Pursuant to Governor Bill Lee’s Executive Orders Nos. 16 & 60, this meeting will be conducted electronically. There will be no physical location for the meeting. Members of the public can watch the meeting on Community Television of Knoxville either streaming on its website or on broadcast television:

www.ctvknox.org

- Xfinity (Comcast) – channel 12
- Charter (Spectrum) – channel 193
- Wow! (Knology) – channel 6
- AT&T U-verse – channel 99

Persons wishing to speak to the above request must register with the City Recorder’s Office either by telephone or email before 3:30pm on the day of the meeting they wish to speak. The City Recorder’s Office will ask for contact information in order that they can connect to the Zoom meeting.

City Recorder’s Office:

T: 865-215-2075 E: wjohnson@knoxvilletn.gov

1. **CALL TO ORDER**

2. **ROLL CALL**

3. **APPROVAL OF MINUTES**

   Thursday, November 14, 2019

   Wednesday, May 20, 2020

4. **REQUESTS**

   a. A request to add signage at Morningside Park saying BlueCross Healthy Place at Morningside Park.

5. **ADJOURNMENT**
AGENDA SUMMARY  A request to add signage at Morningside Park saying BlueCross Healthy Place at Morningside Park.

COUNCIL DISTRICT(S) AFFECTED
6th District

BACKGROUND
See Application

OPTIONS
Approve
Deny
Postpone

RECOMMENDATION
n/a

ESTIMATED PROJECT SCHEDULE
n/a

PRIOR ACTION/REVIEW
n/a

FISCAL INFORMATION
n/a

ATTACHMENTS:
- BlueCross Healthy Place at Morningside Park  (PDF)
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 selly@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.
# BlueCross Healthy Place Projects

<table>
<thead>
<tr>
<th>Year</th>
<th>Memphis</th>
<th>Kingsport</th>
<th>Huntland</th>
<th>Henry Horton</th>
<th>Chattanooga</th>
<th>Nashville</th>
<th>Knoxville</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>CONTRACTING</td>
<td>ANNOUNCEMENT</td>
<td>GROUND BREAKING</td>
<td>OPENING</td>
<td>COMPLETED</td>
<td>CONTRACTING</td>
<td>ANNOUNCEMENT</td>
</tr>
<tr>
<td>2019</td>
<td>CONTRACTING</td>
<td>ANNOUNCEMENT</td>
<td>GROUND BREAKING</td>
<td>OPENING</td>
<td>COMPLETED</td>
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<td>OPENING</td>
<td>COMPLETED</td>
<td>CONTRACTING</td>
<td>ANNOUNCEMENT</td>
</tr>
</tbody>
</table>
Current BlueCross Healthy Place Projects

- **2020 Project**: Kingsport
  - $300,000

- **Project Underway**
  - Nashville
    - $6,360,000
  - Henry Horton
    - $720,000
  - Huntland
    - $936,000
  - Chattanooga
    - $5,040,000

- **Project Completed**
  - Knoxville
    - $5,520,000

- **Memphis**: $5,400,000

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