

**PARK DISTRICT OF THE CITY OF GRAND FORKS
PROCEEDINGS OF THE BOARD OF PARK COMMISSIONERS
SPECIAL BOARD MEETING
FEBRUARY 27, 2013**

AGENDA

ROLL CALL

The Board of Park Commissioners met for a special meeting on Wednesday, February 27, 2013, at 4:00 p.m. in the community room at Choice Health & Fitness. Present were Commissioners Panzer, LaDouceur, Skarperud, Soeby, and Barta. Meeting was called to order at 4:15 p.m.

MARKETING RIGHTS FOR PARK DISTRICT ADVERTISING VENUES – ICON PRESENTATION

Representatives from ICON: Kirk Simet, Bill Retterath, Mike Kuntz, and Jenny Arel presented the Board with their Marketing Rights Proposal for the Grand Forks Park District. Their proposal included a base bid, which the RFP directly relates to, and an alternate which includes additional options. The alternate proposal has three phases: Discovery & Design, Corporate Packaging & Sales, and Design, Manufacture & Installation. The proposal can be accepted as a whole or phase by phase, whatever the Board feels is the best fit for the Park District. This proposal includes marketing rights for all Park District facilities, other than, Choice Health & Fitness and the new arena.

ICON walked the Board and Park District Staff through their proposal, pointing out a few creative ideas they feel could add to what has already been accomplished. There was an opportunity for questions and answers.

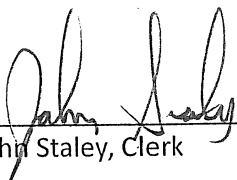
Superintendent Bill Palmiscno had contacted Ad Monkeys, Anchor Marketing, BBI, Front Row Marketing, ICON, and Simmons Flint, along with advertising in the Grand Forks Herald through the formal RFP process, with the opportunity to bid for marketing rights. The two bids submitted came from BBI and ICON.

Concern was expressed by both the Park District Attorney Dick Olson and Director John Staley on how this could affect the Foundation and progress already made. They want to ensure the protection of the donors that have helped us to get to where we are at today, along with, all future donors. They also stated that this would need to be coordinated with the various groups/organizations that the Park District works with throughout the city, and this coordination could be more difficult than we think.

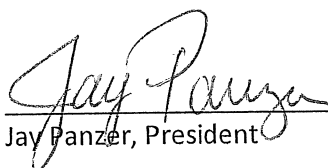
No action was taken at this time.

ADJOURNMENT

A motion was made by Commissioner LaDouceur to adjourn. Seconded by Commissioner Skarperud at 5:24 p.m.; motion carried.



John Staley, Clerk



Jay Panzer, President