

DECORAH PARKS AND RECREATION BOARD
SPECIAL MEETING MINUTES
City Hall Council Chambers
Thursday, March 6, 2025 – 5:00 PM

- 1. Welcome, Roll Call** – *Gaard and Kerndt were in attendance. Nichols and Fuhrmann participated on Zoom.*
Travis Goedken, City Manager and Marc Holtey, Parks and Recreation Director were in attendance.

- 2. Discuss Fundraising and Consider Approval of Naming Rights and/or Sponsorship Contribution Levels for Capital Improvement Project (Ball Fields and Pickleball Courts)**

Holtey gave an overview of the discussion and introduced an option and model from another community currently going through the same process. In addition, notes were shared from a good starting point from the meeting on February 20. Fuhrmann shared that \$350,000 for the entire complex was too low. There wasn't enough of a distinction between naming rights for the entire complex compared with naming rights for the ball fields. Recommended \$500,000 for the complex. Kerndt agreed to increase that level to \$500,000. Also shared likes the concept of naming the levels using baseball terminology. Also shared that it is possible not to get to the \$1.5 million goal. Kerndt brought up a scenario about someone coming in low for sponsoring the pickleball courts (i.e., \$40,000 instead of \$50,000). We need to decide on how to handle that. Nichols shared that businesses will understand this model well. Individuals may not understand this fundraising strategy, as well. It will be a paradigm shift. Agrees with \$500,000 for the entire complex. There is an option to finish up the last round of fundraising with lower ranges of giving and recognition on a sign. Gaard likes the Independence, IA "Mustang Way Park" sponsorship levels. Gaard asked about bricks as a part of sponsorship and a way to show support. Holtey and Goedken shared that they were working with ISG on design options for the donor bricks. Fuhrmann would like a longer range than 10 Years for the term of the naming rights. Fuhrmann and Kerndt felt that 15 years would be better. Goedken asked about life expectancy of field before it needs to be re-graded as a factor of "term" length for naming rights. Holtey confirmed that 15-20 would be appropriate, depending on conditions. Kerndt brought up windscreens. Nichols talked about cycling out fields in shorter span. Nichols is okay with longer terms with facilities. Added, \$500,000 is appropriate for the complex for 20 years. There was further discussion on the remaining components of the complex. Holtey summarized the naming rights contribution levels as follows:

\$500,000 – 20 years for the complex

\$250,000 – 15 years per field (2 fields available for naming rights)

\$150,000 (Dog Park) – Upgrades – 10 years (need to get approval from the original donors/funders of the dog park to include this component)

\$50,000 – 10 years per pickle ball court (4 courts available for naming rights)

\$25,000 – 10 years for scoreboard (2 scoreboards available for naming rights)

Gaard brought up the in-kind include on the Independence, IA sign. *Fuhrmann* cautioned the group to be careful with in-kind donations. They may include things that are not needed or take away from the priorities in the project design. *Goedken* talked about tin-kind contributions interface with the bidding process. There are still rules and parameters. Bidders could indicate that they are going to donate “in-kind” materials or other elements. It still needs to push them to the lowest competitive bid. The question was raised about what the in-kind donations were for with the Independence, IA “Mustang Way Park” project.

Holtey reviewed the proposed naming rights structure.

Kerndt made a motion to approve the proposed naming rights levels with one caveat: the dog park component could only be approved after talking with the original donors of the dog park. *Fuhrmann* 2nd. Roll call. Ayes: 4; Nays: 0. Motion carries.

The discussion continued about donor bricks. *Kerndt* shared that we figure out a price and it is a permanent part of the facility. Different sizes and donor levels for size of brick. *Gaard* talked about leaving space for Phase 2 in the donor brick area. *Goedken* talked about the process of the bricks. Filling blank bricks. *Gaard* shared about the Legends project. Leaving space for names in the future for people that contribute later on to the project. *Goedken* talked about the brick bringing community buy in. *Kerndt* shared about using windscreens for fundraising and “package deals.” *Gaard* talked about giving on individual levels. Talked through fundraising channels and a brochure. *Kerndt* talked about the racetrack model of fundraising at the fairgrounds.

3. Adjourn - *Gaard* make a motion to adjourn. *Kerndt* 2nd. Roll call. Ayes: 4; Nays: 0. Meeting adjourned.

Respectfully Submitted,



Parks and Recreation Director

