Sleepy Hollow general fund budget

PREVIOUS BOARD ACTION(S):

Date: May 10, 2023

Roll call number: #23-0507 (Yea 5)

Action: Approve the selection of the recommended branding and marketing firms for various discipline areas identified to provide professional consulting services to Polk County Conservation for the next three years.

RECOMMENDATION:

Authorizing paid media placement not to exceed \$52,800 through local agency ZLR Ignition for advertising to promote Sleepy Hollow's upcoming operating season and further directing the Community Outreach Supervisor to adjust the line-item allocations as necessary based on performance results.

Date 4/2/25
Client Name Sleepy Hollow
Project 2025 Media Proposal

CAMPAIGN OBJECTIVES

- Generate excitement and awareness for Sleepy Hollow re-opening
- Drive users to the website to purchase tickets

PLANNING PARAMETERS

GEOGRAPHY

Des Moines + 30 miles

TARGET AUDIENCE

Primary: Families with children ages 6 to 14

TIMING

May 12 – July 27, 2025

BUDGET

\$48,000

MEDIA STRATEGIES

- Focus on high-impact mediums to generate excitement for Sleepy Hollow
- Engage with audiences who are interested in outdoor recreation activities and drive them to the website to purchase tickets

MEDIA RECOMMENDATIONS

ZLR recommends using a mix of high-impact and click driving mediums to generate excitement for Sleepy Hollow through outdoor billboards, Meta and streaming radio advertising.

Through this mix of mediums, the campaign will target family-friendly audiences who are interested in outdoor recreation activities to raise

awareness around Sleepy Hollow's re-opening and direct them to the website to purchase tickets. To build excitement for Sleepy Hollow, it is recommended to be in market two weeks prior the season and launch on May 12, 2025. To maintain excitement, it is recommended to flight the media throughout the season until July 27, 2025.

Outdoor Billboards

Outdoor billboards deliver a consistent, high-visibility message via a large format. Billboards reach all Iowans ages 2+. Outdoor billboards will be placed around the Des Moines metro during Sleepy Hollow's season to drive awareness of the message. Outdoor is recommended at the beginning of the season to build awareness. Note, outdoor billboards are purchased in four-week increments.

Details:

- Flight: May 12 – July 6, 2025 (eight weeks)
- Market: Des Moines metro
- Product: Static posters
- Locations: Six locations
 - SE 14th Street
 - Euclid SE
 - Ingersoll Av SS
 - 63rd Street
 - Merle Hay Rd
 - Army Post Rd
- Delivery: 5,827,360 impressions
- Cost per thousand impressions (CPM): \$1.90

Budget: \$11,072 (Space: \$10,352, Production: \$720)

Meta (Facebook and Instagram) In-Feed

Meta (formerly the Facebook company) builds technologies that help people connect, find communities, and grow businesses. Meta in-feed works by placing large in-feed ads on a targeted user's newsfeed. According to Statista, the average adult spends 35 minutes per day on Facebook and 33 minutes per day on Instagram. In-feed ads will drive

website sessions throughout the season. Image ads are recommended to drive the most clicks.

Because of the longer flight, ZLR recommends a minimum of six ads that could be used if creative is flagged with ad fatigue from Meta.

Details:

- Flight: May 12 – July 27, 2025 (eleven weeks)
- Geography: Des Moines + 30 miles
- Platforms: Meta and Instagram
- Targeting:
 - Demographic: Adults 18+
 - Interests: Outdoors, outdoor recreation, outdoor enthusiasts, outdoor adventure, outdoor life, adventure, adventure travel, nature, kids activities, family entertainment, tourism
- Estimated cost per click (CPC): \$2.95
- Delivery: 6,745 clicks
- Goal CTR: 0.33%
 - Based on Meta Forecasts

Budget: \$19,907

Streaming Radio

Streaming radio allows users to listen to live broadcasts, curated playlists, podcasts, and more. Ads on streaming radio are recommended for Sleepy Hollow due to the targeting capabilities to pinpoint the specific audience in the Des Moines metro. Ads on streaming radio can be targeted by interest, demographic and geographic location. To promote Sleepy Hollow, a :30 audio ad and companion banner ad would be used.

