



Council Study Meeting
May 14, 2012
6:00 p.m.
City Council Chambers

Agenda

1. Consider Chamber Contribution

Information

Subject

Consider Chamber Contribution

Information

At the April study meeting the committee discussed a possible contribution to the chamber. Many questions were raised regarding organizational structure and funding sources with regards to the Chamber, Tourism Committee, IDA and WCEDC. Currently, the Tourism Committee (paid to the Chamber) receives \$14,000 a year from the city's general fund (Community Betterment account). The entire Community Betterment account is \$45,200 of which 25% is funded with hotel/motel tax revenues (FY12 estimates \$16,000). BRAVO is also funded through this account currently at \$6,100 for the current fiscal year and set to increase each year until a FY15. Estimates are:

FY11	\$ 2,500
FY12	\$ 6,100
FY13	\$ 9,800
FY14	\$13,470
FY15	\$16,650

A city can contribute to an organization if it determines the money will be spent for a public purpose. Cities handle these requests differently. For example, the City of Johnston contributes \$6,000 and indicates there is no specific purpose/event attached to it. Johnston's city council passed a resolution indicating they support chamber activities and funds contributed are for the public good. The accountant and city attorney both agree the standard for public purpose could be accomplished by documenting it (i.e. passing a resolution).

Denise Day, Chamber Executive Director will attend to answer questions. Also in your packet is information provided by the Chamber; membership dues breakdown, per capita contribution examples, Greater DM Partnership Agreement and a fact sheet with questions & answers.

Attachments

Chamber Info

Indianola Membership Dues Breakdown *(as of 3.21.12)*

Payment	Category	# of Members
\$0	In-Kind	13
\$50-75	Individual/Non-Profit	23
\$100-204	Home Based/Churches/Salons	56
\$205 - \$499	Base rate business	115
\$500+	Base rate business	25

92 Members that pay < \$205

140 Members that pay > \$205

232 Total Members

INDIANOLA Population	\$1.50	\$1.25	\$1.00	\$0.75	\$0.50
14,800	\$22,200.00	\$18,500.00	\$14,800.00	\$11,100.00	\$7,400.00

GREATER DES MOINES PARTNERSHIP/CHAMBER AFFILIATION AGREEMENT

The purpose of this Affiliation Agreement between the Indianola Chamber of Commerce ("Chamber") and the Greater Des Moines Partnership ("Partnership") is to identify areas of mutual interest and concern and the elements of their joint affiliation and membership.

Affiliation means promoting continued development of a strong affiliate chamber network forming a base to build the regionalist perspective known as the "Greater Des Moines Area". The network, supported by open channels of communication, will recognize the diversity of each affiliate and encourage the expanding sphere of influence each plays in the development of their respective communities and the Greater Des Moines Area.

1. Partnership Regional Members ("Members"): Any business/organization/individual which gains Partnership Membership through local Chamber(s) membership.
 - The Chamber shall focus its solicitation efforts on Members. The Chamber may offer to Partnership Investors opportunities for sponsorships, memberships, and/or investments; respecting those investors' generous investments for regional opportunities through the Partnership.
 - All chamber members, new and retained, will be Regional Members of the Partnership and Local members of respective Chamber(s).
 - Chamber shall retain 100% of all dues. The Chamber shall pay the fees set forth below to the Partnership in accordance with this agreement:
 - \$2,380 for the 2012 calendar year.
 1. Normal fee schedule is \$17/per member as determined on June 1st of the previous year with a minimum of \$1,500.
 2. Member, for the purpose of this count, is defined as any dues paying business, organization or individual member of the Chamber. (Honorary members or additional assignees do not apply.)
 - 3. Fee above is based upon a member count of 140 members.

Governance:

- The Chamber will appoint its president to serve on the Affiliate Presidents Council of the Greater Des Moines Partnership.
- The Affiliates Presidents Council will elect 6 sitting board members to represent the interests of the Affiliates on the Greater Des Moines Partnership Board of Directors.
- In addition, the Affiliate Presidents Council's chairperson will represent the interests of the Affiliates on the Greater Des Moines Partnership Executive Committee and Board of Directors.

2. Responsibilities:

Partnership

- Maintains, secures and controls consolidated member list and will produce annual membership directory.
- Hold annual strategic planning session with Affiliate/Partnership strategic team (a team of Partnership and Affiliate professional leaders): planning includes- public policy; communications; programming and value-added Partnership benefits.
 - Strategic Team of Executive Directors holds bi-monthly planning meetings
- Host Affiliate Presidents Council in regular meetings.
- Abide by communications protocols regarding membership lists and their usages.
- Communicate with Chamber members regularly.
- Provide professional input to the Affiliates in the following areas: Chamber technical assistance, public policy, communications and technology.
- Develop and offer Partnership value-added benefits to all Regional Members.
- Hold annual review and evaluation of the relationship with Affiliate organizations.

Chamber

- Maintain accurate records in the regional database (Arthur) with monthly updates.
- Provide a membership count to GDMP by June 1 for the purpose of establishing association fee for the upcoming year.
- Provide accurate member information for the purpose of Directory listings by March 1st of each year.
- Act as entry point for all respective Chamber members.
- Attract new Chamber members.
- Hold new member orientations with Partnership involvement.
- Promote advantages of Partnership affiliation.
- Promote Partnership value-added benefits to members.
- Participate in annual Partnership planning session and all appropriate committees.

4. Additional Terms and Understanding:

- The term of this Affiliation Agreement shall be from April 1, 2012 until December 31, 2012.

- The Partnership shall address all internal costs associated with the implementation of this Agreement including personnel and all incidental costs.

