

City of Fayetteville Staff Review Form

2020-0332

Legistar File ID

5/5/2020

City Council Meeting Date - Agenda Item Only
N/A for Non-Agenda Item

Connie Edmonston

4/14/2020

PARKS & RECREATION (520)

Submitted By

Submitted Date

Division / Department

Action Recommendation:

Naming of Kessler Mountai Regional Park Baseball Complex as the Chambers Baseball Complex for 30-years.

Budget Impact:

Account Number	Fund
Project Number	Project Title
Budgeted Item? 	Current Budget \$ -
	Funds Obligated \$ -
	Current Balance \$ -
Does item have a cost? 	Item Cost
Budget Adjustment Attached? 	Budget Adjustment
	Remaining Budget \$ -

V20180321

Purchase Order Number: _____

Previous Ordinance or Resolution # _____

Change Order Number: _____

Approval Date: _____

Original Contract Number: _____

Comments:



TO: Mayor and City Council
THRU: Susan Norton, Chief of Staff
FROM: Connie Edmonston, Parks and Recreation Director
DATE: April 14, 2020

SUBJECT: Naming of Kessler Mountain Regional Park Baseball Complex as Chambers Baseball Complex for 30-years.

RECOMMENDATION:

Naming of Kessler Mountain Regional Park Baseball Complex as the Chambers Baseball Complex for 30-years.

BACKGROUND:

In 2010, Chambers Bank graciously donated over 200 acres to the City and People of Fayetteville to build a regional park in which youth sport programs could be played in one location and to have a park that would have something for everyone. Phase one of the park included soccer fields, four baseball fields, playground area, trail and the support amenities for these programs. In 2014, Chambers Bank sold the City an additional 328 acres for the park at a fair and reasonable price. The Bank also dedicated an additional 47.75 acres adjoining to the park in which they banked parkland credits to offset future park land credits for residential development in the SW Park Quadrant. On December 3, 2019, City Council approved the agreement with Chambers Bank Chief Executive Officer, John Ed Chambers III, to donate the banked parkland credits worth \$2,250,457 to the City.

DISCUSSION:

In lieu of the many gracious donations made by the Chambers Bank throughout the years that have benefitted Kessler Mountain Regional Park, Mayor Jordan and City Attorney Kit Williams recommended to name the existing baseball complex, Chambers Baseball Complex. The baseball complex includes four fields, concession and restroom building, and batting cages. See attached Memos from the City Attorney for justification.

Parks and Recreation Staff presented the proposal to name the Kessler baseball complex Chambers Baseball Complex at the March 2, 2020 Parks and Recreation Advisory Board (PRAB). PRAB unanimously approved the proposal. The proposal meets the Park Naming Policy – Platinum Category for a Complex with a donation of \$1 Mill up to \$5 Mill for a 30-year period.

BUDGET/STAFF IMPACT:

Park naming signage for Chambers Baseball Complex will be designed by the Park Planning Staff.

Attachments:

1. Memos from Kit Williams, City Attorney
2. PRAB Meeting Minutes of March 2, 2020
3. Park Naming Policy



OFFICE OF THE
CITY ATTORNEY

DEPARTMENTAL CORRESPONDENCE



Kit Williams
City Attorney

Blake Pennington
Assistant City Attorney

Jodi Batker
Paralegal

TO: **Mayor Jordan**
City Council

CC: **Don Marr**, Chief of Staff
Paul Becker, Finance Director
Susan Norton, Communications Director
Connie Edmonston, Parks and Recreation Director

FROM: **Kit Williams**, City Attorney

DATE: **November 20, 2019**

RE: **Chambers Bank Agrees to Donate More Than Two Million Dollars' Worth of Banked Parkland Credits to City**

For the last few months I have worked with Mayor Jordan's support to see if Chambers Bank would be willing to donate to the City of Fayetteville over Two Million Dollars of banked parkland credits it received for conveying 47.75 acres to increase the size of Kessler Regional Park.

