

1. Requested Motion:

Meeting Date: May 16, 2011

Town Council to select a park name for recommendation to the Lee County Board of County Commissioners.

Why the action is necessary:

The Town Council of Fort Myers Beach requested public input in the naming of the new county park.

What the action accomplishes:

Provides input from the Town of Fort Myers Beach to the Board of County Commissioners on the name of the new county-owned gulf-front park across from Seafarer's Mall within the incorporated limits of the Town.

2. Agenda:

- Consent
 Administrative

3. Requirement/Purpose:

- Resolution
 Ordinance
 Other

4. Submitter of Information:

- Council
 Town Staff
 Town Attorney

5. Background:

At the May 2nd Town Council meeting, the Council directed the Community Resources Advisory Board (CRAB) to take public input and provide a recommendation regarding the naming of the new county park across from Seafarer's Mall. CRAB met on Thursday, May 5th.

CRAB moved to recommend to Town Council the three names of Crescent Beach Park, Shell Arches Park, and Pierside Park. Additional information regarding the discussion at the May 5th meeting is provided in the attached memorandum.

6. Alternative Action:

Select a name other than one recommended by CRAB

7. Management Recommendations:

Select a name from those recommended by CRAB

8. Recommended Approval:

Town Manager	Town Attorney	Finance Director	Public Works Director	Community Development Director	Cultural Resources Director	Town Clerk
						

9. Council Action:

- Approved Denied Deferred Other



Memo

To: Terry Stewart, Town Manager
Cc: CRAB
From: Theresa Schober, Director of Cultural Resources
Date: 5/5/11
Re: May 5 CRAB meeting; Recommendations for Name of New Park

At the May 5th Community Resource Advisory Board (CRAB) meeting, Vice Mayor Raymond provided a summary list of all proposed names he and the Town had received of the new county-owned gulf front park across from Seafarer’s Mall. The proposed names include:

- Pierside Park
- Crescent Beach Park
- Shell Arches Park
- Paradise Park
- Booch Park – after Gordon “Booch” DeMarchi
- Booch DeMarchi Park
- Mulholland Park
- Seafarer’s Family Park

In recognition that the assignment to provide a recommended name for the new park was identified in the *Fort Myers Beach Observer* on Wednesday May 4th and at the televised Town Council meeting on Monday May 2nd, and that no public came forward at the May 5th CRAB meeting, each advisory board member present selected their top three name choices as provided below. In summary, the name Crescent Beach Park was selected by all four members, Shell Arches Park was selected by three board members, and the names Pierside Park and Paradise Park were each selected by two advisory board members.

	First selection	Second selection	Third selection
Jim Rodwell, Chair	Crescent Beach Park	Shell Arches Park	Paradise Park
Linda Beasley	Crescent Beach Park	Paradise Park	Pierside Park
Karen Haengel	Shell Arches Park	Pierside Park	Crescent Beach Park
Mark Ludvigson	Shell Arches Park	Seafarer’s Park	Crescent Beach Park

The committee moved to recommend to Town Council the three names of Crescent Beach Park, Shell Arches Park, and Pierside Park. The motion passed with a 3 to 1 vote.