

COUNCIL ACTION FORM

SUBJECT: RENAMING OF SQUAW CREEK PARK

BACKGROUND:

In February 2021, the U.S. Board on Geographic Names changed the name of Squaw Creek to loway Creek in response to a citizen's request. This name change was supported by City Council and the Story County Board of Supervisors. The creek signage has been updated to reflect the new name. At the time the name change became official, staff was directed to identify additional features within the City of Ames that have "Squaw" in the name. One such feature is Squaw Creek Park.

The Parks and Recreation Commission directed staff to solicit recommendations from the public regarding renaming Squaw Creek Park. Since the City has a Parks and Recreation Naming Policy (Attachment A), individuals with a naming idea were instructed to complete an application with their proposed name. Three applications were submitted, as well as, three naming ideas without an application. More information regarding these names is provided in the next section.

CURRENT PARK NAMING POLICY:

The naming policy process involves applications being submitted, followed by a review by the Parks and Recreation Director. The Parks and Recreation Director then presents a recommendation regarding the naming request at a public meeting to the Parks and Recreation Commission. At this meeting, the Parks and Recreation Commission develops their own recommendation regarding the request which is then presented to City Council. The Parks and Recreation Commission's recommendation regarding the naming/renaming request, along with the Parks and Recreation Director's recommendation, if different, is then to be presented to the City Council at a public meeting for a final decision. **Please note that the Parks and Recreation Commission or City Council is not bound to choose one of the submitted names for the park.**

NAMING SUGGESTIONS:

Three applications were received regarding the renaming of Squaw Creek Park. The proposed names and the reason for the name are listed below:

Elysian Gardens (Attachment B)

The reason given on the application for this name is "It's a beautiful sounding name". The definition of Elysian according to Merriam-Webster dictionary is "of or relating to Elysium". Elysium is defined as "the abode of the blessed after death in classical mythology".

When searching Elysian on Google, one finds many businesses throughout the country that use Elysian in its name (i.e. Elysian Apartments, Elysian Café, Elysian Brewing, etc.).

Lyda Conley Memorial Park and Gardens (Attachment C)

Eliza Burton "Lyda" Conley was a Wyandot-American lawyer of Native American and European descent, and the first woman admitted to the Kansas Bar Association. She was notable for her campaign to prevent the sale and development of the Huron Cemetery in Kansas City, now known as the Wyandot National Burying Ground. She challenged the government in court, and in 1909, she was the first Native American woman admitted to arguing a case before the Supreme Court of the United States.

In the application, the applicant states "What better way to rebuke (the use of Squaw), than to name the park after a strong, accomplished, and historically significant Native American Woman?".

South Maple Community Garden Park (Attachment D)

The reason given to rename the park is the applicant believes the park is currently unnamed.

Additionally, several names were submitted via email but not on the application form. These name recommendations included **Sustaining Plotworks Park, Grandwood Park, and Gardens Park.**

Ioway Creek Park

Since Squaw Creek has been renamed Ioway Creek. Therefore, the Parks and Recreation staff suggested Ioway Creek Park. The Ioway, a local tribe of indigenous people, inhabited parts of Iowa including the central part of the state. Based on this fact, the name Ioway Creek Park has more relevance to this area than the other suggestions provided.

PARKS AND RECREATION COMMISSION RECOMMENDATION:

The Parks and Recreation Commission discussed the submitted applications at its October 21 meeting. Although they appreciated the submittals, the Commission decided that none of ideas had direct ties to the park. They also did not want "gardens" in the name as parks may change over time and there is no guarantee there will always be gardens in this park. **In the end, the Commission voted 7-0 to recommend City Council approve renaming Squaw Creek Park to Ioway Creek Park.**

ALTERNATIVES:

1. Approve the renaming of Squaw Creek Park to loway Creek Park.
2. Approve the renaming of Squaw Creek Park to one of the suggestions submitted.
3. Approve the renaming of Squaw Creek Park to a name as directed by City Council.
4. Refer back to staff.

CITY MANAGER'S RECOMMENDED ACTION:

Of the three applications received, only Lyda Conley Memorial Park and Gardens fits within the three naming categories. It could be considered under the Historic Events, People or Places category or the Outstanding Individuals category. The criteria for each category must be evaluated. The policy states:

Naming/renaming for Historic Events, People, and Places

When considering naming a park, recreational facility, or major feature after events, people and places of historic, cultural or social significance, requests must demonstrate this significance through research and documentation and show there is continued importance to the city, region, state, and/or nation.