Chambers Bank has already been very generous to the City and Citizens of Fayetteville by donating 200 acres of fairly level land to begin the creation of Kessler Regional Park. This 200 acres is where the baseball, soccer and softball fields, parking areas and many other amenities are located. Then in 2014, Chambers Bank sold about 328 additional acres at a very fair and reasonable price (half of which was paid by a generous grant from the Walton Family Foundation) to the City. Chambers Bank also dedicated and conveyed 47.75 adjoining acres which by our joint Agreement provided Chambers Bank with banked parkland credits to offset any future parkland credits in this quadrant that could be incurred because of residential development.

Chief Executive Officer John Ed Chambers III has now graciously decided to donate all of these banked parkland credits (now worth **\$2,250,457.50**) to the City of Fayetteville and signed the Agreement to accomplish this. It is my happy privilege to join with Mayor Jordan to recommend approval of this Agreement.



OFFICE OF THE
CITY ATTORNEY

DEPARTMENTAL CORRESPONDENCE



Kit Williams
City Attorney

Blake Pennington
Assistant City Attorney

Jodi Batker
Paralegal

TO: **Mayor Jordan**

CC: **Don Marr, Chief of Staff**
Susan Norton, Communications Director

FROM: **Kit Williams, City Attorney**

DATE: **December 5, 2019**

RE: **Recognition for John Ed Chambers II or Chambers Bank**

I have not been requested by Mr. Chambers nor anyone at his bank to seek public recognition for their many contributions to Kessler Mountain Regional Park. As you know, they contributed 200 acres of fairly level, very developable land which began Kessler Mountain Regional Park. The status of this "gift" of 200 acres is tempered somewhat by the City's agreement to accept responsibility for the small (about 40 acres) old landfill which we got ADEQ to upgrade and provide a new cap costing about \$4 Million (the first use of ADEQ's Post Closure Trust Fund).

Later (in 2014) Chambers Bank sold the city 328 additional acres of Kessler Mountain on agreeable terms similar to the terms by which Centennial Bank sold us Milsap Mountain so we could establish Centennial Park. Chambers Bank also agreed to donate parkland credits for 47.75 acres dedicated to the City to further enlarge Kessler Mountain Regional Park. At our current valuation of parkland, those credits would total \$2.25 Million. I believe that we should offer to Mr. John Ed Chambers II or to Chambers Bank the naming right to the to-be-constructed baseball field complex at Kessler Mountain Regional Park. Chambers Bank has likely donated significantly more to Fayetteville than Centennial Bank did when it was granted naming rights for "Centennial Park".

I would like to preserve the name "Kessler Mountain Regional Park" rather than to offer naming rights for this park to anyone or any entity. However, I believe it would be very appropriate and proper to offer to name the to-be-built, four field baseball complex "Chambers Baseball Fields." We could also consider "John Ed Chambers, II Baseball Fields," or "Chambers Bank Baseball Fields" in accordance with our Recognition for Parks and Trails Policy, §97.088 (B)(2)(d) of the *Fayetteville Code*. (Attached)



Parks and Recreation Advisory Board

March 2, 2020

5:30 p.m.

City Administration Building Room 326
113 W. Mountain Street
Fayetteville, AR 72701

Members: Richie Lamb, Nicole Claesen, Will Dockery, Joel Freund, Jennifer Neill, Keith Tencleve, Shay Hopper, Hugh Kincaid, Stephen Sheely

City Staff: Connie Edmonston, Director; Byron Humphry, Maintenance Superintendent; Lee Farmer, Recreation Superintendent; Ted Jack, Park Planning Superintendent, Ken Eastin, Park Planner, Sonya Morell, Operations Assistant

1. **Call to Order:** Lamb called the meeting to order at 5:31 p.m.
2. **In Attendance:** Lamb, Dockery, Freund, Neill, Hopper, Kincaid and Sheely

