



Agenda Item C.4
DISCUSSION/ACTION ITEM
Meeting Date: March 3, 2021

TO: Parks and Recreation Commission

FROM: Jaime Valdez, Interim Director of Neighborhood Services and Public Safety

CONTACT: JoAnne Plummer, Parks and Recreation Manager

SUBJECT: Recreation Amenity Naming Contest

RECOMMENDATION:

Consider a recommendation to the City Council to conduct a naming contest, soliciting naming suggestions from the community for the playable butterfly to be installed at Berkeley Park.

BACKGROUND:

The City of Goleta is currently soliciting bids for the installation of play and/or fitness equipment at four parks in Goleta. At Berkeley Park, the neighboring residents had requested climbable elements to replace the old equipment that was previously removed, as well as the replacement of the toddler area.

Through the equipment selection process, the vendor had proposed a climbable feature and the City chose this feature to be a Monarch Butterfly for the toddler area. As the installation of this equipment nears, the idea of providing a name for this unique recreation element surfaced.

DISCUSSION:

To develop a name for this addition to Berkeley Park, staff is recommending that a *"Butterfly Naming Contest"* be conducted. A process and regulations have been developed which are listed in Attachment A. If supported, and approved by the City Council, the contest would run for two weeks from March 17 – March 31, 2021. Submissions will be available in English and Spanish online and with handwritten submission options.

In September of 2010, 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. In November of 2010, the City Council adopted Resolution No. 10-54 establishing "A City of

Goleta Parks and Facilities Naming Policy". In this resolution, it indicates that the Naming Standing Committee will review requests to ensure compliance with the terms of the policy and make naming recommendations to the Council for approval.

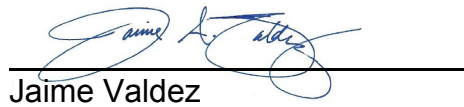
As the solicitation of entries concludes, the steps for this process will be as follows:

- Staff will provide the list of entries to the Parks and Recreation Commission at their regular meeting of April 7, 2021 for public input, review and selection of two to five finalists
- Finalists will be recommended to the Naming Standing Committee for consideration
- Naming Standing Committee will review and make a final recommendation for selection
- Staff will bring forward the recommendation of the Naming Standing Committee to the City Council for consideration
- City Council will make the final determination on the name for Goleta's first climbable Monarch Butterfly

FISCAL IMPACTS:

The only fiscal impact for this project will be cost of the gift cards for the finalists, resulting in a charge of \$200 to be paid out of current operating supplies.

Reviewed By:

A handwritten signature in blue ink, appearing to read "Jaime Valdez", is written over a horizontal line.

Jaime Valdez
Interim Neighborhood Services
and Public Safety Director

ATTACHMENTS:

1. City of Goleta Park Naming Contest Details

ATTACHMENT 1

City of Goleta Butterfly Naming Contest Guidelines



CITY OF GOLETA

NAME THE MONARCH CONTEST

The City of Goleta is excited to install the first ever climbable Monarch Butterfly at Berkeley Park this spring. This park location will receive a new climbing structure as well as new equipment for younger children, including a climbable Monarch Butterfly, who needs a name!

We are asking the community for their input on creating a fitting name for this creative recreation feature.

Just follow these quick, easy steps!

- Participants are invited to view the butterfly, and get your creativity flowing with one simple click ([CLICK HERE](#)).
- Participants are then invited to submit via [surveymonkey.com](#) ([CLICK HERE](#)) a name suggestion with a brief explanation as to why it is the best name for this butterfly.
- Entry ideas will be reviewed by the City's Parks and Recreation Commission and the City's Naming Standing Committee with a final recommendation presented to the Goleta City Council for selection.
- The naming contest is not designed to pay tribute or respect to any one individual in the community, but rather provide a community activity to come up with a fun name for a new recreation amenity.
- Finalists will receive gift cards to local businesses in the amounts of \$25 for the runner(s)-up if applicable, and \$75 for the winner. In the case of duplicate entries, the first entry to be received will be recognized. The number of finalists will be two to five, determined during the review process by the Parks and Recreation Commission.
- 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 may also submit their entry by mail to Goleta City Hall at 130 Cremona Drive, Suite B, Goleta, CA 93117 ATTN: Butterfly Naming Contest
- The competition period is from Wednesday, March 17 – Wednesday, March 31, 2021. Results will be reviewed by the Parks and Recreation Commission at their regularly scheduled meeting on Wednesday, April 7, 2021.



SURVEY MONKEY

BUTTERFLY NAMING CONTEST

Playground equipment replacement is underway at four different parks, designed to enhance the quality of life for the entire community. The construction phase will install a new recreation feature, a large Monarch Butterfly, at Berkeley Park, and we want your help in suggesting a name for this unique recreation feature. The naming contest is open to all Goleta residents.

Please submit your name idea for the new Butterfly at Berkeley Park

Please submit a BRIEF explanation on why your idea is the best name for this recreation feature.

Your Full Name

Your Email Address

Daytime Phone Number

Your Street Address

Thank you for your participation. Your creative idea will be reviewed and considered at the by the City's Naming Committee and the Goleta City Council.

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