



**AGENDA SUMMARY
EUREKA CITY COUNCIL**

TITLE: Parks and Recreation Name Change

DEPARTMENT: Parks and Recreation

PREPARED BY: Brian Millett

PRESENTED FOR: Action Information only Discussion/Direction

RECOMMENDATION

Authorize the official department name change from “Parks and Recreation Department” to “Community Services Department,” and authorize official title changes from “Parks & Recreation Director” to “Community Services Director,” “Deputy Parks & Recreation Director” to “Deputy Community Services Director,” and “Recreation & Facilities Manager” to “Community Services Manager.”

FISCAL IMPACT

No Fiscal Impact Included in Budget Additional Appropriation

COUNCIL GOALS/STRATEGIC VISION

- Empowering and Engaging for Healthy Community

DISCUSSION

In 2013, several divisions were pulled out of the Public Works Department to create a new Parks & Recreation Department.

The department has evolved over the past four years, and staff feels that “Parks & Recreation” is no longer an effective description that accurately and clearly communicates to the public all of the community services offered through the department.

While both the Parks division and Recreation division do make up 15% (Parks) and (23%) of the department’s budget, the current Parks & Recreation Department also encompasses four other divisions that provide valuable services to the community including Harbor (16%), Facilities (14%), Zoo (21%) and Environmental Services (1%); which also includes the solid waste and recycling program, E.C.O. Eureka, which provide environmental and conservation resources that enhances the quality of life for the people of Eureka, and C.A.P.E. (Community Access Project for Eureka), which

provides access to quality of life programs and services to disadvantaged members of our community.

Staff feels rebranding itself as “Community Services,” will eliminate any confusion or challenges from the public, as well as present the opportunity for the public to be more clearly informed of additional services offered they may not have been conscious of before due to the implication that the department only offered parks and recreation services.

If approved, staff has developed a full campaign to educate and inform the public on the name change; utilizing this proposed name change as an opportunity to promote the additional community services not generally associated with “parks” and “recreation.”

REVIEWED AND APPROVED BY:

- City Attorney
- City Clerk/Information Services
- Development Services
- Finance
- Fire
- Parks and Recreation
- Personnel
- Police
- Public Works

ATTACHMENTS: