

Naming Rights Committee: Athletic Boosters Fitness Center

August 1, 2023

Attendees: Dr. Mark Ault, Jeremy Snell, Aaron Marshall, Paige Steinbeck, Mark Smiley, Garyne Evans, Michelle Mason, Dr. Stephanie Stafford, Zach Stakely, Don Larrick and Teri Riesenber.

Dr. Ault updated everyone on the progress getting to this point. The proposed site is located near the building on the band practice field. The goal is to privately fund as much as possible but Craig Weiss (CW Custom Homes, LLC) has submitted a proposal to the boosters for the 6,000 SF project estimated to cost approximately \$980,000 with the cost reaching approximately \$1,000,000 upon final completion. The BOE will have maintain prior approval of the building design rights/donations. The board will gladly accept gifts in kind from those that will reduce the construction price. Since the project is starting from the ground up, cash donations are crucial to get momentum and get the project going.

The ask will be a planned strategic effort led by the athletic boosters securing the first few larger donations – then the smaller special donations – exhausting these avenues before going to the community.

This committee is a subset of the Board's Building Finance and Grounds Committee. The goal of this meeting is to look at the preliminary design as well as interior spaces and determine the appropriate donation ask amount for each naming rights space. The exterior building naming right cost has been set at a minimum 35% of the project or approximately \$350,000 for a guaranteed 10-year period. After the initial period, an ad hoc committee can revisit with the donor on whether they wish to continue and negotiate there forward. The Naming Rights Committee will then report and submit the donations to the BOE for approval.

It was decided that the committee would like to have all the naming rights spaces, including the exterior to cover 75% of the total cost. We will discuss specifically each space on the interior of the project to obtain the naming rights for those areas (turf area, weight area, cardio area, golf simulator area, strength coach room, and the rehabilitation training room).

The next meeting of the Naming Rights Committee will be Monday, August 21, 2023, at 6:30 in the CT Young Board Room.