



AGENDA ITEM SUMMARY

Agenda Date	May 12, 2026
Requested Action	DISCUSSION REGARDING THE NAMING PROCESS FOR THE NEW COMMUNITY PARK CURRENTLY UNDER CONSTRUCTION AT THE NORTHSIDE COMMUNITY PARK SITE.
Contact Person	Lisette Jimenez, Parks and Recreation Director
Background Information	<p>The City Council is being asked to provide policy direction regarding the process for naming the new community park currently under construction at the Northside Community Park site.</p> <p>As construction progresses, this is an appropriate time to begin discussing the future name of the park so that any naming decision may be coordinated with entry signage, wayfinding, maps, branding, dedication materials, and public communications prior to the park's completion. Since no formal naming action is requested at this meeting, staff is seeking City Council direction on how they would like to proceed before a final name is brought forward for future consideration.</p> <p>Overall, the park property is approximately 40 acres and is being developed and expanded as part of the City's voter-approved Quality of Life Bond Program. Once completed, the project will transform the property into a major community park with upgraded infrastructure, expanded recreational opportunities, and amenities intended to serve residents for generations.</p> <p>Because the City has had limited recent opportunity to name new parks and public facilities, staff believes it is important to review the City's adopted naming policy, discuss the history and character of the site, and receive Council direction on the preferred process for developing and evaluating naming options.</p> <p>Site History and Context: Available historical records indicate that the property has a long agricultural history dating back to the 1800s and changed ownership multiple times prior to City acquisition. The tract was owned by several families over time, including Ernst and Rosa Pressler, who acquired the approximately 40-acre property in 1942 and retained ownership until</p>

the land was purchased by the City of Boerne in 2008 for future park development.

One of the remaining historical features on the site is the Pressler Icehouse, a limestone structure associated with the former farmstead and one of the few remaining physical connections to the property's agricultural past.

Additional historical references associated with the surrounding area include the Adler family ranch property. Historical records note that Friedrich and Juliana Adler purchased the house and property in 1881. The Adler Ranch later operated a boarding house and subsequently a nursing home where Dr. Nooe sent patients. The nearby Winona Home was also associated with the property area.

The site's history, agricultural character, location, natural resources, and future role as a major community park may all be relevant considerations under the City's naming policy.

City Naming Policy:

The City's adopted Naming Policy for City Properties, Facilities, Parks, Sites, and Other Areas provides that the City of Boerne has the authority to name City-owned properties, facilities, parks, sites, or structures on its own initiative. The policy states that City-owned properties, facilities, and structures should generally be named or renamed in accordance with geographical, cultural, historical, or ecological features indigenous to the site or immediate vicinity. The policy also allows naming or renaming for an individual or corporation when there has been a significant gift of land or money to the City, or when the individual or corporation has provided outstanding, sustained, and noteworthy personal service or other non-monetary resource contributions to the City.

The policy further provides that recreational facilities or designated sites within a park, such as trails, bridges, or other park features, may be named for a corporation, organization, or individual who has made significant contributions to the protection or enrichment of natural, cultural, educational, or horticultural resources; has substantially contributed to the advancement of recreational opportunity within the City; or has made a significant contribution to the betterment of a specific park.

The policy also identifies a process for naming requests, including application to the City Secretary, review by the appropriate department head, staff or committee review, recommendation, public comment at a City Council meeting, and final approval by resolution.

Because this item involves a City-initiated discussion rather than an outside naming request, Council may provide direction on the preferred process before any final naming recommendation is prepared.

Naming Considerations:

Consistent with the City’s naming policy, potential naming approaches may include:

- Geographical names based on the park’s location, surrounding roadways, area identifiers, or physical setting.
- Historical names based on prior landowners, historic uses of the property, preserved structures, or other documented history associated with the site.
- Cultural names based on community identity, local heritage, or the role the park will play as a gathering place.
- Ecological names based on native landscape features, tree canopy, natural resources, or environmental characteristics of the site.
- Recognition-based names honoring an individual, family, organization, or corporation that meets the policy criteria for significant contribution, sustained service, monetary gift, land gift, or substantial advancement of recreational opportunity in Boerne.

