1. **CALL TO ORDER**

The meeting was called to order at 4:37 PM by Committee Chair Lauren Rider.

2. **ROLL CALL**

<table>
<thead>
<tr>
<th>Attendee Name</th>
<th>Title</th>
<th>Status</th>
<th>Arrived</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lauren Rider</td>
<td>Committee Chair</td>
<td>Present</td>
<td></td>
</tr>
<tr>
<td>Jonathan Ball</td>
<td></td>
<td>Present</td>
<td></td>
</tr>
<tr>
<td>Bryan Berry</td>
<td></td>
<td>Present</td>
<td></td>
</tr>
<tr>
<td>Ronnie Collins</td>
<td></td>
<td>Present</td>
<td></td>
</tr>
<tr>
<td>Amy Midis</td>
<td></td>
<td>Present</td>
<td></td>
</tr>
<tr>
<td>Cindy Spangler</td>
<td></td>
<td>Present</td>
<td></td>
</tr>
<tr>
<td>Jack Neely</td>
<td></td>
<td>Present</td>
<td></td>
</tr>
<tr>
<td>L. Sam Brown</td>
<td></td>
<td>Present</td>
<td></td>
</tr>
<tr>
<td>Ben Ream</td>
<td></td>
<td>Present</td>
<td></td>
</tr>
<tr>
<td>Arin Streeter</td>
<td></td>
<td>Present</td>
<td></td>
</tr>
<tr>
<td>Sam Maynard</td>
<td></td>
<td>Present</td>
<td></td>
</tr>
<tr>
<td>Mary Nietling</td>
<td></td>
<td>Present</td>
<td></td>
</tr>
<tr>
<td>Jim Johnson</td>
<td></td>
<td>Present</td>
<td></td>
</tr>
<tr>
<td>Jeff Branham</td>
<td></td>
<td>Present</td>
<td></td>
</tr>
<tr>
<td>Andrea Kupfer</td>
<td></td>
<td>Present</td>
<td></td>
</tr>
</tbody>
</table>

3. **APPROVAL OF MINUTES**

**Motion To:** approve the minutes of the November 14, 2019 and May 20, 2020 regular meetings of the Public Property Naming Committee

Ben Ream moved to approve these minutes, and Amy Midis seconded the motion. On unanimous roll-call vote, the motion to approve these minutes carried with Arin Streeter abstaining.

**RESULT:** APPROVED [11 TO 0]

**MOVER:** Ben Ream

**SECONDER:** Amy Midis

**AYES:** Rider, Ball, Berry, Collins, Midis, Spangler, Neely, Brown, Ream, Maynard, Nietling

**ABSTAIN:** Arin Streeter
4. REQUESTS

a. A request to add the name "BlueCross Healthy Place at Morningside Park" to a portion of Morningside Park.

Discussion:

Sheryl Ely, Director of Parks and Recreation, and Keith King, BlueCross BlueShield of Tennessee

Public speaker:

George Kemp 4412 Mildred Dr

Discussion:

Scott Wilson, BlueCross BlueShield of Tennessee; Mary Nietling, Ms. Ely, Bryan Berry, Committee Chair Lauren Rider, Amy Midis, Jim Johnson, Ronnie Collins, Ben Ream, Arin Streeter, and Chelsea Johnson, BlueCross BlueShield of Tennessee

Amy Midis moved to approve the signage BlueCross Healthy Place at Morningside Park. Ben Ream seconded the motion.

Discussion:

Mr. Streeter, Mr. Collins, Jonathan Ball, and Jim Johnson

On roll-call vote, the motion to approve the motion carried eight to two with one abstention and one absent.

Jack Nelly had left the meeting by the time the vote was taken in this matter.

RESULT:  APPROVED BY PPNC [8 TO 2]  
MOVER:  Amy Midis  
SECONDER:  Ben Ream  
AYES:  Rider, Ball, Berry, Collins, Midis, Spangler, Ream, Maynard  
NAYS:  L. Sam Brown, Arin Streeter  
ABSTAIN:  Mary Nietling  
ABSENT:  Jack Neely  
Next: 10/6/2020 6:00 PM
Committee Chair Lauren Rider provided an update on the street renaming of Hensley Drive between Kim Watt Drive and the dead end of Hensley Drive to Layla Gael Drive. She stated that this committee will not have a role in considering official street renaming requests. This was on account of an ordinance amendment made by City Council in June.

City Recorder Will Johnson addressed a report from the Engineering Department concerning the actual costs of producing signs for an honorary street name. He reported that the costs for a set of two signs was $186.08. Committee Chair Rider reminded the committee that the fee is $262.00.

5. ADJOURNMENT

The meeting was closed at 5:54 PM.

