

## DECORAH PARKS AND RECREATION BOARD SPECIAL MEETING AGENDA (Minutes)

### City Hall Council Chambers

Thursday, February 13, 2025 – 5:00 PM

1. Welcome and Roll Call – *Gaard, Bakken, Fuhrmann* in person. *Kerndt* and *Nichols* (with limited connection) were on Zoom. *Travis Goedken*, City Manager, *Marc Holtey*, Parks and Recreation Director and *Scott Vande Krol*, Campground Superintendent were in attendance. Media were on Zoom.
2. Consider Approval of Let's Camp Reservation System and Fee Structure for Pulpit Rock Campground for 2025  
*Holtey and Vande Krol* shared an overview of the migration from Campground Commander to Let's Camp through acquisition. Shared the reasons to consider full transition to the new reservation system this season. *Fuhrmann* shared that he went through the demonstration site and that it is intuitive, especially compared with other campground registration sites. *Fuhrmann* asked about the Let's Camp graphics and what would be displayed on the website. *Kerndt* agreed that the Let's Camp system is more user friendly. *Kerndt* shared the trend for camping is to add the reservation fees onto the "base fee."  
*Kerndt* made a motion to approval the Let's Camp Reservation System and Fee Structure for the 2025 season. *Fuhrmann* 2<sup>nd</sup>. Ayes: 4; Nays: 0. Motion carries.
3. Discuss Fundraising and Contribution Levels for Naming Rights for Capital Improvement Projects  
*Holtey* gave an overview of this agenda item and shared an example of one model of fundraising based on levels of giving. Percentage of project cost for Highest Level (i.e., Platinum or other terms) and then a graduated level of percentage-based sponsorship based off of the "principal" contributor. *Gaard* looked into the Independence and Waverly fundraising. Noted that Independence was a good example and talked about the tourism aspect of the ball field complex project. Also shared about the "Legends" recognition at Decorah High School. *Kerndt* shared about the sponsorship and fundraising at the Winneshiek County Fairgrounds and for the Decorah Fire Department. For the Fairgrounds, the naming rights are through a (sealed) bid process for what their business advertising is worth. Sponsorship is available on the wind banners. There is a 3-year contract on the bid. There are also "Stage" sponsorships and contributors pay annually. Parameters involve different size signs and different levels of visibility. Noted that, for sponsors, it was initially hard to visualize the size of the banners. Once they were up, it was more effective to attract sponsors. *Kerndt* also shared the importance of limiting the time of sponsorships. *Gaard* shared about market segmentation with businesses, club and individuals. *Goedken* shared about the process of accepting sealed bids, common in the agriculture sector. The top 5 are invited to a live auction with the highest bid being awarded. In addition, it is important to set a reserve price (lowest price a seller will accept). *Fuhrmann* asked about initial fundraising, sponsorship and naming rights steps. *Goedken* shared about recognizing donors. Also shared that the "big ticket" sponsorship is time sensitive. *Fuhrmann* brought up sponsoring a single court. Brought up a scenario about plateau effect of fundraising. Example, sponsoring \$100,000 for the concession and then the fundraising stalls out. *Goedken* talked about the bid process and the ability to take out ("reverse engineer") certain elements depending on the fundraising. *Fuhrmann* talked about Carlson Park and including an obscure item (i.e., 1 ton rock) that could be a focal point and eligible for naming rights. Low cost, high sponsorship fee. The group asked for an example in the Ball Field and Pickleball Courts project. *Holtey* shared that the retaining wall

could be the “obscure” object in the project. *Kerndt* talked about the timeline for a decision with setting contribution levels. *Goedken* clarified that we need some direction on method either bidding or another method. *Goedken* talked about the parameters and targets. Those things need to happen. Put money towards the whole project. *Fuhrmann* talked about if the pickleball is raised do we start without a ball field. *Goedken* shared about the possibility of scaling back. We will need to prioritize at least one ball field. *Gaard* shared about the Independence High School, the “I” at the entrance listing the levels of contribution. The question was raised about “in-kind” donations. *Goedken* addressed this topic. This project must be competitively bid. Unit pricing. In-kind is a deduct. Low bid (competent) is awarded. *Fuhrmann* talked about Independence and tiers. Furthered the discussion about in-kind donations. *Gaard* shared an example of in-kind through concessions. *Gaard* talked about the connection to Little League baseball and how that could be beneficial to fundraising bringing people back to their Little League baseball “experience.” *Nichols* talked about the importance of having a point person. Shared that community “buy in” is critical. *Bakken* talked about the TRT being a grassroots effort and not driven by board members. Talked about people being the “faces” of fundraising. Prioritize the things that need to be done first. Bigger name items and smaller items for sponsorship. *Goedken* talked about identifying thresholds and the system of naming rights. Sealed bid type venture (reserve bid amount). What is the Board’s preference? *Fuhrmann* prefers the levels and not necessarily the bidding process. Favors the Sunflower fundraising model. Likes the in-kind donations broken out in the “I” example. *Nichols* favors the *traditional* model of fundraising and what works in the community. Emphasized community “buy in.” *Gaard* wants to emphasize the corporate area. *Goedken* talked about someone contributing money to throw the first pitch. *Goedken and Holtey* will come up with additional examples for the Board to review prior to the regular board meeting on Thursday, February 20.

4. Adjourn – *Bakken* made a motion to adjourn. *Fuhrmann* 2<sup>nd</sup>. Ayes: 3; Nays: 0. Meeting adjourned.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Marc Holtey". The signature is stylized and cursive.

Marc Holtey, Parks and Recreation Director