

From: Nate Welch [mailto:sweber@siouxfalls.com]

Sent: Tuesday, September 27, 2011 4:56 PM

Subject: YPN Steering Committee- we need your vote!

Hello Steering Committee!

First off, I want to say how extremely proud of everyone I was this last week. Even if you weren't able to attend, the YPN Crossroads event was a huge success. One of the reasons why, is the constant leadership we have from the entire Steering Committee. If you haven't had a chance, an [Argus Leader Editorial](#) strengthens the notion that the YPN is becoming a significant organization representing the future of Sioux Falls, in this community. So, THANK YOU! (except for Dan Menke, who was in Vegas. Jk)

Now.

As everyone knows, the event center election is coming up in November (I think just over 40 days away). I know we all have had opinions, Lord knows I've shared mine with anyone who would act like they were listening, but I see this as a great opportunity for the YPN to help lead the way in a great turnout for this important election. Many have expressed interest in having the YPN get more involved and help lead, and I think this is a great chance for us to do just that.

We met with some people from the city to help understand the different resources and information the city has, the difference between the city talking about the event center and the Build it Now organization. Also, in the meeting it was expressed and completely understood that if the YPN were to support this, one main component is our individuality. (no body is pulling our strings) J

After the meeting, Sara and I met to discuss some actions steps we would like to take.
(pay attention, cause I'm going to ask for feedback after)

1. We would like to hold a press conference coming out publicly that the YPN is supporting the building of the event center. (same type of an endorsement that the chamber has already done.)
 - a. **HERE/NOW** - We will promote that the YPN believes this to be a good thing for Sioux Falls to move forward and keep/attract YP's to our area.
 - b. **VOTING** - We will (as an organization) *endorse* voting "yes" on the event center, but *insist* voting is the most important action, no matter what.
 - i. We will do this by challenging 100% participation from YPN members (who are in the City of Sioux Falls) to vote in this election.
 - c. **MOBILE VOTING** - We will offer absentee voting at EVERY YPN EVENT from NOW, until election day.
 - i. This means we will have a notary at each event and people can fill out the absentee form that sends an absentee ballot to you!!
 - d. **UNDERSTAND** - We are playing around with the idea of possibly holding the press conference downtown, even near the downtown proposed event center site. The message we would send with that is: "sure many of us (younger generations) wanted and preferred it to be downtown, but just because we don't get exactly what we want doesn't mean we sit out and complain". While we know we are *only* one vote, and a majority preferred and chose the Arena site, we know we are *still* one vote and our vote needs to be heard. Some of us may have chosen a different spot, but it doesn't mean our only choice is all we'll choose. - (*still working on the exact language of this, as it could be a great thing if we say it right*)
2. We will spend some of our Plug-In SF money to pay for radio ads spreading this supportive message and even more so, a message for people to go out and vote on the issue.
3. Offer e-mail communication to YPN Members on how they can help if they would like to help Build it now spread their message.
 - a. We will make clear to the Build it Now organization we are happy to off help (by endorsement, encouragement and involvement) from our members, but we are still going to keep our individuality of the YPN. That means we want to help in their message, but be sure to give the message OUR VOICE.

Here's what I'm asking from you:

1. Logistically we don't have to actually vote as a steering committee, but given the magnitude of this opportunity and the process in which we are supporting, I see it fitting we hear from ALL STEERING COMMITTEE members and get a majority vote to pass our suggestions and actions.
 - a. Please reply with YES - NO - Comments are always welcome!
2. **PLEASE COME TO THE PRESS CONFERENCE ON THURSDAY at 10:00 in the Chamber's Conference Room. Please invite more YPN members to attend too. Please let us know if you are able to make it.**

Thank you all for your support and leadership!
(and time reading this long email!)

PLEASE REPLY WITH YOUR VOTE NOW!

Nate Welch

YPN Chairman