

# AGENDA ITEM #7.

## CITY COUNCIL COMMUNICATION FORM

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**FROM:** Winnie DelliQuadri, Asst. to the City Manager

**Through** Gary Suiter, City Manager

**DATE:** February 6, 2018

**ITEM:** Resolution: A resolution to rename the Howelsen Ice Arena as the Howelsen Ice Complex, and Naming the Internal Arenas the Olympic Arena and the Craig Scheckman Youth Sports Arena.

**FORM OF MOTION:** Motion to approve a resolution to rename the Howelsen Ice Arena as the Howelsen Ice Complex, and Naming the Internal Arenas the Olympic Arena and the Craig Scheckman Youth Sports Arena.

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DIRECTION  
 INFORMATION ONLY  
 ORDINANCE  
 MOTION  
 RESOLUTION

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### **I. REQUEST/ISSUE & BACKGROUND INFORMATION:**

*Issue:* City staff had specific direction from council to go through the City's naming process in order to name the new multi-purpose facility. In this process, it became clear that the naming process would need to look at the entire ice facility, in order to communicate that the new multi-purpose arena was part of the Howelsen Ice Arena. In addition, the naming convention would need to differentiate between the two sheets of ice for operational purposes.

Staff proposes that the entire ice facility be named the Howelsen Ice Complex, the existing ice sheet be named the Olympic Arena, and the new multi-purpose facility be named the Craig Scheckman Youth Sports Arena.

**Background:** City Council voted to provide \$900,000 in Accommodation Tax Reserve funding to the “multi-purpose facility addition to the ice arena” project, with the understanding that the Craig-Scheckman family would donate \$1 million to the project. Within the terms of the private donation is a specific request to have a naming opportunity for the new facility in return of the \$1M private donation to this project.

**Naming Policy:** City council adopted a resolution in 1997 which outlines a procedure and criteria for naming of parks, fields and all recreational facilities and amenities. (See Attachment 1.) The naming procedure calls for Parks and Recreation Commission to review, at a regular, public meeting, the proposed name, and to make a recommendation to City Council, with final adoption by resolution. Parks and Recreation Commission reviewed the request to rename Howelsen Ice Arena as the Howelsen Ice Complex, with naming of the internal arenas as the Olympic Arena and the Craig Scheckman Youth Sports Arena, at their January 10, 2018 meeting and unanimously voted to recommend the proposed naming to City Council. Attachment 2 provides the draft minutes from the January 10, 2018 Parks and Recreation Commission meeting.

## **II. ALTERNATIVES:**

City Council has multiple alternatives, including:

- 1) Rename the facility and the internal arenas as proposed.
- 2) Choose a different name for the entire facility. Other options considered by the Parks and Recreation Commission included the “Howelsen Ice Center” and the “Howelsen Ice Dome”.
- 3) Choose a different name for the existing arena. It is currently unnamed. Staff proposed, and the Parks and Recreation Commission endorsed the name “Olympic Arena” as the arena is Olympic, instead of NHL, sized.
- 4) Keep the name of the facility the “Howelsen Ice Arena” and just name the Craig Scheckman Youth Sports Arena. This option would not require renaming or rebranding of the existing facility. It could lead to marketing and wayfinding issues for visitors, as the naming convention does not make it clear that the Craig Scheckman Youth Sports Arena is an integral part of the Howelsen Ice Arena.
- 5) Any combination of the above.

## **III. STAFF RECOMMENDATION:**

Staff recommends that city council endorse the Parks and Recreation Commission's

recommendation to name the Howelsen Ice facility as the “Howelsen Ice Complex”, the existing sheet of ice being named “Olympic Arena”, and new multi-purpose sports facility being named “Craig Scheckman Youth Sports Arena”.

#### **IV. FISCAL IMPACTS:**

Renaming the Howelsen Ice Arena to the Howelsen Ice Complex, and naming the arenas within the Ice Complex will require the city to update signage, marketing materials, and city website.

- External signage at the Howelsen Ice Arena would need to change to the Howelsen Ice Complex, and new internal signs would need to be developed for the two internal arenas. External signage is estimated to cost \$2,000. Internal signage for the Olympic Arena and the Craig Scheckman Youth Sports Arena would be developed in house by the facilities department at a cost of \$2,000. All signage expenses would come out of the existing facilities budget.
- Marketing materials for the Howelsen Ice Arena are updated annually by Emily Hines, Parks and Recreation Marketing and Special Events Manager, as part of her efforts to market the facility each year. Updating the name of the facility will happen during this process with no additional cost to the City.
- The City website is currently in the process of being refreshed and updated with a planned “go live” date in late April. New naming of the Howelsen Ice Complex can be incorporated into this process at no extra cost to the City.

#### **V. LEGAL ISSUES:**

The City’s Memorandum of Understanding with the Craig Scheckman Family for the \$1 million donation includes a naming right for the new multi-purpose sports facility. This MOU is on council’s consent agenda for ratification this evening.

#### **VI. CONFLICTS OR ENVIRONMENTAL ISSUES:**

None at this time.

