

SIOUX FALLS NAMING COMMITTEE

Monday, October 31, 2022, 9:00 AM
Conference Room 110
Sioux Falls, SD

MEETING ASSISTANCE: UPON REQUEST, ACCOMMODATIONS FOR MEETINGS WILL BE PROVIDED FOR PERSONS WITH DISABILITIES. PLEASE CONTACT THE HUMAN RELATIONS OFFICE, FIRST FLOOR, CITY HALL, 224 WEST 9TH STREET, SIOUX FALLS, SD AT 367-8745 (VOICE) OR 367-7039 (TDD) 48 HOURS IN ADVANCE OF THE MEETING.

MEETING MINUTES

ITEM 1. CALL TO ORDER AND QUORUM DETERMINATION

Jeff Eckhoff called the meeting to order at 9:00 am.

Committee members participating in the meeting: Jeff Eckhoff (Planning & Development Services), Jodi Fick (Library), Don Kearney (Parks & Recreation), Chief McAreavey (Fire), Jesseca Mundahl (public at-large representative), Amy Pokela (public at-large representative) attended via Webex

Members Absent: Chief Thum (Police) and Mark Cotter (Public Works)

Other Participants: Darrin Smith, Brandon Hanson, Maddie Grogan, Chelsea Cronin from the WPMI, Mary Kolsrud from SFACF, Sara Lum from Startup Sioux Falls and Shawn Pritchett. City of Sioux Falls

ITEM 2. WELCOME AND INTRODUCTIONS

ITEM 3. APPROVAL OF REGULAR AGENDA for October 31, 2022 Meeting

A motion to approve the agenda for the October 31, 2022 meeting was made by Director Fick. The motion was seconded by Public at Large Representative Mundahl and the motion passed unanimously.

ITEM 4. REVIEW & ACTION ON MEETING MINUTES for September 30, 2022.

A motion to approve the meeting minutes for September 30, 2022 was made by Director Kearney. The motion was seconded by Director Fick and the motion passed unanimously.

ITEM 5. PUBLIC INPUT ON NON-AGENDA ITEMS: None

ITEM 6. REVIEW & ACTION OF ITEM 22-4 Naming Application 22-4 for the Naming of City-Owned Property at the Washington Pavilion of Arts and Science for the renaming of the "Wells Fargo CineDome" to the "Wells Fargo CineDome & Sweetman Planetarium" located within the Washington Pavilion at 301 S. Main Avenue, Sioux Falls

Maddie Grogan introduced the addition of the Planetarium to the Wells Fargo Cinedome. A gift for the project is being provided by Dick and Kathy Sweetman in the amount of \$1.850million. The gift will cover the cost of construction, remodeling, signage and anything else associated with the project. A fund will be established through the Sioux Falls Area Community Foundation for \$250,000 for the maintenance of the facility so that it doesn't become a burden on the citizens of Sioux Falls, the City or the Washington Pavilion.

The Wells Fargo Cinedome is original to the Pavilion and management has an agreement with Wells Fargo to co-name the building with the Sweetman Planetarium. The Cinedome and Planetarium can co-exist and operate together. Construction for the project will be approximately 6-8 months. The project expands the Pavilion's exposure and mission to educate and entertain and introduce a venue that otherwise couldn't be found any closer in our region other than Chicago or Denver.

Mary explained that the gift will be coming from the SFACF and Sweetman Charitable Fund. The Community Foundation has an agreement with the Pavilion and the City for the naming of the facility to make sure it complies with the city's naming ordinance. The naming will be used for as long as the existence of the planetarium. If the planetarium ever becomes irrelevant, then the naming would go away.

Director Eckhoff asked about the programming of the planetarium and Chelsea explained that pre-made videos of space are available and programming will be available to all age groups. Community members will be invited various programs and discussions regarding NASA launches, Mars exploration, etc.

Brandon stated that the Sweetman Planetarium will be the thirtieth facility of its kind and will provide access to other planetariums to tune into their programming, and content. It will also serve as a digital library. Prior films for the cinedome have become limited because of the cost so they are no longer being produced.

Director Kearney asked what the life of the Planetarium could be. Brandon stated that the audio visual equipment is the majority of the cost so the maintenance fund will support any equipment repairs or replacement. After approximately ten years equipment replacement could be necessary. All AV equipment will provide a dual purpose to both the Cinedome and Planetarium.

The Cinedome and Planetarium will also provide an additional revenue stream to the Pavilion. The facility can be rented for gaming parties, movie viewing, etc. The current screen panels will be replaced to a nano-screen to provide seamless viewing.

With no additional questions or discussion, Director Eckhoff entertained a motion. Director Kearney made the motion to approve the naming of the Wells Fargo CineDome & Sweetman Planetarium. Chief McAreavey seconded the motion and the motion passed unanimously by the remaining committee members.

ITEM 7. REVIEW & ACTION OF ITEM 22-5 for the Interior Naming of Rooms at Startup Sioux Falls, 100 E. 6th Street, Sioux Falls, SD

- Weisser Distributing Collaboration Room
- Kurt Loudenback Private Office
- Eide Bailly Private Office
- First Bank & Trust Private Office

Sara introduced the naming of interior rooms at Startup Sioux Falls. Prior naming of rooms in the facility has been done in recent months that the Naming Committee has reviewed and approved. Startup Sioux Falls has the support of many organizations so the four names presented today are for three private offices and a collaboration room. There will be name designations and digital signage in the lobby. Glass at the doors (see exhibit) will display logos and business names. Sara pointed out the location of the Collaboration Room and Offices on the provided floor plan. Eight other offices are available for naming and Sara said they are close to finalizing the naming for those rooms and will submit an additional application in the near future.

Terms of the naming agreement is five years with first right of refusal. Director Kearney asked what the dollar amounts are for the naming of the rooms are. Sara stated that naming of the private offices is \$15,000 and for the collaboration rooms they are \$25,000.

Director Pritchett noted that the city has an agreement with Startup Sioux Falls and that Startup Sioux Falls will enter into separate naming agreements with each business or donor name and when they are complete, the city will come back to amend the agreement between the City and Startup Sioux Falls to consolidate the agreements. Director Pritchett will review this with City Attorney Karen Leonard when she returns.

Amy Pokela asked to clarify if the naming rights are for five years. Sara responded that it is five years with the first right of refusal.

Jessica Mundahl asked if the naming is a commemorative designation or what it takes to be a significant contributor? Discussion ensued and it was determined that the naming follows previous applications as commemorative, but the city may need to further review the ordinance and how applications are determined.

Sara reported that sheetrock has been installed at their offices and completion is still expected for the end of the year. The decking material is delayed and the architect is considering other options, to meet completion for occupancy.

With no additional questions or discussion, Director Eckhoff entertained a motion. Director Kearney made the motion to approve the naming for Startup Sioux Falls private offices and collaboration room. Directed Fick seconded the motion and the motion passed unanimously by the remaining committee members.

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Diane noted that the applications today will be on city council agenda for review November 8th and 15th .

ITEM 8. ANNOUNCEMENTS

Next Meeting – Will be held based upon receipt of new application(s) or business.

ITEM 9. ADJOURNMENT: Director Kearney made the motion to adjourn the meeting at 9:33am. Director Cotter seconded the motion and the motion passed unanimously.