

New Park Naming Contest and Recommendation

PRG Advisory Committee recommendation April 15, 2024

Purpose

- Provide background information about the naming contest process for Oasis park site
- Explain decision-making process used by Parks, Recreation & Golf Advisory Committee
- Present name recommendation for Oasis park site to Council for consideration



Background

- Council policy #CP-7 states that it is the intent of Council to provide an organized and uniform process for naming of city facilities
- Council has delegated recommendation authority to Parks, Recreation & Golf Advisory Committee
- City Council has final approval on naming city facilities

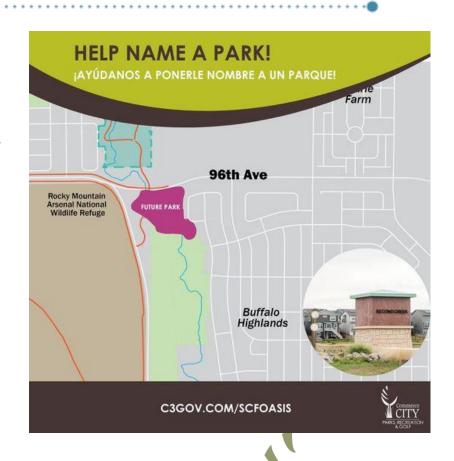
Naming Contest

- PRG staff worked with Community Relations staff to launch a naming contest for the Oasis Park site
- The public was encouraged to submit naming ideas
- Contest promoted through a variety of channels throughout January 2024.



Contest Promotion

- Targeted outreach to park neighborhood
 - Neighborhood social media accounts
 - Email distribution
- City Facebook
- PRG Facebook
- PRG Instagram
- Nextdoor
- City Website
- Connected Newsletter



Commerce

Results of Community Outreach

- 36 unique name recommendations submitted (plus name variations and duplicate name entries)
- 53 residents submitted names



PRG Advisory Committee Timeline

February 20, 2024

- The full list of name entries was given to the committee to review
- After discussion, the Committee decided to do an anonymous vote February 23, 2024
- PRG staff sent a survey to all Committee members, allowing members to vote for up to three names

March 1, 2024

Voting closed

March 19, 2024

 Results of the vote were announced to the Committee and the Committee accepted the winning name



Recommendation

The Parks, Recreation & Golf Advisory Committee recommends

Black-Footed Ferret Park



Next Steps

- City Council to discuss name recommendation in accordance with Council Policy #CP-7
- Options:
 - Endorse name and advance to future Council meeting for action
 - Amend name
 - Alternative name



Recommendation

Black-Footed Ferret Park





Discussion/Questions