#### **VII. CONSISTENCY WITH COUNCIL GOALS AND POLICIES**

The Multi-purpose facility project was recommended for funding through the City’s Accommodations Tax Reserve process. Renaming the Howelsen Ice Arena is consistent with council’s policy on naming facilities.

**ATTACHMENTS:**

Attachment 1: City of Steamboat Springs Naming Policy.

Attachment 2: Parks and Recreation Commission DRAFT January 10, 2018 minutes.

# Attachment #1

THE CITY OF STEAMBOAT SPRINGS, COLORADO

RESOLUTION NO. 97-14

## A RESOLUTION RECOMMENDING A PROCEDURE AND CRITERIA FOR NAMING OF PARKS, FIELDS AND ALL RECREATIONAL FACILITIES AND AMENITIES.

**WHEREAS**, the City of Steamboat Springs is interested in implementing a procedure by which parks, fields and all recreational facilities and amenities are named; and

**WHEREAS**, past requests and naming processes reinforces the need for a procedure for community supported identification of various facilities; and

**WHEREAS**, the Parks & Recreation Commission has reviewed, discussed and recommends the following procedure and criteria:

### PROCEDURE FOR NAMING OF PARKS, FIELDS AND ALL RECREATIONAL FACILITIES AND AMENITIES

1. Name as needed or requested by the public.
2. Parks & Recreation Commission will initially review at a regular, public meeting and make City Council recommendation based on the following criteria:
  - a. Level of support by the public via letters, petitions, phone calls, etc.
  - b. Significance of gift to overall Parks & Recreation Commission goals and objectives.
  - c. Demonstrated integrity, quality, teamwork and service of the individual being recognized.
  - d. Historic ties to Steamboat Springs' heritage and colorful past.
  - e. Commercial institution names are inappropriate.
3. Recommendation made to City Council for final adoption by resolution.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF STEAMBOAT SPRINGS, COLORADO, THAT:**

THE ABOVE PROCEDURE AND CRITERIA BE ADOPTED FOR NAMING OF PARKS, FIELDS AND ALL RECREATIONAL FACILITIES AND AMENITIES.

PASSED, ADOPTED AND APPROVED this \_\_\_\_ day of \_\_\_\_\_, 1997.



*Julie Jordan-Struble*  
\_\_\_\_\_  
Julie Jordan-Struble, City Clerk

*Kevin Bennett*  
\_\_\_\_\_  
KEVIN BENNETT, President  
Steamboat Springs City Council

# Attachment #2

*Parks and Rec Commission Minutes*

**January 10, 2018**

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## **STEAMBOAT SPRINGS PARKS AND RECREATION COMMISSION PUBLIC MEETING MINUTES**

**January 10, 2018**

The regularly scheduled public meeting of the Steamboat Springs Parks and Recreation Commission was called to order at approximately 5:30 p.m. on Wednesday, January 10, 2018, in the Citizens' Meeting Room, Centennial Hall, 124 10th Street, Steamboat Springs, Colorado.

Parks and Recreation Commission members in attendance were Chair Alan Koermer, Vice-Chair Doug Tumminello, Holly Weik, Craig Keith and Kady Watson.

Absent: Floyd, Alfone

Staff members present were Director of Parks, Open Space and Recreational Services John Overstreet and Staff Assistant Ally MacDougall.

### **PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**

None.

### **Approval of Minutes: December 13**

Commissioner Watson corrected the spelling of her first name: "Kady."

Commissioner Keith moved to approve the December 13, 2017 meeting minutes as amended.

Commissioner Tumminello seconded the motion.

The motion carried unanimously with abstentions.

### **Ice Arena Naming Rights**

Winnie DelliQuadri, Assistant To The City Manager:

The Accommodations Tax Committee selected the multipurpose facility to move forward with that matching \$1 million donation. As we went through the process, one of the strings attached to that donation was naming rights for the second sheet of ice/multipurpose facility. As we got into it, we realized that it would be extremely confusing to call the multipurpose facility the Craig Scheckman Multipurpose Facility when it was an integral part of the Howelsen Ice Arena, and that is confusing. We realized that in order for it to make sense to someone coming in from the outside, we needed a name that really represented the fact that there were multiple arenas inside of it and that the existing sheet of ice needed its own name so we could then name the new sheet of ice/multipurpose facility in line with the \$1 million donation naming request. That's how we got to looking at the name of the entire facility and not just the multipurpose facility.

Kyrill met with the ice arena staff, and they said places like this are usually called ice complexes or ice centers with arenas inside of them. So our request is to rename the entire facility so that it works, and within that we really do need to name the new multipurpose arena the Craig-Scheckman Youth Sports Arena. We would propose the Olympic Arena for the current sheet of ice because it is unique in that it is Olympic sized and not NHL sized. We would propose the Howelsen Ice Center or Complex for the overall facility.

Watson asked if the city has a naming policy.

DelliQuadri: It basically says that the Parks and Rec Commission will review at a regular public meeting and make a City Council recommendation based on the following criteria:

The level of support by the public via letters, petitions, phone calls, etc.: We have not gone forward and gotten a lot of public engagement on this particular one because there has been so much public engagement on getting a multipurpose facility and the naming of the facility is kind of part and parcel of that project. The significance of the \$1 million gift is large and is as far as I know the largest single donation we've gotten from an individual for anything recreational.

