



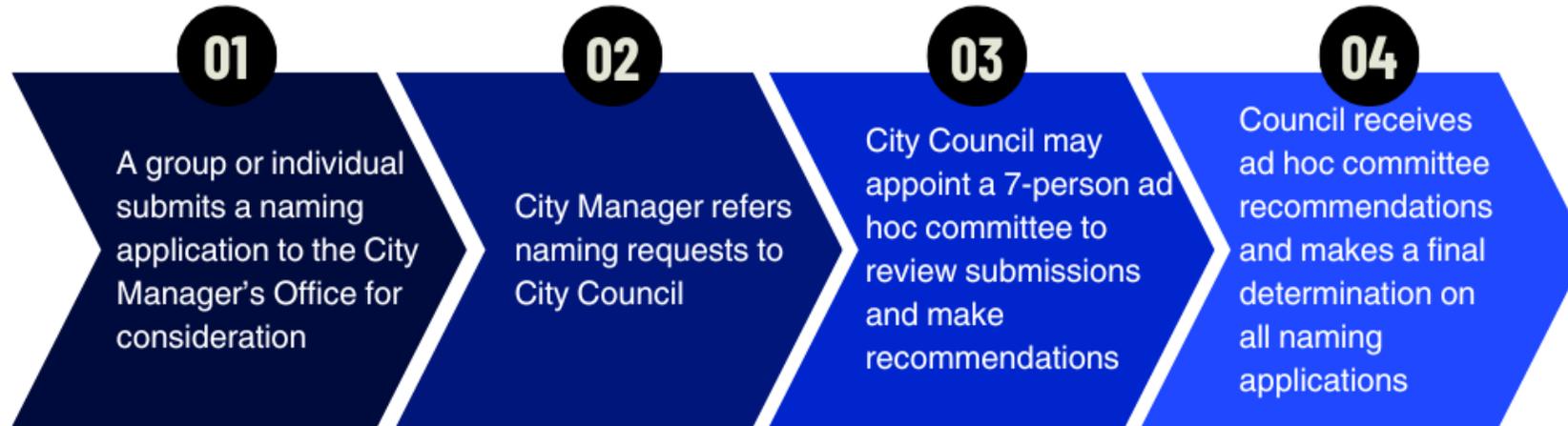
Parks Naming Applications

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

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

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 Spoken Comments - Dec. 15. 2025

In Favor of Application	YES	NO
Civic Center	9	1
Day Labor Site	2	0
Juneteenth Tournament	0	2

Combined Public Input Results

In Favor of Application	YES	NO
Civic Center	34	13
Day Labor Site	34	11
Juneteenth Tournament	19	19

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**
 - At the January 13, 2026 Work Session, Council gave direction that Park Board should serve as the ad hoc committee for naming requests. Staff will update the Naming Policy to reflect that.

Questions?

