

AGENDA ITEM SUMMARY

DATE: 11/5/2012 **DEPARTMENT:** PW/CD/Sustainability **DEPT. HEAD SIGNATURE:** MP

SUBJECT: Discussion on naming the Hailey Rodeo Park (AKA Werthheimer Park) and buildings within the park and the selection of a sign vendor and approval of estimate for design services.

AUTHORITY: ID Code _____ IAR _____ City Ordinance/Code _____
(IF APPLICABLE)

BACKGROUND/SUMMARY OF ALTERNATIVES CONSIDERED:

NAMING

Please refer to the Public Works Director's memo for information on the Park and buildings naming, attached. In addition to the memo, staff has contact Bill Bobbit from the Sawtooth Rangers and has shared the proposed sign design and names and Mr. Bobbit has agreed that the names and signs are appropriate. The Chamber and Arts Commission have also been informed of the proposed name change and have no concerns. The Historic Preservation Commission has also been informed of the proposed names. In addition, the name proposed for the arena is Werthheimer Arena.

SIGNS

After sending out a request for quotes to over five different sign companies, Windy City Signs was selected by the Parks and Lands Board based on: price, submission of a complete quote, previous design work, local business, and proposed design. The design work is estimated at \$750 for three signs – an entrance sign, an Interpretive Center Sign (AKA Welcome Center) and an arena sign (shown as Werthheimer Park Arena, but preferred name is Werthheimer Arena).

The names shown in the proposal can be changed to reflect Council's decision on names, if applicable. The Arts Commission and Hailey Chamber have been informed of the proposed vendor and design recommended to the Council by the Parks and Land Board. They have expressed design suggestions, but no concerns.

If approved, Windy City Signs would continue to work with city staff and the Parks and Lands Board to further refine the designs. A final proposed design and a contract to manufacture and install the signs (estimated at \$9150) would be presented to the Mayor and Council at the November 19th meeting. All signs would be installed by mid-December, prior to the Chamber moving into the Welcome Center.

FISCAL IMPACT / PROJECT FINANCIAL ANALYSIS:

ACKNOWLEDGEMENT BY OTHER AFFECTED CITY DEPARTMENTS: (IF APPLICABLE)

<input checked="" type="checkbox"/>	City Administrator	<input type="checkbox"/>	Library	<input type="checkbox"/>	Benefits Committee
<input type="checkbox"/>	City Attorney	<input type="checkbox"/>	Mayor	<input type="checkbox"/>	Streets
<input type="checkbox"/>	City Clerk	<input checked="" type="checkbox"/>	Planning	<input type="checkbox"/>	Treasurer
<input type="checkbox"/>	Building	<input type="checkbox"/>	Police	<input checked="" type="checkbox"/>	Sustainability
<input type="checkbox"/>	Engineer	<input checked="" type="checkbox"/>	Public Works, Parks	<input type="checkbox"/>	_____
<input type="checkbox"/>	Fire Dept.	<input type="checkbox"/>	P & Z Commission	<input type="checkbox"/>	_____

RECOMMENDATION FROM APPLICABLE DEPARTMENT HEAD:

1. Discuss and approve the proposed names or decide on an alternative name.

2. Review and motion to approve selection of Windy City Signs for sign design at the Hailey Rodeo Park (AKA Wertheimer Park) and authorize the Mayor to sign the design estimate. Provide feedback on the proposed design.

ACTION OF THE CITY COUNCIL:

Date : _____

City Clerk _____

FOLLOW-UP:

*Ord./Res./Agrmt./Order Originals: Record
Copies (all info.):
Instrument # _____

*Additional/Exceptional Originals to: _____
Copies (AIS only)

Public Works Memo

To: Mayor Fritz Haemmerle
City Council Members

CC: Heather Dawson, City Administrator

From: Tom Hellen, Public Works Director/City Engineer

Date: October 11, 2012

Re: Renaming of Hailey Rodeo Grounds

The Hailey Parks & Lands Board listened to a presentation from the Hailey Historic Preservation Commission on July 10, 2012 regarding the history of the property where the Arena and Skatepark are located. Until some time in the 1940's this property was known as Wertheimer Park as was shown in several exhibits presented by Rob Lonning, Chair of the Historic Preservation Commission. It was his request to consider renaming the Rodeo Grounds to Wertheimer Park. Following discussion by members of the Parks & Lands Board a motion was passed unanimously recommending to the City Council that the Rodeo Grounds be renamed Wertheimer Park.

A second discussion was then held concerning the name of the building being constructed at Wertheimer Park currently known as the Interpretive Center. Parks & Lands Board members generally felt that Interpretive Center did not convey at least part of the purpose of the building; providing information about the City of Hailey. It was felt that Interpretive Center connoted a different image and that Welcome Center would be a better name. A motion was made and passed with one dissension to recommend renaming the Interpretive Center the "Welcome Center" and include a city logo on any sign placed on the building.

This decision was revisited on October 2 by the Parks & Lands Board and reconfirmed.



Custom Signcraft & Graphics

208-788-7446
208-788-8490 FAX

sign@windycitysv.com

P O Box 3661
Hailey, ID 83333

Estimate

Date	Estimate #
10/30/2012	070111-269

City of Hailey/City Hall
Mariel Platt
115 Main St. South Ste. H
Hailey ID 83333

Project

Item	Description	Qty	Cost	Total
Layout and Design	For Wertheimer Park 3 sign locations 1- Welcome Center 2- Arena 3- Entrance Sign	10	75.00	750.00

Thank you! We are local to serve you better and appreciate your business. Troy D Larsen,
Owner

Subtotal \$750.00

Sales Tax (6.0%) \$0.00

Total \$750.00

If this is agreed, please sign and fax back to us. If changes need to be made, please indicate. Thank you.

WELCOME CENTER



Plantagenet Cherokee

WELCOME



CENTER

Minion Pro Bold

WELCOME CENTER



Georgia Bold

WELCOME CENTER



Chaparral Pro