Staff: Edmonston, Humphry, Farmer, Jack and Morell

Absent: Tencleve and Claesen

3. **Naming Chambers Baseball Complex: Connie Edmonston, Parks & Recreation Director**

Parks and Recreation Staff recommends naming the existing baseball complex Chambers Baseball Complex due to Chambers Banks generous donation of the 200 acres at Kessler Mountain Regional Park and donating the banked parkland credits valued at \$2,250,457 back to the city. See attached Memos from City Attorney for justification. This meets the Park Naming Policy. PRAB's recommendation will be presented to City Council for final approval of naming the 4 existing baseball fields, concession/restroom and batting cages as the Chambers Baseball Complex.

Edmonston discussed naming of the baseball complex.

Staff Recommendation: Naming the 4 existing baseball fields, concession/restroom and batting cages as the Chambers Baseball Complex for the next 30 years.

PRAB Motion: Freund moved to approve staff's recommendation. Lamb seconded the motion. Motion passed 7-0-0.

4. **Adjournment:** Lamb adjourned the meeting at 6:41 p.m.

97.088 - Signs Prohibited

- (A) No person in a park shall paste, glue, tack, or otherwise post any sign, placards, advertisement, or inscription whatsoever, nor shall any person erect or cause to be erected any sign whatsoever on any public lands or highways or roads adjacent to a park, except as set forth herein below.
- (B) *Exceptions.*
- (1) *Athletic Field Signage.* Signs shall be permitted on softball/baseball outfield fences and scoreboards at locations and in sizes designated by the Parks and Recreation Director. Uniform fees shall be charged dependent upon placement and size of the permitted signs. The content of the sign and whether it is commercial or non-commercial may not be considered. Designated spaces shall be sold at the established price on a first come basis. The owner of a sign at a designated location shall have first right to renew before others can purchase the size/location for a new or replacement sign.
- (2) *Recognition Signs.* Signs located in city parks or on city trails that are used for the purpose of memorializing a person or family through naming, recognition of significant donors, or recognition of contributions to the facility or amenity on which the sign is installed shall meet the following conditions:
- (a) *Maximum Number of Recognition Signs.* Most donor or honoree recognition signs shall be limited to one for the facility financed by the donor or memorializing the honoree. For a park or a major facility with more than one major entrance, a second recognition sign may be recommended by the Parks and Recreation Advisory Board and approved by the City Council.
- (b) *Maximum Size of Recognition Signs.*
- (i) Donor recognition signs in city parks shall be sized in accordance with Exhibit "A", Donor Recognition Signs, unless otherwise determined by City Council resolution.
- (ii) Trail Recognition Signs shall not exceed four square feet for trailhead facilities. Recognition signs along the trail for park benches, etc., shall not exceed 1.5 square feet and should be incorporated within or attached to the bench or amenity sponsored by the donor.
- (c)

Design Requirements. All recognition signs must comply with the following requirements and shall adhere to the aesthetic values and design of the park or trail.

- (i) The recognition sign shall include only the name of the person memorialized or the name of the organization, person or business which has donated significant funds to the park facility. A company or organization logo (without company colors, any advertising or slogans) may be used on the sign.
 - (ii) The design of the sign shall be incorporated into the park facility and shall be approved by the Director of Parks and Recreation who shall ensure the signs' high quality and durable construction and its consistency with other recognition signs within the park.
 - (iii) Recognition signs shall comply with the Donor Operational Policy unless exempted by the City Council.
- (d) **Facility Naming.** The naming of facilities is permitted so long as the donor or honoree has made a significant contribution to the city, the facility or the Parks and Recreation Department in terms of financial donations, voluntarism or dedicated public service. Final naming of facility may be as recommended by the Parks and Recreation Advisory Board with final selection and approval by the City Council. Naming of the facilities should meet the Naming Park Facilities Policy attached as Exhibit "B", unless otherwise determined by City Council resolution.
- (e) Adopt-A-Park or trail groups may post a sign while they are actively working on a park project that provides information about their organization or group. The sign must be approved in advance by the Parks and Recreation staff.

