



AGENDA
WORK SESSION
OF THE WINDSOR HEIGHTS CITY COUNCIL
Monday, March 25, 2024 - 5:00 PM
WINDSOR HEIGHTS COUNCIL CHAMBERS - 1133 66th ST
ZOOM: <https://us02web.zoom.us/j/7832856334>
Meeting ID: 783 285 6334

Notice to the Public: The Council may conduct workshop meetings or study sessions on matters which are expected to come before the Council for informal action at a regular meeting or otherwise need study by the Council. Items to be considered will be placed on an agenda as required by the open meetings statutes. Final action on items is not taken during workshop or study sessions. No formal vote of the Council in favor or against any workshop or study session item may be taken. Workshops and study sessions are not public hearings. The Presiding Officer may determine whether or not to allow public comment during a workshop or study session. No member or the public or interested party has the right to make a presentation or address the Council on an item under consideration in a workshop or study session.

1. **Call to Order/Roll Call**
2. **Discuss Community Event Center Policies**
3. **Adjourn**

The agenda was posted on the official bulletin boards, posted to www.windsorheights.org, and city social media platforms in compliance with the requirements of city ordinances and the open meetings law.



WINDSOR HEIGHTS COMMUNITY CENTER GUIDELINES & INFORMATION

For more information please call:
515-645-~~681~~96826

Facility Hours

7 a.m. – Midnight, 7 days a week.

Maximum occupancy

Maximum occupancy is ~~200~~218 people (~~200~~ seated).-

Confirming a Reservation

Three things are required to confirm a reservation:

1. A completed Facility Use and Alcohol Responsibility Agreement (available online and at City Hall)
2. Rental Deposit:
 - a. 50% of total rental amount if booking an event more than 60 days away
 - b. ~~Full payment is required~~ 100% of total rental amount if booking an event that is taking place within 60 days-
3. A credit card number to keep on file for ~~the damage deposit.~~damages or additional cleaning

Payment

Payment can be made in the following ways:-

- by credit card on our website at www.cityofwindsorheights.org
- by credit card over the phone at 515-645-~~681~~96826
- at City Hall (1145 66th Street, Suite 1, Windsor Heights, IA 50324) by cash, check, or credit card.-

Cancellations

Refunds are only granted under extenuating circumstances after approval by the City Administrator.—

Cleaning

The Community Center must be left in the condition that it was found. Failure to do so will result in additional cleaning charges, at a minimum of \$325.00.

Alcohol

- No hard liquor is allowed in the facility.
- An off-duty Windsor Heights Police Officer ~~is required to~~must be present for the ~~event~~time that alcohol is served (3 hour minimum). Payment for the off-duty officer must be made directly to the officer by means of personal check 30 days prior to the event. An invoice will be sent by the Windsor Heights Police Officers Association 60 days prior to the event.
- No cash bar service is allowed in the Community Center. All alcohol must be free to guests.-

Catering

There are no restrictions on catering.

A/V Equipment

The following equipment is available in the full or 2/3 space: a projector and screen, wireless microphones, an ~~auxiliary port, and~~ HDMI port, Bluetooth and ~~VGA cord~~ssound system.—

Waiver of Fees for Community Events

Fees may be waived by the Windsor Heights City Council for events in the Community Center on a special case basis for non-profit organizations. This is at the sole discretion of the Council; no fee waivers will be approved by city staff. Please coordinate these requests with city staff at least 30 days prior to the rental date. Our cleaning policy is still in effect; damages or additional cleaning may incur fees equal to the damages and/or the cleaning fee (\$325.00 minimum).

Minimum Rental Times

Full day on Saturdays; 32 hours on all other days.-

Furniture included with rental

- 20 – 72” round tables
- 200 chairs
- If it is in the facility, it is available to use.-

Overnight Storage

No overnight storage of equipment or personal items will be allowed, except for rentals booked Friday evening to Saturday. Any items left in the facility will be disposed of.-

Holdover Fees

Renters must exit the facility prior to the reservation end time. Failure to do so will result in holdover fees equal to 1.5x the hourly rental rate per additional hour. Partial hours are rounded up.