Naming/renaming for Outstanding Individuals

A park, recreational facility, or major feature may be named for an outstanding individual who has made a significant contribution to the Ames parks and recreation system, the City of Ames, the State of Iowa, or the nation. In addition to societal contributions, the moral character of the individual must be considered. When considering requests, it is preferred that the individual has a connection to the park, recreational facility, or major feature being requested to be named.

The policy also states the following:

It is the policy of the City of Ames Parks and Recreation Department to reserve the name or renaming of parks, recreational facilities, and/or major features for circumstances that will best serve the interests of the City and ensure a worthy and enduring legacy for the City's Parks and Recreation system.

Lyda Conley's accomplishments are commendable; however, do they demonstrate a continued importance to the city, region, state, and/or nation? It is also preferred that the individual a park is being named for has a connection to the park. In this case there is no known connection between Ms. Conley and the park.

Most of Ames parks, recreational facilities, and major features are named after individuals who either donated land or made a financial contribution to the park and/or facility development. However, several parks have been named for outstanding individuals and include Ada Hayden Heritage Park, Lloyd Kurtz Park, Carroll Marty Disc Golf Course, and the Georgie Tsushima Memorial Skate Park. Ada Hayden was the first woman to receive a doctorate from Iowa State College. She was instrumental in persuading the State of Iowa to preserve 26 native prairie areas and has been inducted into the Iowa Conservation Hall of Fame and the Iowa Women's Hall of Fame. Lloyd Kurtz served on the Parks and Recreation Commission and during his tenure, the park system saw extensive expansion. Carroll Marty donated many hours of his time, as well as, securing other volunteers, to develop the disc golf course. These examples are shown for comparison only and were so named prior to the naming policy being in place. Georgie Tsushima Memorial Skate Park was the first naming opportunity to occur with the Parks and Recreation Naming Policy. Georgie made an impact on many people's lives within Ames, the State of Iowa, and across the nation. This is especially true within the skate boarding community.

With all the named parks in Ames, the individual has a connection to and/or made significant contributions to the Ames community. Again, there is no known connection between Ms. Conley and Ames.

The loway did inhabit parts of central Iowa and that was a consideration for renaming Squaw Creek to loway Creek. By selecting loway Creek Park as the new name, the park name would be consistent with the renaming of the creek. Therefore, the City Manager recommends Alternative #1 which is City Council approve renaming of Squaw Creek Park to loway Creek Park.

ATTACHMENT A

PARKS AND RECREATION NAMING POLICY

1. INTRODUCTION

The naming or renaming of parks and recreational facilities is a complex and sometimes emotionally evocative since assigning a name is a powerful and permanent identity for a public place and/or facility. The naming and renaming of parks and/or recreational facilities often requires significant resources in terms of changing names on signs, maps, and literature. In addition, excessive and constant name changing can be the source of confusion to the public. The purpose of this policy is to provide guidance to those that have an interest in the naming and or renaming of the City's parks and/or recreational facilities.

2. DEFINITIONS

a. **Naming:**

The permanent name assigned by City Council to a given park or recreational facility.

b. **Parks:**

All traditionally designed parks, gardens, natural open spaces, woodlands, and specialized parks under the stewardship of the City of Ames Parks and Recreation Department.

c. **Recreational Facilities:**

Major structures such as community centers, swimming pools, and enclosed pavilions located within lands under the stewardship of City of Ames Parks and Recreation Department.

d. **Major Features:**

Major permanent components of park and recreational facilities, e.g. sports fields, tennis courts, playgrounds, shelters, fountains, artwork, or physical features (lakes). Rooms within buildings are considered to be Major Features.

e. **Amenities:**

Smaller furnishings and facilities in the parks and recreation system (e.g. benches, drinking fountains, tables, etc.). Amenities are not formally named. Recognition for donated amenities is possible.

f. **Donations:**

A donation of property, goods or cash generally with no expectation of return. If the gift is contingent upon a special request, it is made subject to "condition."

3. POLICY STATEMENT

It is the policy of the City of Ames Parks and Recreation Department to reserve the name or renaming of parks, recreational facilities, and/or major features for circumstances that will best serve the interests of the city and ensure a worthy and enduring legacy for the City's park and recreation system.

To this end, the City of Ames Parks and Recreation Department supports consideration of naming requests within the following broad categories.

a. Historic Events, People, and Places

The history of a major event, place or person may play an important role in the naming or renaming of a park as communities often wish to preserve and honor the history of a city, its founders, other historical figures, its Native American heritage, local landmarks and prominent geographical locations, and natural and geological features through the naming of parks.

b. Outstanding Individuals

The City has benefited, through its evolution, from the contributions made by many outstanding individuals. This category is designed to acknowledge the sustained contribution that has been made by such individuals to the City and/or the development and management of the City's park and recreation system.

c. Major Donations

Over the years, the City of Ames Parks and Recreation Department has benefited from the generosity of some of its residents, businesses, and foundations. On occasion, the significance of such donations may warrant consideration being given to requests from either the donor or another party to acknowledge such donations by naming.

