



## AGENDA ITEM SUMMARY

**Agenda Date**

June 9, 2026

**Requested Action**

DISCUSSION AND 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****Background Information**

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 provided direction to staff regarding the evaluation of potential naming options. Council directed staff to conduct community outreach and return with additional information related to public feedback and Council priorities.

Following Council direction, staff conducted a twelve-day community survey to gather public input regarding the naming of the future park. The survey received 118 responses representing multiple City Council districts and surrounding areas of Boerne.

- 118 total survey responses received
- 60 respondents identified themselves as City of Boerne residents, representing approximately 51% of total responses
- 91 respondents submitted a suggested park name, representing approximately 77% of all survey responses
- 40 City of Boerne residents submitted a suggested park name, representing approximately 67% of resident responses

Survey participants were asked to identify which elements they believed were most important when naming the park. The highest-ranked responses included:

- Local History – 21%
- Simplicity and Ease of Use – 16%
- Historic Families – 15%
- Boerne’s Hill Country Identity – 12%
- Family-Friendly Character – 10%
- Community Legacy – 9%
- Natural Features – 9%

	<p>Survey respondents additionally identified which naming category best aligned with their suggested names. Results included:</p> <ul style="list-style-type: none"> <li>• Historic Connections – 46%</li> <li>• Cultural and Community Identity – 29%</li> <li>• Community Contributions – 16%</li> <li>• Geological and Ecological Features – 9%</li> </ul> <p>In addition to the public survey, City Council participated in a force-ranking exercise intended to help staff better understand Council’s collective priorities regarding naming themes and evaluation criteria.</p> <p>Staff notes that several naming concepts receiving the strongest public support align with the City’s adopted Naming Policy for City Properties, Facilities, Parks, Sites and Other Areas, which encourages names tied to geographical, cultural, historical, or ecological features indigenous to the site or surrounding vicinity.</p> <p><b>Following discussion, City Council may:</b></p> <ol style="list-style-type: none"> <li>1. Select a preferred park name and approve Resolution No. 2026-R33.</li> <li>2. Table the item and direct staff to return with additional naming options or analysis.</li> <li>3. Table the item and provide other direction to staff.</li> </ol> <p><b>Staff Recommendation</b> Following review of the community survey findings and Council force-ranking results, staff recommends that City Council provide direction to staff based on one of the three options listed above.</p>
<b>Strategic Alignment</b>	<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>
<b>Financial Considerations</b>	<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>

<b>Citizen Input/Board Review</b>	Community input was solicited through a public survey which received 118 responses. Staff reviewed and summarized the survey findings for Council consideration.
<b>Legal Review</b>	N/A
<b>Alternative Options</b>	Council options listed above.
<b>Supporting Documents</b>	Resolution No. 2026-R33 New Park Name Community Survey Report Naming Policy for City Properties, Facilities, Parks, Sites and Other Areas