



DRAFT

MEETING MINUTES

for the

SIOUX FALLS NAMING COMMITTEE

Friday, August 18, 2017

1:30 p.m.

City Hall Commission Room

224 W 9th Street

Sioux Falls SD 57104

(Staff Liaison: Mike Cooper: 367-8888)

MEMBERS PRESENT: Mike Cooper (Director of Planning & Building Services); Matt Burns (Police Chief); Mark Cotter (Director of Public Works); Kelby Mieras, for Don Kearney (Director of Parks & Recreation); Brad Goodroad (Fire Rescue Chief); Jodi Fick (Siouxland Libraries); Amy Pokela (Citizen Member);

MEMBERS ABSENT: Don Kearney Director of Parks & Recreation – excused; Mark Young (Citizen Member) - excused;

OTHERS PRESENT: Rick Huffman, SMG; Chris Wagner, First Savings Bank; Russ Sorenson (Urban Planner)

ITEM 1. CALL TO ORDER & QUORUM DETERMINATION

Naming Committee Chairperson, Mike Cooper, called the special meeting to order at 1:33 p.m.

ITEM 2. WELCOME & INTRODUCTIONS

Naming Committee Chairperson, Mike Cooper, welcomed new Naming Committee members and guests.

New Naming Committee Members:

- Jodi Fick, Director of Siouxland Libraries
- Brad Goodroad, Fire Rescue Chief
- Amy Pokela – Citizen Member - Term is March 2017 through March 2020

ITEM 3. RECOGNITION OF SERVICE on City Naming Committee

Jesus Ramirez - Service from December 2013 to January 2017

Jeff Wilkes – Service from December 2013 to December 2016

Naming Committee Chairperson, Mike Cooper, acknowledged two of the original citizen committee members, Mr. Jeff Wilkes and Mr. Jesus Ramirez, for their three years of dedicated service on the City Naming Committee.

Mr. Cooper presented Mr. Ramirez with a recognition plaque and extended his sincere appreciation on behalf of the Naming Committee members and the City of Sioux Falls.

It was noted that Mr. Wilkes was unable to attend this particular meeting to receive his recognition plaque. He will be contacted again to receive it.

ITEM 4. APPROVAL OF REGULAR AGENDA for August 18, 2017 Meeting

Naming Committee Chairperson, Mike Cooper, asked if there were any changes to the meeting agenda.

Committee members expressed no changes to the regular meeting agenda. Police Chief Matt Burns made a motion to approve the meeting agenda. Committee member Jodi Fick seconded the motion. The meeting agenda was unanimously approved, as presented.

(over)

ITEM 5. REVIEW & ACTION on December 18, 2015 Meeting Minutes

Note: No 2016 meetings held.

Naming Committee Chairperson, Mike Cooper, requested a motion to approve the December 18, 2015 meeting minutes. Committee member Mark Cotter made a motion to approve the meeting minutes as presented. Committee member Matt Burns seconded the motion. The motion to approve the December 18, 2015 meeting minutes passed unanimously.

ITEM 6. REVIEW & ACTION on Naming Application 2017- 06-01 for naming city property from Premium Level to “First Savings Bank Premium Level” on the third floor Concourse in the Denny Sanford PREMIER Center located at 1201 North West Avenue.

Presenter(s) – Rick Huffman, SMG; First Savings Bank – Chris Wagner;

Applicants, Rick Huffman, representing SMG, and Chris Wagner, representing First Savings Bank presented the application to rename city property from Premium Level to “First Savings Bank Premium Level” on the third floor concourse at the Denny Sanford PREMIER Center. Mr. Huffman commented that with the exception of two suites and two loge boxes, all naming rights spaces have been sold. The two suites and loge boxes are reserved as rental spaces for events. The Premium Level is the Premium landmark signature partnership for sponsorships at the Denny Sanford PREMIER Center.

Mr. Chris Wagner expressed First Savings Bank’s enthusiasm to be a signature partnership sponsor at the Denny Sanford PREMIER Center. Mr. Wagner explained that First Savings Bank has locations in Arizona, Nebraska, Nevada, New Mexico, Texas and South Dakota. Within South Dakota, they are headquartered in Beresford with other banking locations in Bristol, Britton, Flandreau, Hecla, Parker, Pierre, Springfield, Veblin, Waubay, and Sioux Falls.

As a sponsor, the bank will utilize column and wall wraps, elevator plaquards, and logos on desk fronts, within high traffic areas. First Savings Bank will be responsible for all costs associated with producing and installing signage/logo placements. LED digital signage, media useage, and other assets such as quarterly hosting opportunities on the Premium Level for networking and marketing opportunities, and use of meeting room space in the attached convention center one per year are also included. It was noted there is a five year sponsorship agreement with First Saving Bank for \$30,000 annually, for the naming rights of this space ending in June 2022.

