



Agenda Item C.2
DISCUSSION/ACTION ITEM
Meeting Date: September 4, 2018

TO: Mayor and Councilmembers

FROM: Vyto Adomaitis, Director of Neighborhood Services & Public Safety

CONTACT: JoAnne Plummer, Parks and Recreation Manager

SUBJECT: Park Naming Contest for Hollister/Kellogg Park

RECOMMENDATION:

- A. Authorize staff to execute a “Naming Contest”, to seek public input and suggestions for naming the new park in Old Town Goleta.
- B. Authorize the Parks and Recreation Commission to review naming contest submissions for a final recommendation to the City Council after the Standing Naming Committee has reviewed contest submissions for compliance with the City’s Naming Policy and identified five finalists.

BACKGROUND:

The City is currently constructing a new park 3.98 acre park in Old Town Goleta. The park parcel located at 170 South Kellogg Avenue is currently known as Hollister/Kellogg Park due to its proximity to the nearby intersection of those two streets. Throughout the years, there have been discussions about what to name this park, and some even began to call it Old Town Park since it is in Old Town Goleta. This is the largest new park being developed in the City’s history.

As the park project nears completion and as park policies are developed and signs are being ordered, the need for this new park to have an official name should be considered.

DISCUSSION:

In the fall of 2010, the City Council addressed the need for policies and procedures for the naming of City facilities. In September of that year the City Council adopted Resolution No. 10-43 establishing a “Standing Naming Committee” that consists of two members of the City Council and two city residents to be appointed annually by the Mayor and ratified by the City Council. Mayor Perotte and Mayor Pro Tem Kasdin are currently appointed to this committee, however to date there has not been a need to appoint public members to this committee, until now.

In November of 2010, the City Council adopted Resolution No. 10-54 establishing "A City of Goleta Parks and Facilities Naming Policy". This resolution indicates that the Standing Naming Committee will review naming requests to ensure compliance with the terms of the policy and make naming recommendations to the Council for approval.

The park project has been anticipated by the residents of Old Town for a very long time and community residents have been very active in developing this property and choosing the amenities that will be placed at this site. To continue engaging the local community with this significant project, a proposed "*Park Naming Contest*" has been developed for Council consideration. A copy of the proposed process and guidelines is provided in Attachment 1 to this report. If approved, the contest would run from September 5 through September 20, 2018. The public would have the ability to submit naming suggestions in both in English and Spanish, either online or with written submissions.

Staff is requesting that City Council consider a modification to the naming process outlined in the City's Naming Policy by adding a naming contest and review of the contest submissions by the Parks and Recreation Commission. The recommended process would proceed as follows:

- Step 1: The naming contest would kick off and members of the public would submit their ideas for park names by September 20, 2018.
- Step 2: The Mayor would select two members of the public to serve on the Naming Committee, and said selection would be ratified by the City Council.
- Step 3: The Naming Committee, including the two public members, would review contest entries to confirm they are compliant with existing policy and recommend the top five finalists for consideration by the Parks and Recreation Commission.
- Step 4: The Parks and Recreation Commission would review the finalists, receive public input and make a recommendation to the City Council at the regular meeting of October 3, 2018. The final recommendation, along with the other finalists would be presented to the City Council at their regular meeting on October 16, 2018.

Staff is seeking Council's direction on the proposed amended process. Adding the input from the community through a naming contest, and engaging the Parks and Recreation Commission in the section process is recommended to increase community engagement and transparency in the naming of this important recreation facility.

FISCAL IMPACTS:

While there is no fiscal impact associated with the requested action, delaying the determination of a name for this park may result in fiscal impacts in the procurement of park signage in a timely manner.

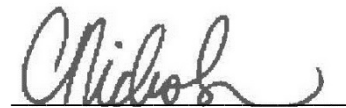
ALTERNATIVES:

The City Council could take no action at this time, or could choose not to authorize a contest to solicit ideas for naming the park site currently under development or include the Parks and Recreation Commission in the naming process, and could task the Standing Naming Committee with providing a recommended park name for Council consideration.