4. GUIDING PRINCIPLES

a. Naming/renaming for Historic Events, People, and Places

When considering naming a park, recreational facility, or major feature after events, people and places of historic, cultural or social significance, requests must demonstrate this significance through research and documentation and show there is continued importance to the city, region, state, and/or nation.

b. Naming/renaming for Outstanding Individuals

A park, recreational facility, or major feature may be named for an outstanding individual who has made a significant contribution to the Ames parks and recreation system, the City of Ames, the State of Iowa, or the nation. In addition to societal contributions, the moral character of the individual must be considered. When considering requests, it is preferred

that the individual has a connection to the park, recreational facility, or major feature being requested to be named.

c. Naming/Renaming for Major Donations

From time to time, a significant donation may be made to the City that will add considerable value to the City's park and recreation system. On such occasions, recognition of this donation by naming/renaming a park, recreation facility, and/or major feature in honor of or at the request of the donor will be considered.

The City Council may use its discretion as to what dollar amount is worthy of naming rights for individual projects, on a case by case basis.

Donors seeking naming rights for major donations with respect to an individual should follow the principles outlined in 4.b. Exceptions to this will be considered on their own merits.

Naming parks and/or recreational facilities with a company name is not permitted, however, company names will be considered for Major Features. Corporate logos, insignias, brands or direct advertising text shall not be permitted

d. Renaming a park, recreational facility, and/or major feature

Proposals to rename parks, recreational facilities, and/or major features whether for a major gift or community request are not encouraged. Likewise, names that have become widely accepted by the community will not be abandoned unless there are compelling reasons and strong public sentiment from the broader community for doing so. Historical or commonly used place names will be preserved wherever possible.

e. Other Considerations

When naming/renaming a park, recreational facility, and/or major feature, does the proposed name engender a strong positive image, have historical, cultural or social significance for future generations, and have broad public support?

To minimize confusion, parks will not be subdivided for the purpose of naming unless there are readily identifiable physical divisions such as roads or waterways. However, naming of specific major recreational facilities within parks will be permitted; under these circumstances such names should be different to the park name to avoid user confusion.

All signs that indicate the name of a park and/or recreational facility shall comply with City of Ames graphic and design standards. Specialized naming signage will not be permitted.

City of Ames Parks and Recreation Department reserves the right to rename any park, recreational facility, and/or major feature if the person for whom it is named turns out to be disreputable or subsequently acts in a disreputable way.

5. PROCEDURES

These procedures have been established to ensure that the naming or renaming of parks, recreational facilities, and/or major features is approached in a consistent manner.

a. Requests for naming/renaming of parks, recreational facilities and/or major features

All requests for the naming or renaming of a park, recreational facility, and/or major feature shall be made by submitting a Naming Application to the Director of Ames Parks and Recreation.

The Naming Application will contain the following minimum information:

1. The proposed name
2. Reasons for the proposed name
3. Written documentation indicating a certification of character and community support for the proposed name (e.g. letters of support, petitions, etc.)
4. If proposing to name a park, include a description/map showing location and boundaries of the park
5. If proposing to name a recreational facility or major feature within a park, include a description/map showing the location of the facility.
6. If proposing to rename a park, recreational facility, or major feature, include justification for changing an established name.
7. If proposing to name a park, recreational facility, or major feature for an outstanding individual, include documentation of that individual's significant contribution in regards to the Ames park system, the City, State and/or Nation

b. Assessing and approving naming/renaming requests

Upon receipt of a naming request by Ames Parks and Recreation, the Parks and Recreation Director shall:

1. Review the proposed request for its adherence to the Parks and Recreation Naming Policy.
2. Ensure that supporting information has been authenticated, particularly when an individual's name is proposed
3. Seek input from relevant neighborhood association(s), historical groups, and other organizations, if deemed appropriate

The Parks and Recreation Director will then present a recommendation regarding the naming request at a public meeting to the Parks and Recreation Commission. At this meeting, the Parks and Recreation Commission will develop their own recommendation regarding the request to be presented to City Council.

c. Final decision by City Council

The Parks and Recreation Commission's recommendation regarding the naming/renaming request, along with the Parks and Recreation Director's recommendation if different, will be presented to the City Council at a public meeting for a final decision.