

AGENDA ITEM #: _____

DATE: September 9, 2019

CAR #: 2019-6766ws



CITY COUNCIL ACTION REPORT

SUBJECT: Recreation Campus Naming

STAFF PRESENTER(S): Nathan Torres, Parks & Recreation Director
Michael Beadle, Recreation Superintendent

Summary: City Council will discuss naming of the future Recreation Campus.

Recommendation: City Council to discuss and come to consensus on the official name for the Recreation Campus.

Fiscal Impact: There is no fiscal impact associated with this recommendation.

Background and Previous Actions

On January 28, 2008, Council provided consensus on a guideline for naming current and future parks in Goodyear as follows:

- A street adjacent to the park
- Predominant physical features in or adjacent to the park
- The subdivision in which the property is located
- A significant historical feature or event
- Themed naming
- An individual or group who has made exceptional contributions to the municipality with preference being given for contributions to the parks and recreation services. Exceptional contributions include:
 - Significant financial contribution for the acquisition and/or the development of the park facility
 - Providing direct and significant volunteer services benefitting the public as a local or community leader

In August of 2017, planning for the future Recreation Campus began with the selection of Kimley-Horn to provide master planning services for the project. The Recreation Campus Master Plan encompasses the entire 86-acre site and is consistent with the recommendations in the current Parks, Recreation, Trails, and Open Space Master Plan. The current phase of the Recreation Campus includes a 30-acre community park, a 48,000 square foot recreation center, and an aquatics facility located on the eastern 40-acres of the site. Development of the remaining 46-acres will be a future phase.

On May 21, 2018, City Council adopted the Recreation Campus Master Plan.

On May 1, 2019, the Parks & Recreation Advisory Commission unanimously voted to approve a park naming plan for the Recreation Campus.

On June 12, 2019, the Parks & Recreation Advisory Commission selected three potential names for the Recreation Campus to move forward for City Council consideration (in alphabetical order):

- Goodyear Recreation Campus
- Oasis Recreation Campus
- Star Mountain Recreation Campus

Staff Analysis

Parks & Recreation Staff developed and executed a comprehensive outreach plan (social media campaign, program outreach, online survey) to solicit feedback from the community, staff, and stakeholders to assist with the naming of the City's first signature Recreation Campus. Below is an outline of the executed plan:

- Comprehensive public input generated 412 suggested names for the Recreation Campus
- A city cross-departmental committee was established to narrow the 412 entries down to 11
- The Parks & Recreation Advisory Commission considered the 11 names provided by the city cross-departmental committee and selected three names to move forward for City Council consideration

The three names forwarded from the Parks & Recreation Advisory Commission are as follows:

- Goodyear Recreation Campus
- Oasis Recreation Campus
- Star Mountain Recreation Campus

The Parks & Recreation Department is requesting that Council discuss and come to consensus on the official name for the Recreation Campus.

Attachments

Goodyear Parks & Recreation Advisory Commission Meeting Minutes – 6/12/19