The demonstrated integrity, quality, teamwork and service of the individual being recognized: In this particular case, it recognizes Michael and Sarah Craig-Scheckman. Their foundation has done some amazing things in this community for youth, and I think that family definitely meets those standards.

In terms of historic ties to Steamboat Springs, Sarah Craig-Scheckman spent her summers here as a child, and they are an integral part of our community today. The Howelsen Ice Complex name certainly refers to the historic, colorful Howelsen. The Olympic Arena would refer to the Olympic legacy that we have and Craig-Scheckman would refer to youth.

There are no commercial institution names being proposed.

That's why we feel that it meets the city's naming policy.

Commissioner Weik:

It sounds like we've met all those criteria except the opportunity for public input in case somebody could propose something more worthwhile. I don't suspect that there is anything more deserving, but I think we need to publicize that we are accepting names for that so that people have the opportunity to provide that input before we make a formal recommendation or decision.

DelliQuadri: Typically, the city wouldn't make it a public naming process; we would just notice it and allow people to comment one way or the

January 10, 2018

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other. This meeting was noticed, and people can comment one way or the other. We have put the information out as part of our public relations, and I did talk about it on the radio today.

Weik: So we think that the public notification process has been met and the opportunity for public input has been provided.

DelliQuadri: Yes.

**PUBLIC COMMENT**

None.

**ADDITIONAL DISCUSSION/RECOMMENDATION**

MacDougall said she liked Ice Center better than Complex because the entire Howelsen Park is referred to internally as the Complex.

DelliQuadri: So the request is that we rename the entire facility to something that indicates that there are multiple arenas inside of it. Then we would need to name the existing arena something, and then the new one the Craig-Scheckman Multipurpose Youth Arena.

Commissioners Weik and Watson liked Ice Complex.

**MOTION**

Commissioner Tumminello moved to endorse the new naming convention for the entire Howelsen Ice Arena facility with the new multisport facility being named the Craig-Scheckman Youth Sports Arena; the existing sheet of ice being named the Olympic Arena and the entire complex being named the Howelsen Ice Complex.

Commissioner Watson seconded the motion.

**VOTE**

The motion carried unanimously.

Commissioners asked for an update on the project in general.

DelliQuadri: The Fundraising Committee needs to raise \$300,000. We have signed an MOU with the Craig-Scheckman's. We have an agreement with the Fundraising Committee as to how the fundraising dollars will flow, what they will pay for and how much we need. That's been my part of this is the fundraising piece.

Kyrill Kretschmar, Recreation and Enterprise Manager:

January 10, 2018

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It might be helpful for you to read through the actual MOU because it contains a lot of details on how much ice time Youth Hockey gets versus public skate. It's no different than what we had proposed in front of you two years ago or what we proposed to Council. It may be helpful to look at the actual budget as it is right now. It may be helpful to look at the conditions in the MOU under which the Craig-Scheckman's are willing to donate the \$1 million: Construction has to begin next year, and Youth Hockey has to fund the difference between what we have right now and what's required in the budget. So those two things are critical next year.

Keith: Do you feel good about starting construction next year?

Kretzschmar: I would say we're on track. Youth Hockey thinks they can raise the necessary funds. So from that perspective I would say yes, we're feeling good about where we are and how the process is going.

**CITY OF STEAMBOAT SPRINGS, COLORADO**

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION TO RENAME THE HOWELSEN ICE ARENA AS THE HOWELSEN ICE COMPLEX, AND NAMING THE INTERNAL ARENAS THE OLYMPIC ARENA AND THE CRAIG SCHECKMAN YOUTH SPORTS ARENA.**

**WHEREAS**, the City of Steamboat Springs has Resolution No. 97-14 identifying the procedure and process to name parks and recreation facilities; and

**WHEREAS**, the Parks and Recreation Commission heard a request for naming the new multi-purpose sports arena with options; and

**WHEREAS**, the new multi-purpose sports arena will be funded in large part by the Craig Scheckman family; and

**WHEREAS**, the Howelsen Ice Arena will now have two internal arenas, requiring a new name for the entire facility and for each internal arena;

**WHEREAS**, in recognition of the Craig Scheckman family and the need for a new name for the entire ice facility, this name was endorsed by Parks and Recreation Commission.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF STEAMBOAT SPRINGS, COLORADO, THAT:**

Section 1. The Howelsen Ice Arena will be renamed the "Howelsen Ice Complex."

Section 2. The existing internal ice arena will be named the "Olympic Arena."

Section 3. The new multi-purpose arena will be named the "Craig Scheckman Youth Sports Arena."

**PASSED, ADOPTED AND APPROVED** this \_\_\_\_\_ day of \_\_\_\_\_, 2018.

\_\_\_\_\_  
**Jason Lacy, President  
Steamboat Springs City Council**

**ATTEST:**

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**Julie Franklin, CMC**  
**City Clerk**