



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: August 4, 2025

SUBJECT

Receive a report, hold a discussion, and take action regarding recent naming applications for the Civic Center, Day Labor Site, and Juneteenth Baseball 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 seek to rename the Civic Center, Juneteenth Classic Baseball Tournament, and Denton Day Labor Site, respectively. Each application will be explained in additional detail below. 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 a naming policy that was adopted in October 2020 with the passage of an updated City of Denton naming policy for city buildings, facilities, land parcels, parks, and trails. Parks and Recreation staff worked together with other City Staff to bring this policy before the City Council where it was approved and adopted as Ordinance 20-2001 (**Exhibit 1**) On October 20, 2021. The changes to the naming policy were ultimately approved as an amendment to Chapter 25 of the Code of the City of Denton with the passage of 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 either 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 particular 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 on each application to City Council for their final dispensation of each application.

Current Naming Applications

Juneteenth Softball Tournament

The Juneteenth Softball Tournament is an independently organized tournament that makes use of the Fred Moore softball field on the Juneteenth Holiday. The current naming application was submitted by David Martin with the North Texas Umpire Association. The submission asks to change the name of the softball tournament to “The John Royster Juneteenth Classic” to honor a long-serving softball umpire who passed way 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 Tournament are not in favor of the name change but might be open to honoring Mr. Royster’s service in some other way. At the February 24, 2025, SEDNA (Southeast Denton Neighborhood Association) meeting, the majority opinion was against the name change, as well.

Civic Center

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 that the name change would be consistent with historical name changes at the park, specifically the decision to change the parks name from Civic Center Park to Quakertown Park to honor the historic community of Quakertown..

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 since 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 general consensus was in favor of the “Quakertown Civic Center” name change.

Day Labor Site

The Final 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.

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 the Parks, Recreation and Beautification Board review the current naming policy and applications in order to be prepared to provide feedback and make a recommendation.

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- Naming Policy Resolution

Exhibit 3- Blank Naming Application

Exhibit 4- Park Naming Presentation

Exhibit 5- Applications Received for Naming

Respectfully Submitted:

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Prepared by:

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