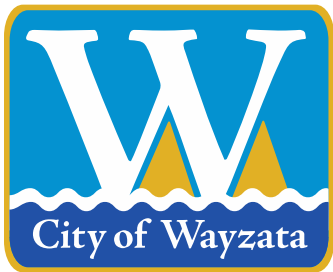


Wayzata City Council Workshop Meeting Agenda
Wayzata City Hall Community Room, 600 Rice Street
Tuesday, December 1, 2015

WORKSHOP TOPICS FOR DISCUSSION:

1. Discuss Lake Effect Trust Founding Board Structure & Membership (5:00 PM)
2. Interviews for Boards and Commissions (5:45 PM)



City of Wayzata

600 Rice Street

Wayzata, MN 55391-1734

Mayor:

Ken Willcox

City Council:

Bridget Anderson

Johanna McCarthy

Andrew Mullin

Steven Tyacke

City Manager:

Heidi Nelson

Date: November 24, 2015

To: Mayor Willcox and Councilmembers

From: Heidi Nelson, City Manager

Subject: Lake Effect Founding Board Structure & Membership

The Lake Effect Framework and the Strategic Implementation Plan include the establishment of a Founding Board as one of the three major initiatives of the Lake Effect Project. Attached is a memo from Mary deLaitre with Groundwork regarding the background and components for creating the Lake Effect Conservancy (Trust), and an information sheet on the Trust that can be used for external communication. At the workshop meeting, staff will provide a draft addendum to the contract with Groundwork for services related to establishing the Trust, as well as potential board members to serve on the Trust, for discussion and direction from the City Council. Items related to the structure and membership of the Lake Effect Conservancy and the addendum for services will come back to the City Council at the regular meeting of December 15 for action.

Attachments:

Groundwork Memo dated 11/19/2015

Creating the Lake Effect Conservancy



MEMORANDUM

TO: Mayor Willcox and Councilmembers
FROM: Mary deLaittre, Lake Effect Project Consultant
DATE: 19 November 2015
RE: Creating the Lake Effect Conservancy (Trust)

Background

In preparation for the 1 December Council workshop I wanted to share my approach to creating a Lake Effect Conservancy, the scope of this type of organizational development and my recommendations for a phased development.

The Lake Effect Conservancy (working title) was originally referenced in the March 2014 approved Lake Effect Framework, featured as one of three major initiatives in the December 2014 approved Lake Effect Strategic Implementation Plan and later discussed in a Council Workshop on 6 October 2015. The Conservancy is an invaluable private sector tool working in partnership with the public sector and necessary to the successful realization of the Lake Effect Signature Project now underway.

When creating an organization of this sort a number of components need to be considered in concert. These components include but are not limited to:

- Organizational structure
- Mission
- Role
- Partnership agreement with the City
- Board
- Initial funding
- Timeline

The elements that will ultimately shape these components include the schematic design proposal, cost estimates and construction phasing, community support for the design and political leadership.

Component Recommendations

Organization Structure: Create a new independent 501c3 non-profit that works in partnership with the City of Wayzata to ensure the delivery of the highest quality project of the lakefront that reflects the values of the community.

Mission: The Lake Effect Conservancy will work with partners to achieve the highest standards of design excellence to reconnect the Wayzata community to its valued civic amenity, the Minnetonka Lakefront.

Role: The major role the Lake Effect Conservancy is that of leadership for the Lake Effect Signature Project. The organization will engage the private sector in shaping and funding the Lake Effect Signature Project and will deliver city building expertise, private support, strategic partnerships, advocacy and long-term stewardship



Partnership Agreement with the City: The Lake Effect Conservancy will work with the City of Wayzata to create a 'Leadership in Collaboration' partnership model. The agreement will outline roles, rights and responsibilities of each partner as well as timelines, milestones, and thresholds for commencement, all in time to launch a fundraising campaign.

The general components of the agreement may include:

- Public/Private funding strategy
- Project design, scope, sequencing and management
- Stewardship planning
- Communications
- Timelines
- Measurements of success
- Budgets and staffing

Board: The Conservancy will have a 7+/- person Founding Board of strategic and forward thinking members that are 'doers, donors and door-openers'. Board member recommendations were provided by Council Members and private sector professionals from the Wayzata community with expertise in building a private non-profit Board. As outlined in the Strategic Implementation Plan, Founding Board members will participate in the schematic design process and then, based on the project delivered, work in partnership with the City of Wayzata to better define the role of the organization and the partnership with the City. I will be providing Board member recommendations at the 1 December Council Workshop.

Timeline: *See Phasing Recommendations*

1 December - council work shop to discuss process and recommendations

15 December - approval of process and recommendations

Phasing Recommendations

Based on the information above and the anticipated April 2016 schematic design delivery I recommend a two-phase approach to creating and launching the Lake Effect Conservancy.

Phase 1: The Wayzata City Council approve in concept the proposed Lake Effect Conservancy structure, mission, role, partnership agreement philosophy and Founding Board.

