



STAFF REPORT

Report To: Parks and Recreation Commission

Meeting Date: February 5, 2019

Staff Contact: Dan Earp, Recreation Superintendent
Jennifer Budge, CPRP, Parks and Recreation Director

Agenda Title: For Possible Action: Review, discussion and possible recommendation to the Board of Supervisors regarding the naming of three park facilities. (Jennifer Budge, jbudge@carson.org, Dan Earp, djearp@carson.org).

Staff Summary: In mid to late spring of 2019, two park facilities are scheduled to be completed. The first facility is a 4 acre neighborhood park located in the Schulz Ranch Subdivision in the south end of Carson City. The second facility is a disc golf complex located on Flint Drive and Rifle Range Road. The complex contains an 18-hole tournament level course and a 9-hole family course.

A survey was conducted in the community for a period of 11 days starting on 1/11/19 and closing on 1/22/19. During that time, 336 responses to the survey were collected. The survey asked respondents to pick their top choice between potential names for each facility. Respondents were also given an option to add alternative suggestions and provide an explanation why they felt that would be a good name choice.

Additionally, the survey asked the public's opinion on potentially renaming the Bob Boldrick Theater in light of the renovations to the theater.

Agenda Action: Formal Action/Motion

Time Requested: 20 Minutes

Proposed Motion

I move to recommend to the Board of Supervisors _____ as potential names for the future disc golf park and the neighborhood park at the Schulz Ranch Subdivision.

Should the Commission decide to potentially rename the Bob Boldrick Theater, a possible motion would be:
I move to recommend to the Board of Supervisors that the Bob Boldrick Theater be renamed as

_____.

Board's Strategic Goal

Quality of Life

Previous Action

n/a

Background/Issues & Analysis

Seven questions were asked in the survey about each of the three facilities. Facility #1 is in reference to the park at the Schulz Ranch Subdivision. Facility #2 is in reference to the disc golf complex. Facility #3 is in reference to the Bob Boldrick Theater.

Question 1: Facility # 1: Of the following potential names for this facility, please select your top choice.

- Schulz Ranch Park 133 (43.04%)
- Race Track Park 60 (19.42%)
- Speedway Park 116 (37.54%)

Question 2: Facility #1: Do you have an alternate name you would like to suggest?

- Most repeated alternate name suggestions: T-Car Park, Stewart Park.

Analysis: Schulz Ranch Park is the most popular choice according to the survey respondents. This is also the preferred name offered by Lennar who is the home builder in the Schulz Ranch Subdivision.

Question 3: Facility #2: Of the following potential names for the disc golf complex, please select your top choice.

- Carson Ridge Disc Golf Park 155 (49.84%)
- Pony Express Disc Golf Park 126 (40.51%)
- Eastgate Depot Disc Golf Course 30 (9.65%)

Question 4: Facility # 2: Do you have an alternate name you would like to suggest?

- Most repeated alternate name suggestions: Silver State Disc Golf Park, Carl Howell Disc Golf Park, and Carson City Disc Golf Park.

Analysis: Carson Ridge Disc Golf Park is the most popular choice according to the survey respondents. This is also the name suggested by Eagle Valley Disc Golf Association, the organization responsible design and building the course.

Question 5: Facility #3: Of the following potential names for the theater, please select your top choice.

- Bob Boldrick Theater 95 (30.16%)
- Capital City Theater 106 (33.35%)
- Carson City Community Theater 114 (36.19%)

Question 6: Facility #3: Do you have an alternate name you would like to suggest?

- Most repeated alternate name suggestions: Carson City Performing Arts Center, Stephanie Arrigotti Theater, David Bugli Theater

Analysis: Carson City Community Theater is the most popular choice according to the survey respondents. However, in the comment section there were several responses in regard to renovating the theater not being enough of a reason to rename a theater and that the name should remain Bob Boldrick Theater out of respect for Mr. Boldrick and his family, and to continue to honor his memory and dedication to the City. While a more broad name that reflected the location of the theater was requested from some of our community partners for marketing and branding purposes, a solution might be to simply add a tag line with the existing name to help educate those as to the location of the theater and help engender a sense of community pride. For example, "Bob Boldrick Theater, Carson City's Community Theater or Bob Boldrick Theater, the Capital City Theater."

Question 7 contained optional contact information in case parks staff needed to contact the respondent to get additional information on the name suggested by that respondent.

Applicable Statute, Code, Policy, Rule or Regulation

Resolution No. 1988-R-59 for the Naming of Parks and Recreation Facilities within Carson City.

Alternatives

Do not provide recommendations to the Board of Supervisors and provide alternate direction to staff.

Commission Action Taken:

Motion: _____

1) _____

2) _____

Aye/Nay

(Vote Recorded By)

RESOLUTION NO. 1988-R-59

A RESOLUTION ESTABLISHING POLICIES AND PROCEDURES
FOR THE NAMING OF PARKS AND RECREATION FACILITIES
WITHIN CARSON CITY.

WHEREAS, Carson City Charter Provision 2.230 empowers the Board of Supervisors to regulate parks and public buildings and grounds within the City; and

WHEREAS, the Board desires to establish policies and procedures for the naming of the parks and recreation facilities within Carson City.

NOW, THEREFORE, this Board hereby resolves to adopt the following:

POLICIES

1. Names, if possible, should have geographic, topographic, historical, or individual significance, generally recognized and known throughout the area.
2. Where consideration for naming involves geographical, topographical, or historical connotations, the Director of Parks and Recreation should solicit help from historical societies, subdividers, or other groups having knowledge of the area.
3. Names submitted for individuals (living or dead), should be those who have contributed greatly to the community or appropriate to the function of the facility to be named.
4. A part of the selection process may include, where desirable, a contest or competition involving the entire City in order to obtain suggestions for names to stimulate public interest.
5. Priority should be given to those names which have been unrecognized previously.
6. Individuals and organizations, etc., should be encouraged to forward proposed names to the Department of Parks and

1 Recreation at any time for inclusion on the master list for
2 future consideration.

3 PROCEDURES

- 4 1. It will be the responsibility of the City Manager to direct
5 the Parks and Recreation Department to solicit names as soon
6 as the City has acquired title to the property or funds
7 approved by the Board of Supervisors for financing the
8 project.
- 9 2. To avoid duplication and impropriety, all proposed names must
10 be submitted in writing to the Department of Parks and
11 Recreation who will be responsible to keep a current master
12 list of names submitted.
- 13 3. When a specific facility is being considered for naming,
14 publicity to this effect will be distributed by the Parks and
15 Recreation Department and in these cases, deadline dates will
16 be set and adhered to. All names submitted will then become
17 a permanent part of the master list.
- 18 4. In order for a name to be considered by the Park and
19 Recreation Commission, a detailed resume and justification
20 must be submitted in writing to the Commission in care of the
21 Parks and Recreation Department.
- 22 5. Once the resume has been received by the Parks and Recreation
23 Department, their staff shall review and research the name
24 and forward such data to the Parks and Recreation Commission
25 for their recommendation to the Board of Supervisors.

26 ADOPTED this 22nd day of September, 1988.

27 AYES: Supervisors Ron Swirczek

28 Tom Fetic

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Marilee Chirila

E. M. "Doc" Scrivner

Dan Flammer, Mayor


NAYES: Supervisors None

ABSENT: Supervisors None



DAN FLAMMER, Mayor

ATTEST:


ALAN GLOVER, Clerk-Recorder