

## MEETING MEMO

PROJECT: Iowa State Capitol – Master Plan Update  
PROJECT #: 08042  
DATE/TIME: March 6, 2009 Time: 10:30am – Noon  
LOCATION: Iowa State Capitol – Senate Chambers (Room 22)  
RE: Steering Committee – Kickoff Meeting

ATTENDEES: Mark Brandsgard, Chief Clerk, House  
Liz Isaacson, Capitol Planning Commission  
Scott Brown, Capitol Planning Commission  
Chris Van Gap, DNR  
Molly Clause, Capitol Planning Commission  
Craig Goettsch, Insurance Division  
Brice Oakley, Capitol Planning Commission  
Ryan Dierks, Governors Office  
Erin Olson-Douglas, City of Des Moines  
Marty Frederickson, Iowa Workforce Development  
Laura Riordan, DAS Communications  
Robert Gernes, Des Moines Resident  
Brian Clark, Confluence  
Matt Carlile, Confluence  
Jeffrey Morgan, JMA Studios  
Dean Ibsen, State of Iowa  
Nick Smith, State of Iowa

Comments, additions, or corrections to this memo should be communicated in writing to Confluence within seven (7) days of issuance. If no comments are received within that period, this memo will be assumed accurate and filed as part of the permanent record for this project.

## MEETING MEMO - Continued

### ITEMS:

- I. Meeting began with Dean Ibsen walking the committee through the projects on the Capitol Complex.
  - a. Reviewed some ongoing projects
  - b. Reviewed some proposed projects
  - c. Reviewed some project ideas (that were just ideas)
  
- II. Project Understanding
  1. Why do people come here?
    - a. Work
    - b. Contemplation
    - c. Entertainment
    - d. Business
    - e. Tourism
    - f. Celebrate
    - g. Learn
    - h. Connected to the city, state, and neighborhood
  
  2. What does it facilitate?
    - a. Human condition influences
      1. Changes in learning accountability
      2. Whether people can come
      3. What attracts the people
  
- III. Steering Committee Questionnaire
  1. What excites you about this project?
    - a. Enhanced and increased “campus” interaction with downtown and neighbors
    - b. To learn
    - c. To Grow in appreciation of “before”
    - d. Opportunity for improvement
    - e. Guidance for the “best outcome”
    - f. To participate in the vision planning “process”
    - g. To change perception of capitol complex
      1. Landmark with multiple uses
  
    - h. Cusp of new projects
    - i. Much of it is completed – revisit plan for future

## MEETING MEMO - Continued

1. Better future planning
  - j. Logically coordinated plan
  - k. Guest friendliness
  - l. Picnicking
  - m. Trolley and seasonal access

### 2. Master planning success

- a. Gains commitment & buy-in through public, political, administration, and staff
- b. Pride in capitol and grounds from all lowans
- c. Source of state pride
- d. Acceptance of select elected officials

#### 1. Money and implementation

- e. Balance with world class vision and making progress
- f. Success and clean vision

#### 1. Respectful of neighbor and site

- g. Preserve integrity of original capitol complex vision
- h. Feel of college campus

1. Inside complex
2. Uniform look and feel

#### a. Signage, benches, and lighting

3. Campus unity – you know when you are on the grounds.
4. Practical
5. Special place with its' own identity
6. Way-finding through use of signage

### i. Boulevard connector

1. East Grand has been very successful – make connection

- j. Incremental – phasing – funding
- k. Legislation buy-in
- l. Early buy-in – implementable
- m. Identify leaders

1. Senator McCoy
2. Ralph Watts
3. Pat Murphy – Speaker of the House

## MEETING MEMO - Continued

4. Chuck Gipp (Rep. leader)
  - n. Framing of the projects – “The \$100K Flower Pots”
  - o. Timing January 2010 – Budget issue
    1. Plan to use and not just shelved when complete
    2. Long-term view
  - p. CPC Advisory – Plan for implementation is a challenge – you can do it!
    1. Horizon is longer
    2. Best vision – government legislative implementation
    3. Thoroughness and thoughtfulness of proud execution
  - q. Prioritization
    1. Road map guiding CPC
  - r. Vision of doing it "right"
  - s. Model of good planning
  - t. Renovation of plan for the parking lot #13
3. Impression of visitor
  - a. An integral campus – fun
  - b. Beautiful and welcoming
    1. Want to have a under near
  - c. Balance the finance and design
  - d. Explain or promote historical pieces
  - e. Grandeur of capitol building and grounds
  - f. Mirror “spirit” of Iowa values
    1. Friendly
    2. Hardworking
    3. Looking out for each other
    4. Proud of tradition
    5. Keep thinking clean
  - g. What is the message the campus says visually?
  - h. Way-finding clean and easy
  - i. Educate people on the history, politics, and civic process – transparent and communicative
  - j. Maintained
  - k. Attractive

## MEETING MEMO - Continued

- I. Convenient
      - m. Dignified
- 4. Most important element
  - a. Accepted and implementable
  - b. Thoughtful – predictable
  - c. Destination for all lowans
    - 1. Drawn to and want to be there
  - d. Vision and direction
  - e. Functional for workforce
  - f. Five year elements and 100 year elements – long-term goals with min. conflict on five year items
  - g. College campus – beautiful for visitors
- 5. Master plan will fall short if...
  - a. Not funded
  - b. Not keeping all factors in mind
  - c. Not sustainable
  - d. Boundaries uncertain – need clarity and no main lawns – distance sod areas
  - e. Insiders – other points of view
    - 1. Heart of capitol city and neighborhoods
    - 2. City of DSM
    - 3. Planning
    - 4. Public foreman
  - f. Improved parking especially during legislative session
    - 1. Access for public
    - 2. Visual screening
    - 3. Convenience
  - g. Not thinking about the future workforce – aging
    - 1. What will attract future younger employees?
  - h. Parking dominates campus
  - i. Near-by housing is not viewed as viable options
  - j. Best and brightest workers are not attracted to the state government
  - k. Results are not realistic
- 6. How would a state employee describe where they work?

## MEETING MEMO - Continued

- a. Comfortable
- b. Modern
- c. Works with the best and brightest colleagues
- d. Works in the “capitol complex/community” (not just in a building)
- e. Safe, clean, and cheery
- f. Excitement, pride, appreciation, knowledge, and sustainable
- g. Professional, safe, clean environment, and friendly
- h. Beautiful capitol complex/community, and pride
- i. The best community with identity

V. Next Meeting: April 17, 2009 @ 8:30 AM – Full team will be in attendance!