



### **Mission Statement**

*To provide cost-effective public services as required by its citizens and to provide an environment so that both its citizens and the economy prosper.*

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## **YANKTON BOARD OF CITY COMMISSIONERS**

Work Session Meeting beginning at 6:00 P.M.

**Monday, March 26, 2018**

City of Yankton Community Meeting Room

Located at the Technical Education Center • 1200 W. 21<sup>st</sup> Street • Room 114

Rebroadcast Schedule: Tuesday @ 7:30pm, Thursday @ 6:30 pm, on channels 3 & 45

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1. **Roll Call**
2. **Downtown Events**
3. **Adjourn the Work Session of March 26, 2018**

## Meridian District Events Partnership with City of Yankton

The Meridian District (MD) Board and the City of Yankton Events Coordinator are interested in partnering on events that are sponsored by the MD Board. "What does this partnership mean and what does this partnership look like?" are a couple of questions that the MD Board and the City of Yankton need to work through in 2018.

The overall goal of this partnership is to have both entities help each other in creating unique events which create foot traffic throughout the district. Specific event goals will include: self-sufficiency of events after the first couple of years, complete support of the event by volunteers and stakeholders, and event safety while following all City ordinances and policies.

In initial discussions with the MD Board, tasks that the District would take on would include: recruiting volunteers, soliciting sponsorships and funding, and providing insurance for MD Board Sponsored Events. The MD Board is a 501c3 and it has the ability to solicit funds for specific events while also allowing for the carry-over of event funds from year-to-year. In the past, the City has tried to limit City Staff from soliciting for event sponsorships and donations. This partnership would allow for a clear separation in that solicitation task. The City of Yankton would provide event parking signs, renting porta-pots until event having funding to be self-sufficient, securing of licenses, compliance and education of ordinances, and other event logistics.

The MD part-time Executive Director and the City's Event Coordinator would work together to co-plan these MD Board Sponsored Events. The City's Event Coordinator would become an ex-officio member of the MD Board as a part of this partnership. Current events that would be a partnership in 2018 would include: Market at the Meridian; Music at the Meridian; 3<sup>rd</sup> on 3<sup>rd</sup> Celebration; 4<sup>th</sup> of July Fireworks; Crazy Days Summer Shopping Event; Harvest Halloween; and The Blizzard Walk Shopping Event. Events that take place downtown but are not sponsored by the MD Board (i.e. Rockin' Rumble, Rounding 3<sup>rd</sup>'s new June event, etc.) would still use the City's event application and work with the City's Event Coordinator to make sure those independent events are in compliance but would be administered without the City's partnership or participation in the planning committees.

The MD part-time Executive Director would lead the marketing effort for the co-sponsored events. The MD website and Facebook page would be utilized. Facebook events that are created by the MD would have the City of Yankton's Park and Recreation Department as co-host and the City would share the events across its social media platforms. The Yankton CVB will also help to promote and market the events.

After 2018, a more formal written Memorandum of Understanding would be created from year-to-year or it may even evolve to a MOU for each event from year-to-year.

Creating a BID District in Meridian District so the MD Board would have a funding source for events and downtown improvements beyond direct soliciting of funds is still a work in progress. The MD Board is hoping to advance the BID District idea in 2018.

Does the City Commission like this partnership idea for MD events? Would the Commission rather see the City work independently on City events with City funds being used and no soliciting of private funds while allowing the MD Board to independently work on its own events? Please give the City Staff direction for 2018.