Council may also wish to distinguish between naming the entire park and naming individual elements within the park. For example, the park itself could receive a site-based name, while specific amenities, fields, trails, plazas, playgrounds, or interpretive features could be considered separately for recognition-based naming when appropriate.

Potential Process Options:

Staff is seeking City Council direction on the preferred process for developing and evaluating naming options. Several potential approaches are available:

Option 1: Staff-developed naming options

Council may direct staff to develop a list of naming options consistent with the adopted naming policy. Staff would evaluate names based on site history, geography, cultural relevance, ecological features, ease of public use, signage and branding considerations, and policy compliance. Staff would then return to Council with a recommended list for discussion and possible action.

Option 2: Community feedback process

Council may direct staff to solicit community feedback before returning with naming options. This could include a public survey, a call for name suggestions, stakeholder outreach, or a defined public comment period.

Staff would review the community input, evaluate submissions against the naming policy, and return to Council with a summary of feedback and a recommended list of eligible names.

This approach would be consistent with recent public-facility naming efforts by other local public entities. Both Boerne ISD and Kendall County solicited community feedback in connection with their most recent new building naming processes.

Option 3: Council-led nomination process

Council may choose to have Councilmembers submit names for consideration. Staff would then evaluate those names for consistency with the naming policy and return with supporting background, policy analysis, and any implementation considerations.

Option 4: Hybrid process

Council may direct staff to use a hybrid approach in which staff develops an initial policy-compliant list, solicits community feedback on selected naming themes or options, and then returns to Council with a final recommendation. This approach would allow Council to maintain policy alignment while also providing an opportunity for public participation.

Policy Questions for Council Discussion:

Staff recommends that Council provide feedback on the following questions:

- Does Council want staff to solicit community feedback before bringing forward a list of recommendations?
- Does Council want staff to develop and return with several naming options consistent with the adopted naming policy?
- Does Council want to establish any specific criteria or priorities of emphasis for evaluating potential names, such as historical relevance, community identity, ease of use, geographic clarity, recognition of service, or long-term branding value?

Staff Recommendation:

Staff recommends that City Council provide direction on the preferred naming process based on the options detailed above.

Furthermore, given the significance of this park project and the limited recent opportunity the City has had with naming parks and facilities, staff recommends a deliberate process that includes policy review, development of naming options consistent with the City's naming policy, and an opportunity for community feedback before a final name is brought forward for City Council consideration by resolution.

<p>Strategic Alignment</p>	<p>This item supports the City’s Strategy Map and the goal of Building an Exemplary Hill Country Community.</p> <p>Primary alignment includes:</p> <p>Community Charm</p> <p>C1: Offering quality customer experiences</p> <p>C3: Collaborating with community partners to enhance quality of life</p> <p>Best-in-Class Status</p> <p>B1: Utilizing data to drive smart decision-making</p> <p>B3: Providing streamlined and efficient processes</p> <p>This discussion also supports the City’s values of Service, Excellence, Respect, Collaboration, and Integrity by establishing a thoughtful and transparent process for naming a major public asset.</p>
<p>Financial Considerations</p>	<p>There is no direct financial impact associated with this discussion item. Future financial considerations may include signage, wayfinding, branding, maps, dedication materials, and related communication materials. These costs may be incorporated into the existing project budget or identified separately when a final naming recommendation is brought forward.</p>
<p>Citizen Input/Board Review</p>	<p>No formal citizen input has been conducted at this time. City Council may direct staff to solicit community feedback as part of the naming process.</p>
<p>Legal Review</p>	<p>N/A</p>
<p>Alternative Options</p>	<p>City Council may:</p> <ol style="list-style-type: none"> 1. Direct staff to develop naming options consistent with the City’s naming policy and return at a future meeting. 2. Direct staff to solicit community feedback before returning with naming options. 3. Direct Councilmembers to submit proposed names for staff review and future Council consideration. 4. Direct staff to use a hybrid process that includes staff research, community feedback, and a future Council discussion. 5. Provide other direction to staff.
<p>Supporting Documents</p>	<p>Naming Policy for City Properties, Facilities, Parks, Sites and Other Areas</p>