



Roll Call Number

Agenda Item Number

42B

Date December 3, 2018

APPROVAL OF AGREEMENT WITH MIDAMERICAN ENERGY COMPANY FOR PLAZA SIGN AND SPONSORSHIP AT JAMES W. COWNIE SOCCER PARK AND AUTHORIZING USE OF SOCCER PARK AND CITY NAME AS A SPONSOR OF THE SOCCER PARK

WHEREAS, the City of Des Moines owns and operates the James W. Cownie Soccer Park as a public facility to provide a facility for use by area teams and to host local, regional, and national events that provide economic impact to the city; and

WHEREAS, MidAmerican Energy Company has participated in the development of the Cownie Soccer Park, along with the City, by making charitable donations between 2005 – 2014 in the amount of \$700,000 to the Community Foundation of Greater Des Moines (CFGDM) fund used for donations to the City for development and maintenance of the facility and also additional funds to the CFGDM fund used for the James W. Cownie Soccer Park directional signage at Hartford and East 14th Street; and

WHEREAS, in recognition of such generous contributions, since at least 2005, the MidAmerican Energy Company name and logo has been stamped into the asphalt ground surface of the “Play It Safe Plaza” as a type of donor recognition plaque; and

WHEREAS, MidAmerican Energy Company desires that a new sign be installed with the MidAmerican name and logo and the slogan “Obsessively, Relentlessly At Your Service” at the “Play It Safe Plaza” in the James W. Cownie Soccer Park and Park and Recreation Department staff have negotiated an agreement providing for such sign to be designed, fabricated and installed with the costs to be paid by funds from the Community Foundation of Greater Des Moines to be on display until December 23, 2034, subject to compliance with the City’s Policy for Naming of Streets, Facilities and Park Land in the City of Des Moines (“Policy”); and

WHEREAS, the City Council finds that appropriate circumstances exist to make an exception to and to waive the procedures of the Policy and to consider allowing a sign at the “Play It Safe Plaza” to bear the MidAmerican Energy Company name, logo, and slogan.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Des Moines, Iowa, that the James W. Cownie Sports Park Sponsorship Agreement, as described above, a copy of which is available in the City Clerk’s Office, is hereby approved and the Mayor is authorized and directed to execute said agreement on behalf of the City and the City Clerk is directed to attest to his signature.

BE IT FURTHER RESOLVED that a sign at the Plaza may bear the MidAmerican Energy name, logo and slogan until December 23, 2034, subject to approval of such sign by the Park and Recreation Director.



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BE IT FURTHER RESOLVED that the City Manager shall have the right, on behalf of the City, to approve use by MidAmerican Energy Company of images of the James W. Cownie Soccer Park and the James W. Cownie Soccer Park and City name in advertising and promotional materials as a sponsor of the Soccer Park.

(Council Communication No. 18-631)

Moved by _____ to adopt.

APPROVED AS TO FORM:

Ann DiDonato

Ann DiDonato
Assistant City Attorney

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
BOESEN				
COLEMAN				
GATTO				
GRAY				
MANDELBAUM				
WESTERGAARD				
TOTAL				

MOTION CARRIED

APPROVED

Mayor

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

City Clerk