Greater Des Moines Partnership

Indianola Chamber of Commerce

Signature

Signature

Date

Date

Printed Name

Printed Name

Do you have a Tourism division?

Norwalk – No

Carlisle – No

Newton- CVB totally separate from the Chamber – they get City money and Chamber does not (240k a year CVB gets ½)

Indianola – Yes

Where does the funding for your Tourism come from?

Norwalk - n/a

Carlisle – n/a

Newton-City thru Hotel/Motel Tax

Indianola – City thru Hotel/Motel Tax

How is your Chamber funded in general?

Norwalk-funding comes from City of Norwalk (pays for rent and couple of events for the year – a certain dollar amount \$1.25 per person in the city = approx. \$7,156)

Carlisle- Membership Dues

City of Carlisle pays two separate \$220 memberships and the Carlisle Community School District pays \$2500

Newton- Membership Dues

Indianola – Membership Dues

How many members do you have?

Norwalk-Business – 93 (Includes Churches, schools and non-profits)

Carlisle- 96

Newton –Business – 200 (Includes school district, non-profits) non-profits =12 and pay \$150 a year) City pays about \$800, Newton Development, Jasper County Development, City Development person

Indianola – See below

Population:

- Carlisle – 3,876
- Norwalk – 8,945
- Newton – 15,200
- Indianola – 14,782

What are your dues to the Partnership?

Carlisle = Investment for 2011=\$1500 - (the minimum amount)

Norwalk = Investment for 2011 =\$1,666

Newton = Investment for 2011 =\$2500 (introductory price)

“People in Newton are excited for people to know that they are here.” Board has decided to give it 2 years and then reevaluate. Chair and Vice-Chair are committed to making The Partnership meetings. Darrell stated that The Partnership is working to better their Regional support for Indianola and Newton. Newton and downtown Des Moines distance is the same as Indianola and downtown Des Moines distance.

Indianola = Non-members is 2010 and 2011 (no payment to The Greater Des Moines Partnership)

Do you receive any funding from the City?

Norwalk- Yes

Carlisle- No

Newton – Partners with the City on certain events but is not funded by them

We receive no money from the City. Our conventions and Visitors Bureau Receives \$120,000 per year of hotel/motel tax so I can focus on business and leave tourism to them.

Indianola – The Chamber does not. Tourism receives money from hotel/motel tax

Where is your office housed? Rent – is it subsidized?

Norwalk- We share a space with a Realtor and we pay \$650 a month for Rent

Carlisle- Office is at 325 Garfield Street. David Wright rents the second floor of his Used Car Business to the Chamber for \$100 per month. The Chamber also pays the School \$100 per month to use their printer for our publications and use of a small office there.

Newton – We actually own our own building. Something the Chamber invested in a long time ago.

Indianola – In the Wells Fargo Bank Building – yes with 3 sub-lease tenants

Does your city belong to your Chamber? Does this include the school district?

Norwalk- Yes at the Platinum Level (even though they pay A LOT more than the Platinum level but it gives them membership for 3 people and other perks within that level)

The school pays their own dues and for the past 2 years they are bronze members (Paying \$500 instead of the \$135 non-profit rate.)

Carlisle- Yes, the City of Carlisle pay for 2 Basic memberships a year at \$200 each

The School District has a Platinum membership of @\$2500 per year

Newton – Yes, Our City is a Chamber Member and that includes our School District.

Indianola – Police Department \$50, Public Library \$50, School District \$400

Do you pay for all members or do you just pay for those members that are paying a full membership?

Norwalk – All business (including non-profit and churches) Churches pay \$135

Carlisle- All businesses

Newton- Redoing all chamber dues next year. Goal to create large sponsorship packages for the year (Presidents Package) looking for larger businesses to help carry the funding for the Partnership.

\$5k - Key sponsor for every major event for the year.

MEMORANDUM

TO: Mayor and Council
FROM: Jean Furler, Interim City Manager
SUBJECT: April 9, 2012 Council Study Committee
DATE: April 5, 2012

1. **IDA/WCEDC:** The Indianola Development Association and Warren County Economic Development Corporation will present quarterly reports. IDA's report is included in the packet and WCEDC will provide one at the meeting.
2. **DISCUSS CHAMBER CONTRIBUTION:** A city can contribute to an organization if it determines the money will be spent for a public purpose. Lindsey Offenburger made some calls to other cities and asked if they contribute to their local chambers and what amount, if any (see below):

City	Population	Amount	
Altoona	14,541	\$ 6,000	also provide building/utilities at no charge
Bettendorf	33,217	\$ 10,000	.30/capita
Carlisle	3,876	\$ 400	annual membership
Clive	15,447	\$ 1,000	chamber request
Des Moines	203,433	\$ -	pay to tourism 2/7 of hotel/motel tax
Hiawatha	7,024	\$ -	
Indianola	14,782	\$ -	\$14K to tourism
Johnston	17,278	\$ 6,000	chamber request
Norwalk	8,945	\$ 13,417	\$1.50/capita
Urbandale	39,463	\$ 5,000	chamber request
West Des Moines	56,609	\$ 15,000	chamber request

Note: IMU pays an annual membership fee of \$525.

3. **DISCUSS RFP PROCESS:** HR Director, Roxanne Hunerdosse (see memo) will attend to discuss the search firm process for the city manager position. RFPs were sent last week and are due April 12. As of today, we have received two proposals and anticipate receiving at least two more.
4. **DISCUSS CITY ATTORNEY ORDINANCE/JOB DESCRIPTION:** John Hoyman will attend the meeting. A copy of the ordinance is attached.