

# City of Appleton Public Park Renaming Process

## Step 1: Renaming Process

- The **Parks and Recreation Committee** and **Common Council** approve renaming process for Veterans Park.

## Step 2: Public Announcement and Outreach

- The City issues a **public announcement** about the renaming process via:
  - City website(s) and social media
  - Press release to local media outlets
  - On-site signage at the park

## Step 3: Name Submission Period

- A **30-day public submission window** is opened, during which individuals or groups can submit name suggestions.
- Submissions must include:
  - Suggested name
  - Brief justification (e.g., historical relevance, community significance)
  - Name and contact information of the submitter
- Submissions may be made:
  - E-mail to Parks and Recreation Department
  - In person at the Parks and Recreation Department
  - Via mail to Parks and Recreation Department

## Step 4: Staff Review and Eligibility Screening

- The **Parks and Recreation Department** reviews submissions for:
  - Compliance with naming guidelines (see below)
  - Elimination of duplicates or inappropriate names

## Recommended Naming Guidelines:

- Names shall:
  - Comply with the existing Naming of Publics Land Policy

## Step 5: Parks and Recreation Committee Evaluation

- A **shortlist of 3–5 names** is created from eligible submissions.
- The Department will:
  - Review shortlisted names

- Recommend a final name for Council consideration

#### **Step 6: Final Approval by Common Council**

- The Common Council reviews the Committee's recommendation.
- A **final vote** is taken to officially adopt the new name.

#### **Step 7: Public Announcement and Implementation**

- The City announces the new name via:
  - Press release
  - Signage update at the park
  - Updates to City maps and online resources

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#### **Timeline Overview**

<b>Step</b>	<b>Activity</b>	<b>Duration</b>
1	Committee/Council adopts process	August
2	Public outreach campaign	September
3	Name submission period	September
4	Staff review and screening	October
5	Committee evaluation and public input	October
6	Final Council vote	November
7	Public announcement and implementation	November/December