Kitchen Information

There are two kitchens in the facility. ~~A;~~ a catering kitchen and a concession kitchen. Both are available for use if you rent the full space. Only the catering kitchen is available when renting the 2/3 space. Only the concession kitchen is available when renting the 1/3 space.—

Decoration Guidelines

Time needed to set up and take down decorations must be included in the rental ~~fee~~.

- All decorations must be completely taken down at the end of the rental period.
- We encourage renters to use command hooks and 3M strips.
- The following are prohibited:
 - Tape (painter's tape is acceptable)
 - Thumbtacks
 - Nails
 - Open flames (unenclosed table candles)
 - Rice
 - Fog machines
 - Fireworks

- Glitter
- Confetti
- Silly string

Pavilion

The city offers the pavilion on the southwest side of Colby Park for rent. There are electrical outlets and lights within the pavilion, but no AV system. The same guidelines and policies for the Community Center apply to the pavilion.

Community Center Rental Rates		
	Non-Resident Rate	Resident/Non-Profit Rate (Proof will be required)
Saturday 7 am – Midnight	\$2,800	
1/3 Space Minimum 23-hour rental	\$130 per hour	\$112 per hour
2/3 Space Minimum 23-hour rental	\$155 per hour	\$132 per hour
Full Space Minimum 2-hour rental	\$210 per hour	\$176 per hour
Pavilion 8-hour rental	\$100	\$75
Pavilion 4-hour rental	\$50	\$37.50

CITY OF WINDSOR HEIGHTS ADMINISTRATIVE POLICY

Written By: City Administrator Hansen

Subject: Community Event Center Chamber of
Commerce and Affiliate Group Policy

Approved By: Elizabeth Hansen

Effective Date: October 9, 2018

(Clarification of March 21, 2016 Guidelines)

PURPOSE:

The purpose of this Administrative Policy (AP) is to provide consistent and impartial guidelines for the Chamber of Commerce and Affiliate Groups for the rental of the Community Event Center. This will allow the Parks and Recreation Department to easily implement the policy.

SCOPE:

This AP is applicable to the City's Park and Recreation Department, the Chamber of Commerce and Affiliate individuals, businesses and organizations that have chosen to utilize the Community Event Center and/or Parks for its events.

RESPONSIBILITY:

The Park and Recreation Coordinator is responsible for enforcing the policy as described below.

CHAMBER OF COMMERCE and CITY AFFILATE GROUP POLICY: CHAMBER OF COMMERCE

1. **Chamber Meetings:** The Chamber may utilize the Community Center space, free of charge, for Chamber meetings with 30 or less members attending.
 - a. The space used will be dependent upon the availability of the 1/3 or 2/3 side.
 - b. The space must be utilized between the hours of 7 am and 4 pm.
 - c. If a paying client requests the space during the Chamber's requested time, the Chamber will be subject to relocating or rescheduling their meeting event.
 - d. Use of the space will follow all requirements defined in the Facility Use Agreements.
 - e. All Cleaning requirements will be in effect and the space must be brought back to the standards defined in the Cleaning Checklist. Any additional cleaning fees will be accessed to the Chamber.
2. **Fundraising Events for the Chamber of Commerce Organization:** (IE: Chamber hosts an event with food and beverage in an effort to raise money for their organization-*Celebrate Windsor Heights*)
 - a. The Chamber may receive a free rental period for one annual event per calendar year, dedicated to raising funds for the Chamber.
 - i. Rental periods will be in accordance with City policies and the current *Facility Use Agreement and the Alcohol Responsibility Agreement*.
 - ii. All other fees associated with the rental will apply; administration fee, alcohol waiver fees, cleaning fees and off-duty officers, etc.
 - b. Full rental payment and associated fees will be required by the Chamber for any fundraising events outside of the initial 1 per calendar year.

3. Fundraising Event For an Authentic Charitable Organization:

- a. The Chamber may receive one free rental period for a charitable fundraising event per calendar year for an authentic charitable organization.
 - i. Rental periods will be in accordance with City policies and the current *Facility Use Agreement and the Alcohol Responsibility Agreement*.
 - ii. All other fees associated with the rental will apply; administration fee, alcohol waiver fees, cleaning fees and off-duty officers, etc.
- b. Full rental payment and associated fees will be required by the Chamber for any fundraising events outside of the initial 1 per calendar year.