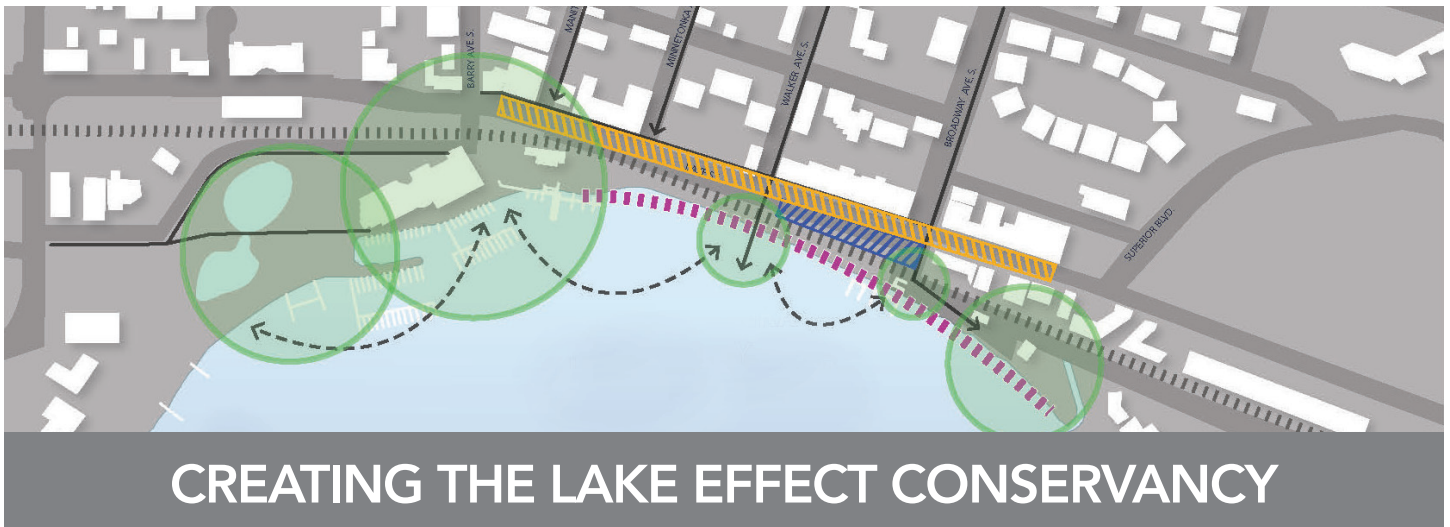
This initial approval will allow the Founding Board to participate in the Schematic Design process and begin to cultivate potential partners and funding prospects with a modicum of authority. This initial approval will also send a message to the community that the City of Wayzata is serious about project implementation.

Phase 2: Once the schematic design, cost estimates, basic funding strategy, and construction phasing plans are delivered, the fleshing out of the organization and the City of Wayzata partnership agreement can happen in earnest. The Founding Board can work with City of Wayzata on:

- Formal name of Conservancy
- Clarified role of the Conservancy
- Comprehensive agreement detailing roles, rights and responsibilities of partners
- Timeline



Initial approval in concept of the organization will allow the Conservancy and City to go forward hand in hand as a unified front when the Council approves the schematic design and provides the opportunity for the Conservancy to be tailored to the needs of the proposed design, funding estimates and programming needs rather than configured in advance.



In early December 2015 the Wayzata City Council will take under consideration the creation of the Lake Effect Conservancy (working title).

The Lake Effect Conservancy was originally referenced in the March 2014 approved Lake Effect Framework and featured as one of three major initiatives in the December 2014 approved Lake Effect Strategic Implementation Plan. The Conservancy is an invaluable private sector tool that would work in partnership with the public sector and is necessary to the successful realization of the Lake Effect Signature Project now underway.

The proposed organizational components are:

Organizational Structure: The proposed conservancy will be an independent 501c3 non-profit that works in partnership with the City of Wayzata to ensure the delivery of the highest quality design of the lakefront and reflects the values of the community.

Mission: The Lake Effect Conservancy's mission is to work with partners to achieve the highest standards of design excellence to reconnect the Wayzata community to its valued civic amenity, the Minnetonka Lakefront.

Role: The major role of the Lake Effect Conservancy is that of leadership for the Lake Effect Signature Project. The organization will engage the private sector in envisioning, shaping and funding the Lake Effect Signature Project and will deliver city building expertise, private support, strategic partnerships, advocacy and long-term stewardship.

Partnership Agreement with the City:

The Lake Effect Conservancy will work with the City of Wayzata to create a 'Leadership in Collaboration' partnership model. The agreement will outline roles, rights and responsibilities of each partner as well as timelines, milestones, and thresholds for commencement.

Board: The Conservancy will have a 7+/- person Founding Board of strategic and forward thinking members. As outlined in the Strategic Implementation Plan, Founding Board members will participate in the schematic design process and then, based on the project delivered, work in partnership with the City of Wayzata to better define the role of the Conservancy and the partnership with the City. As part of the organizational start-up, Board members will also be actively involved as project ambassadors and in fundraising for the project.

Timeline:

1 December – City Council workshop to discuss Conservancy concept

15 December – City Council approval of Conservancy concept

For more information please contact:
Mary deLaitre, Project Consultant
mary@groundworkcitybuilding.com



LAKE EFFECT
WAYZATA