



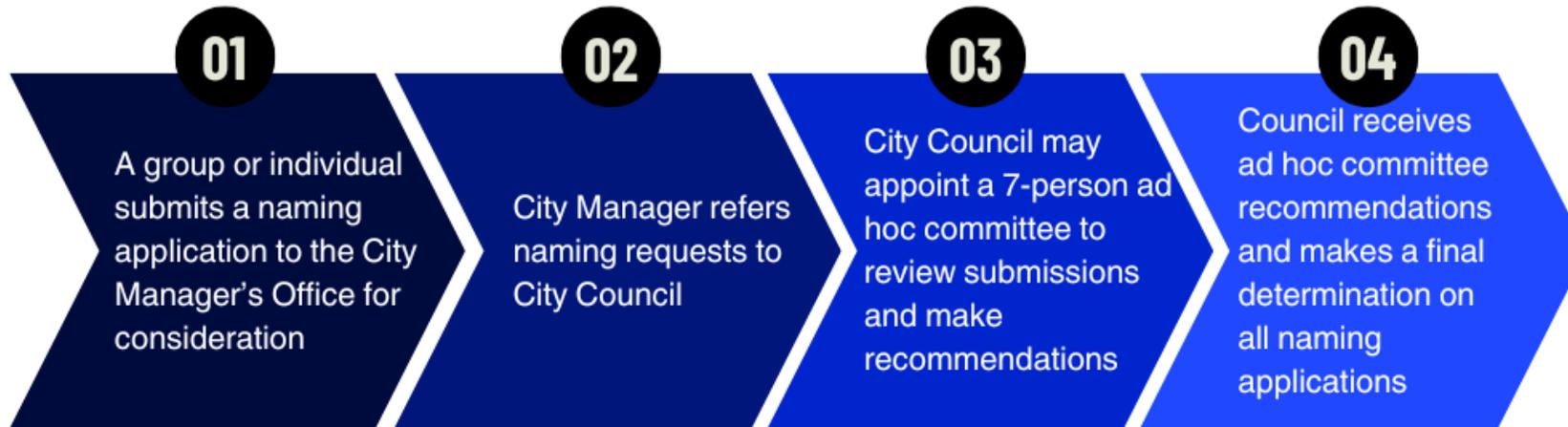
Parks Naming Applications

Denton Parks and Recreation

Background

- On October 20, 2020, City Council approved a set of updates to the Naming Policy Guidelines and Application Process.
- This process is for City buildings, City property, and City land. The naming policy discourages renaming properties that have been named by Council previously.
- In April 2021 City Council gave direction that Park Board review naming applications and provide recommendations as the policy-required ad hoc committee.

Naming Policy for Parks, Facilities, and other City Properties



Park Board directed to serve as ad hoc committee:

On April 6, 2021, Council gave direction that the Parks, Recreation and Beautification Board should serve as the ad-hoc committee, since it is an established 7-person board with opportunity for public input.

Additional policy notes:

Each City Council member must appoint one member to the 7-person committee, and 2 members of the ad hoc naming committee must be selected from impacted public boards.

Civic Center Naming Request



- Councilmember Byrd (District 1) submitted an application to change the name of the Civic Center to the Quakertown Community Center.
- CM Byrd and Parks and Recreation staff agreed to consider a compromise proposed name "Quakertown Civic Center" may be more appropriate
- This name change would commemorate Historic Quakertown and maintain the distinctiveness and name recognition for the Civic Center facility.
- Park Board unanimously recommended approving this naming request (5-0).

External Naming Request

Day Labor Site



- Submitted by Dr. Rudy Rodríguez, former Denton ISD trustee and professor at TWU and UNT.
- Seeks to name Denton Day Labor Site after Emilio “Popo” González, a founding member of *Familia Unidas* and Denton’s first LULAC (League of United Latin American Citizens) chapter.
- Park Board unanimously recommended approving this naming application (5-0).

External Event Naming Request

Juneteenth Softball Tournament

- David Martin of the North Texas Umpire Association submitted an application to change the name of the Juneteenth Softball Tournament
- New name suggestion: "John Royster Juneteenth Softball Tournament" to honor Mr. Royster, who was a long-serving softball umpire who was awarded Umpire of the Year by USA Softball of Texas in 2019. Mr. Royster passed away in March 2022.
- Juneteenth Celebration organizers *are not in favor* of the Change, but are open to some gesture to honor Mr. Royster
- There is no provision in the naming policy for naming programs or events.
- Park Board members unanimously recommended **denying** the name change application (5-0).



Engagement

- **Public Input Meeting: January 9, 2025**
- **Relevant Stakeholder Connections**
 - **SEDNA - February 25, 2025**
 - **Juneteenth Organizers (by phone)**
- **Park Board Meeting: August 4, 2025**
- **City Council Presentation: November 18, 2025**
- **Discuss Denton Page Created: November 21, 2025**
- **Email to Neighborhood Groups: November 24, 2025**
- **Citywide Nextdoor Post: November 24, 2025**
- **Parks and Recreation Facebook Post: December 1, 2025**
- **News Flash Press Release: December 4, 2025**
- **DRC Article: December 8, 2025**
- **Public Input Meeting: December 15, 2025**

Results of Public Engagement

Park Board Spoken Comments – August 4, 2025		
In Favor of Application	YES	NO
Civic Center	1	0
Day Labor Site	6	0
Juneteenth Tournament	0	0

Online Form Public Input		
In Favor of Application	YES	NO
Civic Center	13	10
Day Labor Site	16	7
Juneteenth Tournament	17	6

Public Meeting Feedback Forms– Dec. 15, 2025		
In Favor of Application	YES	NO
Civic Center	11	2
Day Labor Site	8	4
Juneteenth Tournament	2	11

Public Meeting Spoken Comments - Dec. 15. 2025		
In Favor of Application	YES	NO
Civic Center	9	1
Day Labor Site	2	0
Juneteenth Tournament	0	2

Staff Recommendations / Next Steps

Resolutions on February 3 City Council Agenda

- **Civic Center Naming Request**
 - Staff recommends approving naming application for Quakertown Civic Center
- **Day Labor Site Naming Request**
 - Staff recommends approving naming application for Popo González Day Labor Site
- **Juneteenth Softball Tournament Naming Request**
 - Staff recommends denying naming application for John Royster Juneteenth Softball Tournament
- **Clarification of Direction for ad hoc Committee**
 - Should Parks, Recreation and Beautification Board continue to serve as ad hoc committee?

Questions?

