



DRAFT SPECIAL MEETING MINUTES
SIOUX FALLS NAMING COMMITTEE

Friday, November 17, 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); Dean Borchardt, Alternate for Mark Cotter (Director of Public Works); Kelby Mieras, Alternate for Don Kearney (Director of Parks & Recreation); Brad Goodroad (Fire Rescue Chief); Jodi Fick (Siouxland Libraries); Amy Pokela (Citizen Member); Mark Young (Citizen Member).

MEMBERS ABSENT: Don Kearney, Director of Parks & Recreation – excused; Mark Cotter, Director of Public Works – excused.

OTHERS PRESENT: Darrin Smith (Director of Washington Pavilion); Russ Sorenson (Urban Planner)

ITEM 1. CALL TO ORDER & QUORUM DETERMINATION

Naming Committee Chairperson, Mike Cooper, called the special meeting to order at 1:31 p.m.

ITEM 2. WELCOME & INTRODUCTIONS

Naming Committee Chairperson, Mike Cooper, welcomed the Naming Committee members and guest.

ITEM 3. APPROVAL OF REGULAR AGENDA for November 17, 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. Dean Borchardt made a motion to approve the meeting agenda. Committee member Police Chief Matt Burns seconded the motion. The meeting agenda was unanimously approved, as presented.

ITEM 4. Election of Vice Chairperson for City Naming Committee

Naming Committee Chairperson, Mike Cooper, asked if there were any volunteers to accept being nominated as Vice Chairperson for the Naming Committee. Matt Burns (Police Chief), volunteered to serve as Vice Chairperson for the City Naming Committee. Committee member Mark Young made a motion to nominate Chief Matt Burns to serve as Vice Chairperson for the Naming Committee. Committee member Police Chief Matt Burns seconded the motion. The motion was unanimously approved for Police Chief Matt Burns to serve as Vice Chairperson for the City Naming Committee.

ITEM 5. REVIEW & ACTION on August 18, 2017 Meeting Minutes

Naming Committee Chairperson, Mike Cooper, requested a motion to approve the August 18, 2017 meeting minutes. Committee member Jodi Fick made a motion to approve the meeting minutes as presented. Committee member Amy Pokela seconded the motion. The motion to approve the August 18, 2017 meeting minutes passed unanimously.

ITEM 6. REVIEW & ACTION on Naming Application 2017- 010-01 for naming city property from “Discovery Gift Store” to “Jack’s Imagination Lab” on second floor in the Washington Pavilion located at 301 South Main Avenue.

Presenter(s) – Darrin Smith, Washington Pavilion Management, INC.

Applicant, Darrin Smith, representing Washington Pavilion Management, presented the application to rename city property from “Discovery Gift Store” to “Jacks’ Imagination Lab” on second floor at the Washington Pavilion. The space is approximately 600 square feet in area. Mr. Smith commented The Gift Store had operated without profit at the Pavilion for the last 18 years. This proposal by South Dakota State University (SDSU) started as a new sponsorship opportunity and has moved forward to a renaming opportunity for patron engagement in the Sioux Falls market. During the year, over 80,000 patrons visit the Washington Pavilion which provides a science, technology, engineering, and math learning experience and opportunity for potentially future SDSU students.

Mr. Smith expressed that a few years ago an inventory asset and sponsorship evaluation, funded by the City Of Sioux Falls, for the Washington Pavilion, was conducted to determine potential naming opportunities and associated added values for future partnership and sponsorship naming opportunities at the Washington Pavilion. He distributed copies of the evaluation to committee members.

Mr. Smith mentioned the SDSU agreement value for naming this space exceeds the evaluation study that was conducted. He noted there is a five year agreement with SDSU for \$25,000 annually, for the naming rights of this space, ending in June 2022. Committee member, Mark Young, commented the agreement terms are from July 2017 through June 2022 and inquired if this is a concern. Mr. Smith responded this began as a sponsorship opportunity with SDSU and has since moved to being a renaming opportunity with them.

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

There were no other public comments received.

Committee member Brad Goodroad made a motion to approve the naming application for naming city property from “Discovery Gift Store” to “Jack’s Imagination Lab” on second floor in the Washington Pavilion, located at 301 South Main Avenue, as presented. Alternate committee member, Kelby Mieras, seconded the motion. The motion passed unanimously.

It was noted the city naming request and the committee’s recommendation would proceed onto the Mayor and City Council for their consideration at a public hearing in December 2017.

ITEM 7. OTHER BUSINESS

There was no other business considered by the Committee.

ITEM 8. PUBLIC INPUT

There were no other public comments received.

ITEM 9. 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 10. ADJOURNMENT

With no further business, Member Matt Burns made a motion to adjourn the meeting. Member Jodi Fick seconded the motion. The motion passed unanimously and the meeting adjourned at approximately 2:00 p.m.

HANDOUTS – November 17, 2017 Meeting

- o November 17, 2017 Agenda
- o August 18, 2017 Meeting Minutes
- o One (1) Application 2017- 10 - 01 for naming city property from "Discovery Gift Store" to "Jack's Imagination Lab" on the second floor in the Washington Pavilion located at 301 South Main Avenue.