Exhibit "A"

	Parks and Recreation Department Policies and Procedures Manual		SUBJECT: OPERATIONS POLICY FOR DONOR RECOGNITION SIGNS	
	NUMBER:	REVISIONS:	EFFECTIVE DATE: 6-16-2015	PAGE: 1 OF 1
	SUPERSEDES:		APPROVED BY:	

DONOR RECOGNITION SIGNS

PURPOSE

The purpose of this directive is to provide policies which will govern the naming of park facilities currently owned or acquired by the City of Fayetteville. This policy statement takes precedence over any previous policies and guidelines which may have governed the naming of these facilities.

POLICY

In order to provide important capital facilities in Fayetteville Parks, it is pragmatic in a time of shrinking public dollars to seek outside funding. It is essential to have specific boundaries and criteria in establishing fair and proper recognition of significant facility donations. This policy sets guidelines for donations within parks as well as on trails. All sign and plaque designs must be incorporated into the design of the facility. Donor recognition signs shall adhere to the aesthetic values and design of the park.

Donor recognition in parks is based upon the type of facility donated. Donor recognition on trails is limited on the trailheads unless there is an educational and/or art feature that is appropriate to be displayed along the trail. Recognition signs may not be predominant within the educational and/or art component.

Recognition for each donation will be determined pursuant to the Recognition for Parks and Trails Facilities Policy. Any exceptions to this policy must be approved by City Council. Park Planners have the latitude to design signs recognizing donations based on site location and donor specific criteria. Naming of facilities donated must meet the Naming Park Facilities Operational Policy unless accepted under City Council resolution. The naming proposal will be presented to the Parks and Recreation Advisory Board for their recommendation to City Council. City Council has final approval of the park facility name, including the right to approve a different name. The option for naming facilities is only permitted under the Park Facility Diamond, Platinum, Gold and Silver categories. Minor items such as trash receptacles and flower beds cannot be named.

	Parks and Recreation Department Policies and Procedures Manual		SUBJECT: RECOGNITION FOR PARKS AND TRAILS FACILITIES POLICY	
	NUMBER: PRK-	REVISIONS:	EFFECTIVE DATE: 6-16-2015	PAGE: 1 OF 3
	SUPERSEDES:		APPROVED BY:	

RECOGNITION FOR PARKS AND TRAILS FACILITIES POLICY

Bronze Category: Recognition on Donor Wall for 25 year period

Donation of \$25,000 up to \$250,000 for park amenities. Examples include:

Bleachers	Picnic Table and Grill
Batting Cages	Art Sculpture
Bike Racks	Single Playground Apparatus (climbing
Lighting	rocks/swing set)
Drinking Fountain with Dog Bowl	Landscape Feature
Prefabricated Pavilion	

Size of donor wall and names to be approved by the City Council.

Silver Category: Naming Rights for 10 year period

Donation of 75% cost of new facility over \$250,000. Examples include:

Soccer Field	One Mile Asphalt/Concrete Park Trail
Baseball Field	Small Amphitheater (seating for 150)
Tennis Court	Water Feature
Basketball Court	Parking Lot (25 cars)
Disc Golf Course	Greenhouse
Concession Stand/Restroom	Playground
Park Restroom	

Gold Category: Naming Rights for a Field/Court/Facility for 25 year period

Donation of 100% cost of new facility over \$250,000. Examples include:	
Soccer Field	One Mile Asphalt/Concrete Park Trail
Baseball Field	Small Amphitheater (seating for 150)
Tennis Court	Water Feature
Basketball Court	Parking Lot (25 cars)
Disc Golf Course	Greenhouse

Concession Stand/Restroom	Playground
Park Restroom	Dog Park

Platinum Category: Naming Rights of a Complex for 30 year period

<p>Donation of \$1 million up to \$5 million to name a complete complex. Examples include:</p>	
Sport Complex: 4—6 field lighted	Aquatic center
complex such as softball, baseball,	Amphitheater- seating for 1,200
soccer, tennis	Development of a new park

