



# New Park Naming Contest and Recommendation

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PRG Advisory Committee recommendation April 15, 2024

# Purpose

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- 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

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- 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

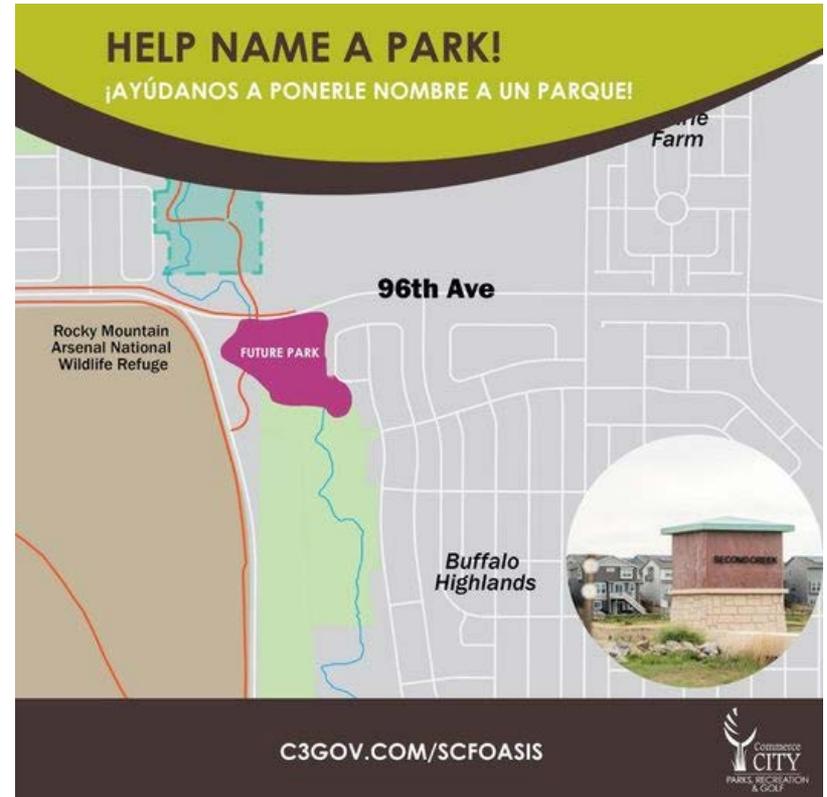
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- PRG staff worked with Community Relations staff to launch a naming contest for the Oasis Park site
- The public was encouraged to submit naming ideas
- Contest promoted through a variety of channels throughout January 2024.



# Contest Promotion

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



# Results of Community Outreach

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



# PRG Advisory Committee Timeline

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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

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The Parks, Recreation & Golf Advisory  
Committee recommends

**Black-Footed Ferret Park**



# Next Steps

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- 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





# Discussion/Questions

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