



# City of Denton

City Hall  
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Denton, Texas  
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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Parks and Recreation

**ACM:** Christine Taylor

**DATE:** November 18, 2025

**SUBJECT**

Consider approval of a resolution of the City of Denton naming the Day Labor Site (301 Fort Worth Dr.) to the Popo González Day Labor Site; and providing an effective date. The Parks, Recreation and Beautification Board voted to recommend adoption (5-0).

**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 seek to rename the Civic Center, Juneteenth Classic Baseball Tournament, and Denton Day Labor Site, respectively. Denton Parks and Recreation 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 Ordinance 20-2001 and approved by the City Council on October 20, 2021 (see **Exhibit 1**). The changes to the naming policy were included I amendments to Chapter 25 of the Code of the City of Denton passed under Ordinance 21-2177 on October 19, 2021.

The current policy discourages *renaming* parks, parks properties, and parks facilities that already have established, recognized names. Additionally, the naming policy includes the following naming 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.

### ***Day Labor Site Naming Application***

This naming application was provided 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 and aid endeavors.

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.

### ***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 member of the public at the virtual meeting. Additionally, on February 24, 2025, staff presented the naming applications at that evening’s SEDNA meeting.

### **ESTIMATED SCHEDULE OF PROJECT**

Parks and Recreation staff will provide Park Board’s consideration of the naming applications to the City Council for their consideration and final determination. The naming applications will be presented to Council in March or April.

### **RECOMMENDATION**

Staff recommends naming the Day Labor Site the Popo González Day Labor Site in line with Park Board recommendations.

### **FISCAL INFORMATION**

If a facility or park requires new signage as a consequence of naming, this will be a new unanticipated, and 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 these features is determined.

### **EXHIBITS**

Exhibit 1- Agenda Information Sheet.

Exhibit 2- Resolution

Exhibit 3- Naming Policy

Exhibit 4- Blank Naming Application

Exhibit 5- Presentation

Exhibit 6- Day Labor Site Naming Application

Respectfully Submitted:  
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Prepared by:

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