



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor

DATE: January 13, 2026

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding recent naming applications for the Civic Center (321 E. McKinney St.), Day Labor Site (301 Fort Worth Dr.), and Juneteenth Softball Tournament.

BACKGROUND

Summary of Current Naming Applications Under Consideration

Recently, the City of Denton Parks and Recreation Department received three naming applications for Park Board consideration. These applications relate to the Civic Center, Juneteenth Softball Tournament, and Denton Day Labor Site, respectively. Denton Parks and Recreation staff considers naming applications on a rolling basis, as soon as an actionable number of applications have been submitted.

Current City Naming Policy

Denton Parks and Recreation currently operates under an updated City of Denton naming policy for city buildings, facilities, land parcels, parks, and trails. This policy was adopted as Resolution 20-2001 and approved by the City Council on October 20, 2020 (see **Exhibit 1**).

The current policy discourages *renaming* parks, parks properties, and parks facilities that already have established, recognized names. The naming policy currently has no provision for naming programs or events. Additionally, the naming policy includes the following guidelines:

- To name a park after an individual that person must have been a resident of Denton in good standing and must have made an exceptional contribution to society at the local, state, national or global level.
- City properties may be named after individuals who died in honorable service to the City, State, or Nation, or who were known for profound contributions to humanitarian causes.
- City properties (or portions thereof) may also be named after foundations or organizations that have made a lasting and exceptional positive impact on life at the local, state, national, or international level
- City properties (or portions thereof) may also be named after organizations who have provided a unique and extraordinary contribution in support of developing all or a portion of a City building, facility, parcel of land, or other City property.

Under the naming policy, the City Council has the authority to establish an ad hoc committee to review submitted applications from individuals and organizations. In April 2021, the City Council tasked the Parks, Recreation and Beautification Board with the responsibility to review incoming naming applications. In its advisory role, the Park Board considers each naming applications and offers its recommendation. City Council makes the ultimate determination on all naming applications and is not bound by Park Board

recommendations. The Park Board considered each of these naming applications at its meeting on August 4, 2025.

Civic Center Naming Application

Councilmember Vicki Byrd submitted a naming application requesting that the Denton Civic Center name be changed to “Quakertown Community Center.” In her application, Councilmember Byrd speaks to the history of Quakertown – a vibrant African American community that was removed against residents’ wishes to make room for Quakertown Park. The application points out, as well, that the name change would be consistent with historical name changes at the park, specifically the decision in 2007 to change the park’s name from Civic Center Park to Quakertown Park to honor the historic community of Quakertown (see Ord. No. 2007-033). Additionally, CM Byrd’s application notes the presence Paula Blincoe’s brick mural, *Historic Quakertown*, located in the Civic Center lobby.

Parks and Recreation staff spoke with Councilmember Byrd about the possibility of naming the facility “Quakertown Civic Center.” Staff felt like this was a better naming option as the facility is not really a community center. Councilmember Byrd was amenable to the change and felt that Quakertown Civic Center would be an appropriate compromise that still met the goals of honoring the Quakertown community and its history at Quakertown Park. At the February meeting of SEDNA, the consensus was in favor of the “Quakertown Civic Center” name.

Park Board recommended approving this application for renaming at its August 4, 2025 meeting.

Day Labor Site Naming Application

This naming application was submitted by Dr. Rudy Rodríguez, a former Denton ISD trustee, UNT and TWU professor. Dr. Rodríguez requested naming the Denton Day Labor Site at 301 Fort Worth Drive after Emilio “Popo” González. Mr. González, along with his wife Lupe, founded *Familias Unidas* / Families United, a local organization dedicated to helping local Hispanic and Latino families. *Familias Unidas* eventually became the first local LULAC chapter. The couple were also deeply involved with various other local charities.

Popo González worked with the City to establish the current Day Labor Site at 301 Fort Worth Drive, and even approved on-site signage with his phone number, in case laborers ran into any problems and required assistance.

Park Board recommended approving the application at its meeting on August 4, 2025.

Juneteenth Softball Tournament Naming Application

The Juneteenth Softball Tournament is facilitated by Denton Parks and Recreation and takes place at Fred Moore Park on the Juneteenth Holiday. The current naming application, submitted by David Martin of the North Texas Umpire Association, asks to change the name of the softball tournament to “The John Royster Juneteenth Classic” to honor a long-serving umpire who passed away in March 2022. The submitted application notes John Royster’s years of service as a softball umpire and the fact that he was named 2019 Umpire of the Year by USA Softball of Texas. Royster’s service also included volunteering with Special Olympics events, local tournaments, and State Championships. The application speaks to the high esteem in which he was held by his colleagues and his generous spirit and sense of humor.

Organizers of the Juneteenth Celebration are not in favor of the suggested change. At the February 24, 2025, SEDNA (Southeast Denton Neighborhood Association) meeting, consensus was also against the name change.

The Park Board unanimously recommended denying this application at its meeting on August 4, 2025.

Public Input Process

Staff from the Parks and Recreation Department conducted a virtual meeting on January 9, 2025, explaining the City's naming policy, providing maps and contextual information for each application, and receiving input from members of the public. Additionally, on February 24, 2025, staff presented the naming applications at that evening's SEDNA meeting. At the August 4, 2025 Parks, Recreation and Beautification Board Meeting several public speakers provided input during the public comment portion of the meeting. The public input from that meeting is summarized below:

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

Staff initially presented each naming application to Council for consideration on November 18, 2025. At that meeting Council requested that City staff conduct additional public outreach.

Subsequently, Parks and Recreation staff created an online public input form to receive input on all three naming applications and held a meeting on December 15, 2025 at the Civic Center to receive public input about each application. City Staff emailed the form and meeting notice to a list of neighborhood associations across the city, and publicized both the form and public meeting on City social media and the Parks and Recreation newsletter.

The online input form received 23 responses as of December 16, 2025. The results of the online polling are below:

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

At the public meeting on December 15, 2025 ten (10) individuals chose to provide public comments. Their comments are summarized below:

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

At that same meeting fifteen (15) comment forms were filled out and returned to staff. Input from those forms are summarized below:

Public Meeting Comment Cards– December 15, 2025		
In Favor of Application	YES	NO
Civic Center	11	2
Day Labor Site	8	4
Juneteenth Tournament	2	11

In addition to public meetings, staff provided the following outreach efforts to solicit naming input:

- Email to Neighborhood Groups: November 18, 2025
- Discuss Denton Page Created: November 21, 2025
- Second 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

ESTIMATED SCHEDULE OF PROJECT

The names suggested in each naming application will come into effect when council approves the resolution corresponding to each naming item.

RECOMMENDATION

Staff recommends approving the Civic Center naming resolution, and the Day Labor Site resolution, and denying the Juneteenth Softball Tournament naming resolution, in line with Park Board's recommendation.

FISCAL INFORMATION

If a facility or park requires new signage as a consequence of naming, this will represent a new unbudgeted expense. Staff cannot guarantee that a sign will be constructed soon or even placed on the list of short-term park priorities, unless a funding source for new signage is identified.

EXHIBITS

Exhibit 1- Agenda Information Sheet

Exhibit 2- Resolution

Exhibit 3- Naming Policy

Exhibit 4- Blank Naming Application

Exhibit 5- Park Naming Presentation

Exhibit 6- Naming Applications

Respectfully Submitted:

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Prepared by:

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