Consideration of Naming the Recreation Center and Renaming Traffic Way Park

(Selection of names for the Traffic Way Park and the Recreation Center from the list provided by the sub-committee.)

RECOMMENDATION:

Council review the Parks and Recreation Commission’s top five suggested names for each facility, and provide direction on the naming of the facilities.

DISCUSSION:

Background: The Parks and Recreation Commission formed a sub-committee to come up with ideas and suggestions for the naming of the new Recreation Center and renaming Traffic Way Park. Commissioner Sandy Jack chaired the committee comprised of former Commissioner Bill Ausman and youth representative, Paige Buck-Moyer. The sub-committee decided to hold a contest to solicit proposed names, and publicized the contest in the media. The Atascadero News helped to solicit entries for the naming of the facilities by running two different ads. Fliers were also sent to the schools to advertise the contest. Eighty-one (81) entries were received by the committee. Entries were accepted by mail and e-mail. There were thirty (30) different suggestions for parks names and twenty (20) names for the Recreation Center. The Parks and Recreation Commission has paired the list down to the top five names that they favored for each facility.

The names ranked in order of preference and suggested to the City Council by the Commission are as follows:

PARK NAME

A. COLONY PARK
B. Creekside Park
C. Mudhole Sports Field
D. The Sandlot
E. Traffic Way Park
RECREATION CENTER NAME

A. COLONY PARK RECREATION CENTER (or Community Center)
   B. Creekside Recreation Center (or Community Center)
   C. Colony Oaks Recreation Center
   D. Atascadero Recreation Center
   E. Atascadero Oaks Recreation Center

The names submitted all meet the guidelines in the City’s facility naming policy (Attachment “A”), with the possible exception of items C and D of the proposed park names. The staff suggests that “Recreation Center” be retained in the name for that facility, which follows the naming policy guidelines.

After reviewing each potential name for both facilities, the Council may choose from those names, select a different name not on the list, or leave the names for the facilities as “Traffic Way Park” and the Atascadero “Recreation Center.”

FISCAL IMPACT:

Signs are budgeted for the new Recreation Center building.

ATTACHMENTS:

Facility Naming Policy