Details:

- Flight: May 12 – June 8, 2025 (four weeks)
- Market: Des Moines metro
- Demographic:
 - Teens 13 – 17

- Adults 18 – 45
- Targeting:
 - Interest: Outdoor, outdoor activities, outdoor activity enthusiasts, sports and outdoor activities, hiking enthusiasts, travel enthusiasts
 - Contextual: Outdoor attractions, outdoor enthusiasts, sports and outdoor
- Delivery: 607,450 impressions
- CPM: \$28.02
- Goal audio completion rate: 65% (Based on current industry averages)

Budget: \$17,021

BUDGET

Outdoor Billboards	\$11,072
Meta	\$19,907
Streaming Radio	<u>\$17,021</u>
Total	\$48,000*

**Assumes Polk County Conservation provides creative*

TIMING

Client Proposal Approval – 4/9
 Outdoor Creative Due – 4/28
 Meta & Radio Creative Due – 5/5
 Media Launches – 5/12

 POLK COUNTY CONSERVATION	Date	April 9, 2025
	Item No. Roll Call No. Submitted by:	CONSENT 25-0409 Kami Rankin Deputy Director

AGENDA HEADING:

Authorizing fiber installation services at the Lauridsen Skatepark in the amount of \$74,497 to Baker Electric which is necessary to properly operate all surveillance cameras within the complex.

INFORMATION:

Original plans for the Lauridsen Skatepark included five cameras that spotlighted various skating elements that could be viewed from the Skatepark's website. These cameras were not intended to serve as security cameras, but that quickly became the case as incidents arose. The camera system was run through WiFi housed within the Iowa Events Center.

Since this time, six more cameras have been added that are not public facing. These cameras are high powered and only viewable to Polk County Conservation and Des Moines Police Department personnel. They are used for security purposes and to assist staff with surveillance and investigations. Video footage is reviewed on a weekly basis and is critical to both agencies from a maintenance, operations, and law enforcement standpoint.

Unfortunately, at the time of the skatepark construction, fiber was not run into the park. That is why WiFi was used to power the cameras. The problem with WiFi is that when software updates occur approximately every six months on the cameras, the WiFi isn't adequate to handle the updates resulting in camera blackouts. Each camera needs to be manually updated which is very time consuming and costly. In consultation with Polk County Information Technology, Carrier Access, and Baker Electric (original skatepark electrician and Carrier Access preferred sub-contractor), it has been determined that in order for all the cameras to remain functional without costly interruptions, fiber must be run into the park to the power poles that support cameras. The attached quote outlines the cost to run fiber to the power poles that support cameras.

FISCAL IMPACT:

Amount: \$74,497

Funding Source: Lauridsen Skatepark Operating Budget

PREVIOUS BOARD ACTION(S):

RECOMMENDATION:

Authorizing fiber installation services at the Lauridsen Skatepark in the amount of \$74,497 to Baker Electric which is necessary to properly operate all surveillance cameras within the complex.

 POLK COUNTY CONSERVATION	Date	April 9, 2025
	Item No. Roll Call No. Submitted by:	CLOSED SESSION 25-0410

AGENDA HEADING:

Action from Closed Session discussion of land acquisition opportunities.

INFORMATION:

Polk County Conservation has the opportunity to acquire land with excellent conservation potential at several locations within Polk County. Cost-share opportunities may be available to assist with acquisition and restoration expenses. Nearby PCC landholdings add additional interest to these properties.

FISCAL IMPACT: TBD

PREVIOUS BOARD ACTION(S):

Date:

RollCall:

Action:

RECOMMEDATION:

Direct staff to proceed on these land acquisition opportunities based on information presented and pursuant to Board discussion.