4. Chamber Auction Items: All Auction item requests for the Community Center space must be requested through the Park and Recreation Coordinator and will be limited to 1 per year:

- a. 3 Consecutive Rental hours including the Full space, 2/3 side and the 1/3 side.
- b. All associated Fees will apply in accordance with the current fee schedule; administration fees, cleaning fees, alcohol fees and off-duty officers.
- c. Auction Rental Certificates must be used within 1 year of issuance.

5. Members of the Windsor Heights Chamber of Commerce: receive a 10% hourly rental discount, all other fees will apply.

CITY AFFILIATE GROUPS

City Affiliate Groups:

- a. The City may allow one free rental period for an affiliate group event per calendar year. The group must support the overall mission of the City such as, but not limited to; *The Greater Des Moines Partnership, Bravo, Catch Des Moines, and Iowa League of Cities*.
- b. Complimentary hours will be used between the hours of **7am and 4pm**. Requested rental hours outside of this designated time period will be subject to the fees outlined in the Fee schedule.
- c. All other fees associated with the rental will apply; administration fee, alcohol waiver fees, cleaning fees and off duty officers, etc.

GENERAL

1. Calendar Year:

A calendar year is considered January 1 through December 31. The discount options allocated will restart each year. The discounts are non-revolving and they may **not** be “carried” forward into a new calendar year.

2. Election Forums: Educational, Council or Mayoral Forums held for City elections or community education must comply with the current *Facility Use Agreement*. All fees will apply in accordance with the current Fee Schedule.

Elizabeth A. Hansen, City Administrator

Guidelines for Chamber of Commerce use of WH Community and Events Center
Addendum to Community and Event Center Rental Policies

1. Free use of space for Chamber meetings of 30 or less members / guests during daytime hours before, and ending by, 4:30 P.M., but is subject to relocation if a paying client desires to book the space. Use of space must still follow rental agreement rules set by the City.
2. If Chamber is holding a charitable event for a bona fide charitable organization, the City will donate the space toward the event / effort. Use of space must still follow rental agreement rules set by the City. There is a limit of two per calendar year, with customary rates applying to additional charitable events.
3. If Chamber is hosting a larger event with, or without, food and beverages in an effort to raise money for their organization, then payment will be required. Payment will be in accord with City policies. Any requested deviation from policy must be received 45 days in advance and considered by Council. Use of space must follow rental agreement rules set by the City. There will be one free event per calendar year that falls under this category.

All other rental and usage terms of the Community and Events Center are in effect and subject to change. Any other request for change / accommodation must be submitted 45-days in advance of the event.



DEPUTY CITY CLERK
1145 66th Street, Suite 1
Windsor Heights, Iowa 50324
Ph: 515-645-6826
Email: nleuthold@windsorheights.org

To: City Administrator Adam Plagge
From: Deputy City Clerk Nate Leuthold
Date: March 22nd, 2024
Re: Community Event Center

CLEANING

Staff continues working on cleaning solutions.

- Currently, Bullseye continues to manage weekend (Saturday & Sunday) cleanings of the CEC and large weekday events
 - Their prices have been updated:
 - \$210 for the 1/3 space
 - \$245 for the 2/3 space
 - \$325 for the full space (no change)
 - This means the City no longer loses money on cleaning after rentals, but if someone selects the 2-hour minimum, profits are negligible.
 - Public Works manages weekday (Sunday through Thursday) cleanings unless the event is very large in nature. Public Works will be tracking the time it takes per cleaning for future analysis. The percentage of cleanings managed by Public Works is expected to be approximately 50-60% of bookings going forward.
- Staff has begun soliciting alternative cleaning options.
 - Queen of Clean was our previous company and was deemed unreliable.
 - A walk-through is scheduled with Nationwide Office Care and ServiceMaster Green to receive quotes on Tuesday 3/26. Staff will ask for bids for the CEC alone and for the cleaning of both City Hall and Public Safety buildings in conjunction with the CEC.
 - Staff reached out to Krystal Clean, Shine House Cleaning, and Stratus Building Solutions. Krystal Clean has yet to schedule a walk-through for bidding. Shine House Cleaning is exclusively for home-services. Stratus was unable to handle our needs.

