

MEMORANDUM

To: Mayor and City Council Members
Doug Faseler, City Manager

From: Scott Packard, Public Information Officer

Subject: Public Process to Name New Community Park

Date: July 15, 2014

As a result of voters passing the November 2013 bond package, ground will soon be broken on a new 47-acre community park on what is commonly called the Hoermann property on the west side of Seguin. The park needs a name. I suggest the park name come from the public that approved the funds to build it. A three phase approach could be used. The City could solicit names from the public, city council could then narrow down the suggestions to a smaller list, and that list could then be put up for a public vote.

Step 1: The City would accept public suggestions during a two-week period of time. Suggestions would be submitted via e-mail, phone call (voicemail) or in-person at City Hall. Suggestions would have to meet the City of Seguin criteria for naming a public facility. I suggest requiring people to submit their name and contact information with their suggestions.

Step 2: City Council would narrow the suggestions down to 3-5 finalists. The narrowed down list of names would then be put to a public vote.

Step 3: The public would vote from the narrowed down list to decide the park's name. Votes could be solicited during a two-week period via e-mail, phone call (voicemail) or in-person at City Hall. The winning name would then need to be approved by city council. The person who submitted the winning name would be recognized in city communications, at a council meeting and at the park opening ceremony.

I recommend this process to allow the public to be involved in the naming of the new community park they approved.