Diamond Category: Naming Rights of a Park

<p>Donation over \$5 million to name a park.</p>
<p>RECOGNITION FOR EXISTING PARK FACILITIES</p>

\$200,000 per baseball or softball field for 10 years, or \$350,000 for two fields
\$150,000 per soccer field for 10 years or \$250,000 for two fields
TRAIL FACILITIES

Silver Category receives donor recognition of a press release, ribbon cutting ceremony, plaque constructed of high quality durable materials up to 1.5 sq ft.

Trail Facilities donated in the Silver Category may only be located along trails for educational purposes or as an integral part of an art feature.

Gold Category receives donor recognition of a press release, ribbon cutting ceremony, sign constructed of high quality durable materials up to 4 sq ft.

Trail Facilities donated in the Gold Category may only be located at trailheads for a 25 year period and include the following:	
Parking Lot	Restroom
Pavilion	One Mile Asphalt/Concrete Trail

City Process

1. Parks and Recreation Staff or the Friends of Parks Board meets with donor to discuss donation including amount of donation, development of facility/amenity, recognition operational policy, naming rights (if applicable), sign appearance/style/construction, time requirements and other pertinent topics. Donor must meet the Operational Policy for Donor Recognition Signs.
2. Request is presented for approval from Parks and Recreation Advisory Board. If the facility donated is granted the option to name the facility, the name must meet Park Naming Facility Operational Policy.
3. Request presented to Planning Office for approval.
4. Request presented to City Council for final park name selection and approval.
5. All donors will have first right to re-new their naming rights for an appropriate donation upon conclusion of the time period.
6. The city will reserve the right to remove a donor's name from the facility if the City Council determines by resolution that a donor would otherwise cause undue embarrassment or other issues for the City or its citizens.

Exhibit "B"

	Parks and Recreation Department Policies and Procedures Manual		SUBJECT: OPERATIONS POLICY FOR NAMING PARK FACILITIES	
	NUMBER: PRK-	REVISIONS:	EFFECTIVE DATE:	PAGE: 1 OF 1
	SUPERSEDES:	APPROVED BY:		

NAMING PARK FACILITIES

PURPOSE

The purpose of this directive is to provide policies which will govern the naming of park facilities currently owned or acquired by the City of Fayetteville. This policy statement takes precedence over any previous policies and guidelines which may have governed the naming of these facilities.

POLICY

Upon acquisition of a new park, the Director of Parks and Recreation will assign a nondescript temporary working name or subdivision name for the park facility to be used until park development begins.

Once park development begins, the Parks and Recreation Department will receive and forward park facility name suggestions to the Parks and Recreation Advisory Board for review. The Parks and Recreation Advisory Board will discuss and approve the recommendations at their monthly meeting. Once a recommended name has been selected, the Parks and Recreation staff will forward the name to the City Council for its final park name selection including a potentially different name.

The following items should be considered when proposing names for any park facilities:

- Geographic location of the facility
- Outstanding features of the facility
- Commonly recognized historical event, group, or individual
- Individual or group who contributed significantly to the acquisition or development of a facility
- Individual who provided an exceptional service in the interest of the park system

For an individual to be considered, the recommended name must be accompanied by a biographical sketch which provides evidence of historical significance or contributions to the Parks and Recreation Department or City of Fayetteville.

The naming of plaques, markers, and memorials within park facilities must follow the policies as stated above.

Note: A name recommendation from the Active Transportation Committee for trail facilities will be required prior to forwarding to the Parks and Recreation Advisory Board.

(Code 1965, §17A-31; Ord. No. 3677, §2, 3-2-93; Code 1991, §97.088; Ord. No. 5335, 7-20-10; Ord. No. 5778, 6-16-15; >Ord. No. 5828, § 1(Exh. A), 12-15-15)