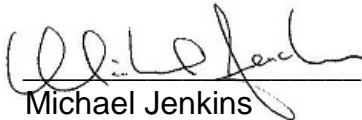
Reviewed By:

Legal Review By:

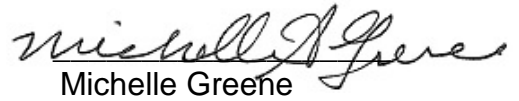
Approved By:



Carmen Nichols
Deputy City Manager



Michael Jenkins
City Attorney



Michelle Greene
City Manager

ATTACHMENTS:

1. City of Goleta Park Naming Contest Details

ATTACHMENT 1:

City of Goleta Park Naming Contest Details



CITY OF GOLETA

PARK NAMING CONTEST



The City of Goleta is excited that Hollister/Kellogg Park is underway and will be open early in the Spring of 2019. The new park, the first large park developed by the City of Goleta, is located at 170 South Kellogg Avenue. This park will be complete with open space, picnic shelters, playground structures, walking paths, game tables, skate plaza and more. We are asking you for your input on what we should name this exciting, new park.

To participate, follow these quick, easy steps!

- View the design of the new park, and get your creativity flowing with one simple click ([CLICK HERE](#)).
- Submit via [surveymonkey.com](#) ([CLICK HERE](#)) a name suggestion with a brief explanation as to why it is the best name for this park.
- Entry ideas will be reviewed by the City of Goleta's Parks & Recreation Commission at their regular meeting on October 3, 2018. The top five (5) ideas will be chosen and presented to the Goleta City Council on October 16th for final selection.
- Finalists will receive gift cards to local businesses. The runner-up, if applicable, will receive a \$25 card and the winner will receive a \$75 card. In the case of duplicate entries, the first entry to be received will be recognized.
- Student groups are encouraged to participate. If a group entry is chosen, the award will go to the group's affiliated school or organization.
- Participants can also submit their entry by mail or in person to Goleta City Hall at 130 Cremona Drive, Suite B, Goleta, CA 93117 ATTN: Park Naming Contest
- The entry deadline is 5:00 p.m. on Thursday, September 20, 2018.

SURVEY MONKEY

CITY OF GOLETA PARK NAMING CONTEST!

Construction is underway on Goleta's newest community park located at 170 South Kellogg Avenue! This park was designed to enhance the quality of life for the entire community. It includes several exciting features including a skate plaza, walking paths, basketball courts, picnic areas, playground equipment and more. We would like your input on what we should name this exciting new park. The naming contest is open to all Goleta residents.

Please submit your idea for the new park name.

Please submit a BRIEF explanation as to why your idea is the best name for this park facility.

In order for us to contact you, please provide us with your:

Name

Email Address

Primary Phone Number

Street Address

Thank you for your participation! Your creative idea will be reviewed and considered at the October 3rd meeting of the Parks & Recreation Commission at 6:00 p.m.

For any questions, please contact JoAnne Plummer, Parks & Recreation Manager, at 805-562-5505 or email jplummer@cityofgoleta.org.

City of Goleta Park Naming Contest

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Your idea for the new park name: _____

A BRIEF explanation as to why your idea is the best name for this park facility:

Name: _____

Email: _____ **Phone:** _____

Address: _____ **City:** _____

Your creative idea will be reviewed and considered at the October 3rd meeting of the Parks & Recreation Commission at 6:00 p.m. The top five ideas will be chosen and presented to the Goleta City Council on October 16th for final selection.

Finalists will receive gift cards to local businesses. The runner up, if applicable will receive a \$25 card and the winner will receive a \$75 gift card. In the case of duplicate entries, the first entry to be received will be recognized.

Groups are encouraged to participate! If a group entry is chosen, the award will go to the group's affiliated school or organization. Entries will also be received in person or by mail at City Hall.



Questions?

Contact: JoAnne Plummer
Parks & Recreation Manager
805-562-5505
jplummer@cityofgoleta.org

