



DRAFT

MEETING MINUTES

for the

SIOUX FALLS NAMING COMMITTEE

Friday, May 17, 2017

1:30 p.m.

City Center Conference Room #110

231 N Dakota Avenue

Sioux Falls SD 57104

(Staff Liaison: Matt Tobias 367-8888)

MEMBERS PRESENT: Matt Tobias, (Development Services Manager) (Planning & Development Services); Loren McManus (Police Captain) for Matt Burns (Police Chief); Mark Cotter (Director of Public Works); Jay Titus (Fire Division Chief) for Brad Goodroad (Fire Rescue Chief); Jodi Fick (Siouxland Libraries); Amy Pokela (Citizen Member); Ronald Rysavy (Citizen Member);

MEMBERS ABSENT: Don Kearney Director of Parks & Recreation – excused;

OTHERS PRESENT: Michael Krewson, General Manager, Jim Johnson, Assistant General Manager, Rick Huffman, Director of Sales and Public Relations – SMG Sioux Falls, Denny Sanford PREMIER Center; Shawna Goldammer and Russ Sorenson (Planning Projects Coordinators – Staff Liaisons)

ITEM 1. CALL TO ORDER & QUORUM DETERMINATION

Naming Committee Chairperson, Matt Tobias, called the special meeting to order at 1:32 p.m.

ITEM 2. WELCOME & INTRODUCTIONS

Acting Naming Committee Chairperson, Matt Tobias, welcomed Naming Committee members, acting de signees, and new citizen committee members Amy Pokela and Ronald Rysavy, and guests.

ITEM 3. APPROVAL OF REGULAR AGENDA for May 17, 2019 Meeting

Acting Naming Committee Chairperson, Matt Tobias, requested a motion to approve the regular meeting agenda for May 17, 2019 meeting. Committee member Jodi Fick noted in her review of the meeting agenda, the date for the Commission's next meeting should be revised to read: Friday, August 16, 2019. Committee member Jodi Fick made a motion to approve the May 17, 2019 regular meeting agenda, with the revision of the Commission's next meeting date as being Friday, August 16, 2019. Committee member Mark Cotter seconded the motion. The motion passed unanimously.

ITEM 4. REVIEW & ACTION on November 17, 2017 Meeting Minutes

Acting Naming Committee Chairperson, Matt Tobias, requested a motion to approve the November 17, 2017 meeting minutes. Committee member Amy Pokela made a motion to approve the meeting minutes as presented. Committee member Jodi Fick seconded the motion. The motion to approve the November 17, 2017 meeting minutes passed unanimously.

(over)

ITEM 5. REVIEW & ACTION on Bylaws Amendment – Public Comments on Non-agenda Items

Acting Committee Chairperson, Matt Tobias, requested city staff member Russ Sorenson to present this item to the Committee. Russ Sorenson explained that since the last Committee meeting in 2017, the city has initiated a citizen board meeting policy to formerly allow public input on non-agenda items. There is a five (5) minute comment period per individual allowed. The Naming Committee's DRAFT Bylaws – Article 3.1. Order of a Regular Meeting or Public Hearing - have been amended to include this proposal in their order of a regular meeting or public hearing.

ITEM 6. Public Input on Non-Agenda Items (Chairperson)

Acting Committee Chairperson, Matt Tobias, asked if there were any guests in attendance to speak on non-agenda items. There were no guest comments expressed or received on non-agenda items.

ITEM 7. REVIEW & ACTION on Naming Application 2019-04-01 for naming city property from “Leinenkugel Lodge” to “Coors Light Cold Zone” on the Main Concourse Level in the Denny Sanford PREMIER Center located at 1201 N West Avenue.

Presenter(s) – Michael Krewson, General Manager, Jim Johnson, Assistant General Manager, Rick Huffman, Director of Sales and Public Relations – SMG Sioux Falls, Denny Sanford PREMIER Center;

Applicant representatives, Michael Krewson, General Manager, Jim Johnson, Assistant General Manager, Rick Huffman, Director of Sales and Public Relations – SMG Sioux Falls, Denny Sanford PREMIER Center, were present to explain the application submittal.

Rick Huffman, representing SMG Sioux Falls, presented the application to rename city property from “Leinenkugel Lodge” to “Coors Light Cold Zone” on the Main Concourse Level in the Denny Sanford PREMIER Center.

Mr. Huffman explained the “Leinenkugel Lodge” had expired and the space is currently unnamed. Mr. Huffman stated Dakota Beverage will be the exclusive naming rights partner of the north entitlement zone on the main concourse, to be called the Coors Light Cold Zone. He commented the Coors Light Cold Zone sits at “center ice” in relation to the arena floor. This public access areawill feature two bars with hightop tables and chairs and rail standing overlooking the area floor. Brand name/logo signage on the zone facia with inner bowl visibility for events, along with channel-cut lettering signage at the Zone entrance, is to be provided.

Committee member, Loren McManus, asked about the proposed term and investment. Mr. Huffman explained this is a five (5) year marketing partnership between the Denny Saford PREMIER Center and Dakota Beverage that totals \$337,500, and would begin July 1, 2019 through 2023.

A committee member inquired about other future naming opportunities at the Denny PREMIER Center. Mr. Huffman responded that in addition to naming the Coor Light Cold Zone, two other leases for spaces will be expiring – 1) Cambria in October 2019; and Conmfor Zone in 2021.

The SMG Sioux Falls representatives thanked the Committee for this naming opportunity consideration.

Staff Liaison, Russ Sorenson, commented the City Finance Director has reviewed the sponsor naming agreement and expressed no objections.

There were no other public comments received.

Committee member Loren McManus made a motion to recommend approval for the naming application for naming city property to “Coors Light Cold Zone” on the Main Concourse Level in the Denny Sanford PREMIER Center, as presented. Committee member Ronald Rysavy seconded the motion. There was no further Committee discussion. 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 June 2019.

ITEM 8. REVIEW & ACTION on 2017 and 2018 Annual Reports

Staff liaison, Russ Sorenson, presented the 2017 and 2018 Annual Reports to the City Naming Committee members for consideration.

In 2017 there was one (1) naming application recommendation that was transmitted to the Mayor and City Council City Council for naming:

Ordinance #121-17 “Jack’s Imagination Lab” within the Washington Pavilion December 2017

Russ Sorenson noted that in 2018 there were no City Naming Committee meetings were held due to the lack of naming applications. He requested separate Committee actions for each Annual Report presented.

There were no other public comments received.

2017 Annual Report

Committee member Amy Pokela made a motion to recommend approval for the 2017 Annual Report as presented. Member Loren McManus seconded the motion. There was no further Committee discussion. The motion passed unanimously.

2018 Annual Report

Committee member Jodi Fick made a motion to recommend approval for the 2018 Annual Report as presented. Member Jay Titus seconded the motion. There was no further Committee discussion. The motion passed unanimously.

ITEM 9. OTHER BUSINESS

None.

ITEM 11. ANNOUNCEMENTS

NEXT MEETING – Friday, August 16, 2019, 1:30 p.m., City Center, 1st Floor, Conference Room #110, located at 231 North Dakota Avenue based upon receipt of new application(s) or business.

ITEM 12. ADJOURNMENT

With no further business, Committee member Ron Rysavy made a motion to adjourn the meeting. Member Mark Cotter seconded the motion. The motion to adjourn the meeting passed unanimously. The meeting adjourned at approximately 2:00 p.m.