____________________________
Presiding Officer of the Committee

______________________________
City Recorder
# Public Properties & Facilities Naming Application

**Jurisdiction:** City Council District Sixth  
**Date Filed:** 9/14/2020  
**Fee Paid:**  
**Application No.:**  
**Name of Applicant:** City of Knoxville Parks & Recreation  
**Address of Applicant:** 5930 Lyons View Pike, Knoxville, TN 37919

### Public Property and Facility Re-naming:

**Present Property/Facility Name:** Morningside Park  
**Proposed Property/Facility Name:** Addition of signage saying BlueCross Healthy Place at Morningside Park  
**Location of Property/Facility Proposed for Renaming:**  
1600 Dandridge Avenue  
Knoxville, TN 37915

**Reason for Proposed Naming:**

This is not truly a renaming of the park but rather the addition of signage that says "BlueCross Healthy Place at Morningside Park" and branding on the donated premises, with signage and stamps on equipment titled "BlueCross Healthy Place." The non-profit BlueCross BlueShield Foundation will donate over $5,000,000 in equipment and improvements to the Morningside Park and requested the signage, acknowledging the considerable donation and to provide consistent branding with similar parks across the state. This donation meets the criteria of Knoxville City Code 2-777 as an important contribution to the community by the private foundation and aligns with one of the Mayor's four core values for providing healthy and connected neighborhoods. The BCBS Foundation is making significant impacts across the state, with recent donations of park improvements in the cities of Memphis, Chattanooga, Kingsport, Huntland, and Nashville, and planned donations for another $7.5M next year across the state. Please see attached for further details on the planned improvements.

[ ] Have met all criteria required for re-naming (Please check)

### Public Property and Facility Naming:

**Proposed Property/Facility Name:**  
**Location of Property/Facility:**

[ ] Have met all criteria required for naming (Please check)

---

All correspondence relating to this application should be sent to:

**Sheryl Ely and Penny Owens**  
**sely@knoxvilletn.gov & powens@knoxvilletn.gov**  
**215-1709 or 215-2062**

**Full Name**  
**Street Address, City, State, Zip Code**  
**Phone / Fax**

Application accepted by:  
**Date:** 9-14-2020
BlueCross BlueShield of Tennessee Foundation is an Independent Licensee of the Blue Cross Blue Shield Association
The BlueCross Foundation focuses 75% of its giving on the BlueCross Healthy Place program, which develops spaces that help Tennesseans connect, foster community and enjoy healthy activity.
Project Priorities

- Free and open to all
- Projects that work in urban and rural areas
- Create sustained and significant impact over time
- Encourage fitness and activity
- Create space for community connections
Eligibility Criteria

- Government entity (e.g., city, county, state) or non-profit organization
- Free and open to public in Tennessee communities
- Exclusive BlueCross Healthy Place branding and naming
- Legal titleholder of the property with full approval to execute the project
- Seek community input on the project before proposal submission
BlueCross Healthy Place Branding

The branding and naming of each BlueCross Healthy Place has been a key element for eligibility since the inception of the program in 2017.

This requirement is important for the visual uniformity of each project across the state, simplification of locating completed projects, and is used to project quality to park goers.
BlueCross Healthy Place: Naming

Designed to help park goers recognize that they are visiting a BlueCross Healthy Place while maintaining and respecting the original park name.
BlueCross Healthy Place: Branding

BlueCross Healthy Place built-in branding is consistent in each location.

At the entrance of each location the BlueCross Healthy Place arch welcomes visitors. Although the amenities within each park may be different, the color scheme and logo presence means the visitor can expect an exceptional experience.
BlueCross Healthy Place: Locations

Uniformity in BlueCross Healthy Place naming will help park goers identify and locate parks across the state without knowing the specific name of each park.

As the program grows, the BlueCross Foundation plans to launch a mobile app that Tennesseans can use to locate BlueCross Healthy Places as they travel throughout the state.
<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Contracting</th>
<th>Announcement</th>
<th>Ground Breaking</th>
<th>Opening</th>
<th>Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>Memphis</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td></td>
<td>Kingsport</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td></td>
<td>Huntland</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td></td>
<td>Henry Horton</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td></td>
<td>Chattanooga</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nashville</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Knoxville</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

BlueCross Healthy Place Projects

Packet Pg. 15
Current BlueCross Healthy Place Projects

- **2020 Project**
  - Nashville: $6,360,000
  - Henry Horton: $720,000
  - Huntland: $936,000
- **Project Underway**
  - Kingsport: $300,000
- **Project Completed**
  - Knoxville: $5,520,000
  - Chattanooga: $5,040,000

10 additional projects will be added in 2021
Current proposed new park assets:

- Ages 2-5 playground
- Ages 5-12 playground
- Multi-purpose field and bleachers
- Two community pavilions
- Challenge course
- 40-yard dash
- Fitness Station
- Walking trail
- Restroom facility
Thank you