

## Pelican Rapids Pool Committee Meeting

Wednesday, March 20<sup>th</sup>, 2019, 5:00 pm

Kate Woolever- Martinez called the pool board meeting to order at 5:03 pm.

Pool Board members present were Jackie Larson, Kate Woolever-Martinez, Mark Dokken, Brian Olson, Irina Arntson, Amy King and Dave Gottenborg. Brent Blake was also present as a guest to speak about fundraising.

Jackie gave a brief history from the previous pool committee to bring all board members current.

Kate noted that the city council has officially made us a recognized city committee and has approved up to \$1,000 to spend on updating architectural plans and estimates.

Brian said that he has spoken with Design Intent Architects out of Fergus Falls and they are working on updating cost estimates. He said a rough estimation might be more like \$4.3 million. Design Intent would like to come present the numbers once they are reworked which will likely take 2-3 weeks to put together. We will invite them to our next meeting to present.

Irina introduced Brent Blake, a family friend and entrepreneur that agreed to come to our meeting to discuss possible fundraising options or ideas. Brent gave a brief personal history and then talked through several ideas he had brainstormed as possible fundraising campaigns.

- Digital Billboard placed somewhere on city grounds. The billboard company would install, sell ads and maintain the billboard and the city would receive a check each month based on ad sales. Pelican has a busy lake traffic route with Hwy 108 and 59 and would have some ideal locations for advertising. This could also be used as a community sign/public service announcement. City ordinances and MN DOT restrictions must be reviewed.
- Digital Marketing Sign inside the pool building or other locations- can sell advertising spots.
- Sell patio bricks to be used in the pool infrastructure somehow- different tiers of donation could receive different size bricks with engraving. Wall tiles could also be sold to substantial donors.
- Naming rights could be sold for the bathhouse, lazy river, slide, etc.
- Charity golf events.
- Payroll deduction fundraiser where employees agree to certain payroll deductions (could be as low as \$1-\$5 each pay period) that go into a pool fund.
- Having local businesses ask customers if they would like to round up their purchase and have overages go into pool fund.
- Finding employer matching programs.
- Sourcing large scale donors with ties to the community (i.e. Bell Bank, Sanford, Essentia, Jennie O, etc)

Brent was unsure if he would commit to leading a fundraising campaign like this at this point, however he was willing to do some more fact finding and attend our next meeting to give a more detailed look at his possible involvement as well as more fundraising ideas.

The committee then discussed that all fundraising will need to go through a 501c3 organization for tax deduction status. Kate said that West Central Initiative does offer a service of being a collecting site/holding tank for fundraising funds. Concern was voiced that West Central Initiative is at times difficult to work with and they will also take a cut of the fundraising for using their services. They do not offer fundraising assistance like they had in past years. The committee then discussed the possibility of becoming our own 501c3 and how that would work with being a committee formed under a municipality. It was decided to consult with the city attorney and gather more information.

Kate gave an update on possible grant funding that had been researched. There are two possible grants that have been found thus far, one for the actual pool structure through the Minnesota DNR and the other for shade structures. It is too early in our planning process to apply for either grant.

The next meeting date for the pool committee was set for Monday, April 29<sup>th</sup> at 5:30 pm.

The meeting concluded at 6:20 pm.

Minutes recorded by acting secretary, Amy King

A handwritten signature in black ink, appearing to read "Amy King". The signature is written in a cursive, flowing style with some loops and flourishes.