



AGENDA ITEM SUMMARY

Agenda Date	June 23, 2026
Requested Action	APPROVE RESOLUTION NO. 2026-R33; A RESOLUTION NAMING THE NEW COMMUNITY PARK CURRENTLY UNDER CONSTRUCTION AT THE NORTHSIDE COMMUNITY PARK SITE.
Contact Person	Lisette Jimenez, Parks and Recreation Director
Background Information	<p>Background</p> <p>At the May 12, 2026, City Council meeting, Council discussed the naming process for the new community park currently under construction at the Northside Community Park site and directed staff to conduct community outreach and return with additional information regarding potential naming options.</p> <p>Staff subsequently conducted a twelve-day community survey that generated 118 responses representing multiple City Council districts and surrounding areas of Boerne. Survey results and Council force-ranking information were presented to City Council on June 9.</p> <p>Following discussion at the June 9 meeting, City Council elected to table the item and directed each Council Member to submit their top three preferred naming options to the City Manager by end of day on Friday, June 12. Staff compiled the submissions, which resulted in a list of 14 names along with the reasoning behind the name, for Council to force rank prior to their June 23 meeting.</p> <p>The purpose of this agenda item is for Council to discuss the compiled list of park names, consider the final force rank results, and provide direction on next steps toward finalizing a name for the new community park.</p> <p>Staff Recommendation</p> <p>Staff recommends that Council discuss the list of submitted naming options and provide direction on a preferred name or names. Should Council reach consensus on a final name at this meeting, staff will expeditiously proceed with signage, branding, mapping, wayfinding, marketing materials, and park dedication planning.</p>

Strategic Alignment	<p>Community Charm</p> <p>C1: Offering consistent, high-quality customer experiences across every point of contact.</p> <p>C2: Anticipating community needs through customer-driven feedback and proactive communication about city priorities, development, and service delivery.</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>
Financial Considerations	<p>There is no direct financial impact associated with this discussion item. Park signage is a budgeted item within the city’s Construction Manager at Risk contract.</p>
Citizen Input/Board Review	<p>Community input was solicited through a public survey which received 118 responses. Survey findings were previously presented to City Council on June 9, 2026. Council Members also participated in a ranking exercise to identify their preferred naming options.</p>
Legal Review	<p>N/A</p>
Alternative Options	<p>City Council may:</p> <ol style="list-style-type: none"> 1. Select a preferred park name and approve Resolution No. 2026-R33. 2. Table the item and direct staff to return with additional naming options or analysis. 3. Table the item and provide other direction to staff.
Supporting Documents	<p>Resolution No. 2026-R33</p> <p>Naming Policy for City Properties, Facilities, Parks, Sites and Other Areas</p>