CONSTRUCTION

The CEC continues to function fairly well, even with current construction. The only major pain we are experiencing is during the sidewalk replacement on the west side (beginning the week of 3/25; expected completion mid-April). See below for a list of upcoming dates for events for the remainder of FY24:

March:

3/28 – Caliber renting this date. 3/31

April:

4/5
4/6
4/7
4/16 (2 events)
4/17
4/20: Earth Day (City Event)
4/25

May:

5/2
5/3: Movies in the Park (City Event; scheduled near the CEC, not in it)
5/4
5/12
5/15
5/19
5/24
5/26
5/27
5/31: Touch a Truck (City Event; scheduled near the CEC, not in it).

June:

6/2
6/6 (2 events)
6/7: Movies in the Park (City Event; scheduled near the CEC, not in it)
6/8
6/9
6/14
6/15
6/18 (State of the City event)
6/19
6/23 (1 private event and the Ice Cream Social event by the Foundation)
6/25 (Nights in the Heights)
6/29
6/30

FY	Revenue	Expenses	Net (w/ LOST)	Budgeted expenses	Budget over/under	Notes
24	\$25,198.40	\$54,494.50	\$703.90	\$55,976.71	\$1,482.21	Updated 12/6/23; actual and projected to be provided on Monday

23	\$93,354.20	\$129,937.57	(\$6,583.37)	\$128,500.00	(\$1,437.57)	
22	\$108,265.34	\$113,512.26	\$22,448.49	\$177,341.00	\$63,828.74	
21	\$108,758.04	\$116,032.23	\$22,725.81	\$140,895.00	\$24,862.77	
20						Originally skipped per request; will add for full context of Pandemic on Monday
19	\$147,624.87	\$131,361.52	\$46,263.35	Unsure (different calc for this FY)		
18	\$181,136.10	\$151,803.40	\$59,332.70	Unsure (different calc for this FY)		

Note: the City previously had dedicated staff for CEC, which seems to have ended towards the beginning of FY20 (reflected in lower expenses from FY 21 on). In FY 23-24, staffing shortages lowered expenses further. The management of the CEC being transferred from Travis to Adam S to Nate incited a loss of institutional knowledge of CEC operations. Coming out of COVID, new staff, and construction on the park has caused a fairly substation dip in revenue in FY 23 and FY 24. The staff's goal is to increase revenue for the facility via marketing tactics and policy changes.

MARKETING

Marketing is proposed to be added to the FY25 CEC budget.

- Ideas for use of funds
 - Attend the Iowa Bridal Show (held semi-annually in April and September)
 - Booths cost from \$440-2150, depending on the size and if booked in advance (does not include materials or staff time)
 - Partner with a smaller bridal show to host the show at the CEC (after Colby Park updates are complete)
 - Print/digital ads (could be time-of-year/event-focused, i.e. graduation parties, quinceañeras, etc. or just general)
 - Staff is also planning to meet with The Chamber to see if there is an opportunity to promote C.E.C. use through them.
- Low-cost ideas
 - Social media posts
 - Blurb in our monthly newsletter
 - E-blast if we have a non-emergency email list
 - A "Like what you see? Rent me!" sign during City-sponsored events like Fall Fest (could include a QR code redirecting to our rental page for the CEC, ball fields, and pavilion).
 - Ensure the C.E.C. is listed on free wedding/event resource pages such as theknot.com.

- Send informational mailing out to event and wedding planners in metro.
- Solicit media coverage of CEC and Colby Park improvements at ribbon cutting.
- Open to suggestions and recommendations

STAFF REQUESTING DIRECTION

- **CEC Guidelines:** The CEC Guidelines were updated based on Council recommendations at the January 16th meeting. Staff would like direction from the Council to see if any changes/updates should be made before it is presented for final approval.
- **Folding chairs:** We have ~37 folding chairs stored outside of Public Works. The PW team would like to know if Council would like to keep these for CEC/City events, or if we should place some/all of them on GovDeals
- **Chamber Policy:** Currently, our Administrative Policy for the use of the CEC by the Chamber of Commerce is to be enforced by the Parks and Recreation Coordinator, an obsolete position. Staff will bring this policy to Council with updates based on Council recommendations.
- **Rental Rates:** Based on the findings on the next pages, staff does not recommend changing our rates at this time. Staff does recommend increasing the minimum to 3 hours to be both more profitable and more in-line with comparable facilities.