Committee Chairperson, Mike Cooper, commented the City Finance Director reviewed the sponsor naming agreement and expressed no objections.

Committee member, Mark Cotter, asked Mr. Huffman, if there are getting to be too many wall and column wraps and if there are any set advertising limits at the PREMIER Center. Mr. Huffman responded that SMG is doing a good job monitorin the advertising elements and ensuring that they are done tastefully. As far as boundaries, there is nothing formal or written. The advertising elements are setforth in the sponsorship agreements. The advertising is being done well and is not overwhelming.

Committee member, Police Chief Matt Burns, inquired about the gorilla margeting idea of occasionally dropping paper airplanes with \$2 bills in them. Mr. Wagner mentioned that it is being considered and perhaps may be a possibility during Sioux Falls Stampede Hockey and/or Sioux Fall Storm Football games. Mr. Wager expressed that First Savings Bank is very excited and proud to be a signature partnership sponsor of the Denny Sanford PREMIER Center in Sioux Falls.

On behalf of the City Of Sioux Falls, Mark Cotter expressed a warm welcome and appreciation to First Savings Bank for their invenstments in Sioux Falls and the Denny Sanford PREMIER Center.

There were no other public comments received.

Committee member Mark Cotter made a motion to approve the naming application for the First Savings Bank Premium Level on the third floor concourse of the Denny Sanford PREMIER Center, as presented. Committee member Amy Pokela, seconded the motion. The motion passed unanimously.

It was noted the naming request would proceed onto the Mayor and City Council for their consideration at a public hearing in September 2017.

ITEM 7. REVIEW & ACTION on 2016 Annual Report

Staff Liaison, Russ Sorenson, presented the 2016 Annual Report to the City Naming Committee members for consideration. Although there were no 2016 agenda items for the City Naming Committee's consideration, there were three (3) naming application recommendations from 2015, that were transmitted to the Mayor and City Council City Council for naming various city properties. Those include:

Ordinance #32-16	Jerstad Gallery within Visual Arts Center at Washington Pavilion	April 2016
Ordinance #33-16	Shultz Gallery within Visual Arts Center at Washington Pavilion	April 2016
Ordinance #102-16	Rotary Centennial Plaza at 102 S River Road	September 2016

There were no other public comments received.

Committee member, Police Chief Matt Burns, made a motion to approve the City Naming Committee's 2016 Annual Report, as presented. Committee member, Fire Chief Brad Goodroad, seconded the motion. The motion passed unanimously.

ITEM 8. REVIEW & ACTION on 2017 Meeting Calendar

Staff Liaison, Russ Sorenson, presented the 2016 Meeting Calendar to the City Naming Committee members for consideration. In accordance with city ordinance and committee bylaws, four quarterly meetings are proposed for 2016. The meetings would be held on Friday afternoons, 1:30 p.m., at City Hall, First Floor Commisison Room. Proposed meeting dates include: February 17, April 21, August 18, and December 15.

There were no other public comments received.

It was determined that since only one regular meeting remains - December 15, 201 - this would be considered an informational item, and no further action action taken.

ITEM 9. OTHER BUSINESS

Mr. Rick Huffman stated that a new sponsorship opportunity for the Denny Sanford PREMIER Center has recently surfaced. He would like to submit another application and sponsorship agreement to the city next week. Mr. Huffman requested the Naming Committee consider holding a special meeting to review the new sponsorship application. Committee Chairperson, Mike Cooper, encouraged Mr. Huffman to submit a complete application packet and that inquiry will then be made to committee members about their availability to gather as a quorem for a special meeting. Mr. Huffman thanked the Committee for this consideration.

ITEM 10. PUBLIC INPUT

There were no other public comments received.

ITEM 11. ANNOUNCEMENTS

NEXT MEETING – Friday, December 15, 2017, 1:30 p.m., City Hall Commission Conference Rm
based upon receipt of new application(s) or business

ITEM 12. ADJOURNMENT

With no further business, the meeting adjourned at 1:57 p.m.

Naming Committee Meeting Minutes
August 18, 2017

HANDOUTS – August 18, 2017 Meeting

- o August 18, 2017 Agenda
- o December 18, 2015 Meeting Minutes
- o One (1) Application 2017– 06-01 for naming city property from Premium Level to “First Savings Bank Premium Level” on the third floor Concourse in the Denny Sanford PREMIER Center located at 1201 North West Avenue.
- o 2016 Annual Report
- o 2017 Meeting Calendar