Comparable Facilities Breakdown

Commented [AP1]: Provide staff recommendation on RATES based on comps which I presume is no change beyond the adjustments related to cleaning costs

Current CEC Rental Rates

Community Center Rental Rates		
	Non-Resident Rate	Resident/Non-Profit Rate (Proof will be required)
Saturday 7 am – Midnight	\$2,800	
1/3 Space Minimum 3 -hour rental	\$130 per hour	\$112 per hour
2/3 Space Minimum 3-hour rental	\$155 per hour	\$132 per hour
Full Space Minimum 3-hour rental	\$210 per hour	\$176 per hour

Johnston: Simpson Barn

- Capacity: 170 (200 including exterior patio)
- Minimum 4-hour rental; 8 during the week
 - o \$125/hour on weekends (\$500 minimum + \$250 refundable deposit)
 - o \$75/hour during the week (\$600 minimum + \$300 refundable deposit)
- Cleaning policy: Refundable deposit (less damages) equal to ½ the rental fee
 - o Parks & Rec staff inspects, cleans, and bills for all cleaning/damages
 - Fees are based off of a checklist given to renters; anything damaged or incomplete from the checklist is a separate charge
 - o This is all done internally; no vendor
- Non-profits may use the facility for one 8-hour timeframe (Mon-Thurs only) per month at no cost
- Overview
 - o Cheaper than we are, but no hourly rate available
 - o No AV system
 - o No AC in their upstairs portion

West Des Moines: Nature Lodge at Raccoon River Park

- Capacity: 120
- Minimum 4-hour rental; 5- or 10-hour minimum on Saturdays (depending on time of year)
 - o \$105/hour on weekends (\$420 minimum)
 - o \$60/hour during the week (\$240 minimum)
 - o Kitchen space available for \$35 (flat fee, not hourly)

- Cleaning policy: guests may choose to clean themselves or pay the cleaning fee; any group serving alcohol MUST pay the cleaning fee prior to renting
 - o Staff inspects, cleans, and bills for cleaning
 - \$150 standard cleaning fee
 - \$25 kitchen cleaning fee
 - \$25 display cleaning fee
 - o This is all done internally (no vendor); cleaning takes place daily
- Overview
 - o Cheaper, but smaller than we are; in a 1:1 comparison, the would charge ~\$100/hour during the week and ~\$175/hour on weekends
 - o Tables/chairs not set up in advance (adds to set-up and tear-down time)
 - o Smaller spaces available (at lower cost), but none include kitchens or AV equipment, so I did not include this information in this report

Ankeny: Lakeside Center

- Capacity: 250
- Time blocks (not hourly):
 - o \$397 (9 AM-3 PM): \$66.17/hr
 - o \$580 (5 PM-12 AM): \$85.56/hr
 - o \$880 (9 AM-12 AM): \$58.67/hr
- Cleaning policy: renter must clean up/put away all items (chairs/tables must be put away)
 - o \$50/hour of cleaning (higher on weekends)
 - o Staff inspects and cleans, unless there are multiple weekend reservations
 - Mary's Cleaning cleans on weekends for them; Ankeny staff has reported that they have been unreliable about showing up
- Overview:
 - o Cheaper than we are for similar size, but much less flexible on rental times
 - o Tables/chairs must be set up and torn down by renters
 - o No AV system

Des Moines Izaak Walton Banquet & Event Lodge

- Capacity: 350+
- Full-day rentals only; \$1905-2540 base rate
 - o Includes the space, water, tea, coffee, AV equipment, dishes/silverware, and cleaning/setup
 - o Catering, drinks, tablecloths, chair covers, etc. available at additional cost and MUST be purchased from the Lodge (prices vary)
- Cleaning policy: cleaning/tear-down (aside from personal decorations) is included in the cost
 - o All cleaning done internally (no vendor)
- Key takeaways:
 - o Private venue
 - o Only offers full-day rentals
 - o "No frills" pricing (the bare-bones price with no catering/drinks/add-ons) is comparable to our full-day Saturday pricing
 - o More space, but also more restrictions (catering, drinks, cloths/chair covers, etc.)