

# Agenda Memorandum



**Staff/Department:** Michael Axon, Parks and Recreation Director  
**Subject Matter:** Naming of New Shelter - Norm Esser Shelter  
**Meeting Date:** Septebmer 18, 2023  
**Referral History:** N/A

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## Executive Summary:

A request has been made Village Staff and the Family of Norm Esser, to name the new shelter/restroom after long-time Village Employee, Norm Esser. The Parks, Conservation Land and Facility Naming Policy was established to provide standard procedures and guidelines for such a request.

## Project Background:

Current Village Staff along with the Esser Family would like to request the naming of the new shelter/restroom at Baer Park, Norm Esser Memorial Shelter. The Parks, Conservation Land, and Facility Naming Policy was established to provide standard procedures and guidelines for such a request. (Exhibit A)

Norm Esser worked for the Village of Cross Plains for 46 years, providing exceptional service for our Public Facilities Department. Exceptional, often used to describe someone having much more than average intelligence, ability, or skill, fit Norm to a "t". Exceptional, was the word you would use to describe Norm Esser, as he always illustrated an ability and/or skill set that exemplified "public service", going above and beyond his hourly contribution to provide a positive experience to each and every resident and/or visitor to our community.

Norm Esser retired from the Village of Cross Plains in 2005 and again in 2015. Following his 2005 retirement, the Village of Cross Plains requested his return as it felt his departure to be too impactful. Norm returned because that's who he was, a community first individual who often spent his personal time, helping others.

We feel the naming of the new shelter/restrooms at Baer Park would be a wonderful way for the Village of Cross Plains to give back to this exceptional staff member and his family, allowing his legacy of passion, compassion, and commitment to our community never be forgotten.

## Code/Policy Review:

Attached

## Fiscal Impact:

N/A



# Village of Cross Plains

## Parks and Recreation Department

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**ADOPTED VILLAGE BOARD: July 27, 2020**

Re: Park, Conservation Land and Facility Naming Policy

### **Parks, Conservation Land and/or Facility Naming Policy**

#### I. PURPOSE

The purpose of the policy is to establish standard procedures and guidelines for the naming of public parkland, conservation land, regional trail and/or facilities operated by the Village of Cross Plains.

#### II. AUTHORIZATION

The naming of sites shall be the function of the Parks, Recreation and Conservation Committee. Through this group, diversity, balance and creativity will be sought during the adoption of names. These names will be recommended to the Village of Cross Plains Board of Trustees for final approval.

#### III. OBJECTIVES

- A. Provide name identification for parks, conservation and/or facilities.
- B. Provide criteria for citizen input into the process of naming parks, conservation land and/or facilities.
- C. Ensure that the naming of parks, conservation land and/or facilities is controlled by the Village of Cross Plains Board of Trustees through recommendations from the Parks, Recreation and Conservancy Committee with advice from staff.

#### IV. QUALIFYING NAMES

Names submitted for consideration should provide some form of individual identity in relation to the following:

- A. The geographic location of the space or facility.
- B. An outstanding feature of the space or facility.
- C. An adjoining subdivision, street, school or natural feature.
- ✓ D. A commonly recognized historical event, group, organization or individual (living or deceased)
- E. An individual or organization that contributed significantly to the acquisition or development of the space or facility to be named. This can include either a deed or substantial monetary contribution, or contribution toward acquisition and/or development of the park or facility (typically not less than 50 percent of the value of the property or improvements).
- ✓ F. Outstanding accomplishments by an individual for the good of the community. Quality of the contribution should be considered along with the length of service by the individual- this to be fully substantiated by person making recommendation.
- ✓ G. An individual who provided exceptional service in the interest of the park system as a whole. Typically, while serving in public office; public officials should not be considered as a candidate for naming.

#### V. OTHER NAMING ALTERNATIVES



# Village of Cross Plains

## Parks and Recreation Department

- A. Parks, Conservation Land and/or Facilities that are donated to the Village, outside of the land dedication, can be named by deed restriction by the donor. The naming and acceptance of land is subject to approval by the Village Board.
- B. Facilities within a park can be named separately from the park, conservation land, regional trail and/or facility in which are located, subject to the general guidelines outlined in this policy.

### VI. NAMING PROCESS – EXISTING UN-NAMED FACILITIES

- A. Individuals, groups and/or organizations interested in proposing a name for an existing un-named park area or facility must do so in writing, presented to the Parks and Recreation Director, for consideration by the Parks, Recreation and Conservancy Committee.
- B. The Parks, Recreation and Conservancy Committee will conduct a public meeting on the request and allow 30 days following the public meeting for public comment.
- C. The Parks, Recreation and Conservancy Committee will recommend to the Village of Cross Plains Board of Trustees action on the request following appropriate publication and discussion.

### N/A VII. NAMING PROCESS – NEW FACILITIES

- A. A temporary name will be designated by Village Staff for identification during acquisition and/or development of the parkland, conservation land and/or facility.
- B. Individuals, group and/or organization may suggest names for the parkland, conservation land and/or facility in writing, presented to the Parks and Recreation Director, for consideration by the Parks, Recreation and Conservancy Committee.
- C. The Parks, Recreation and Conservancy Committee will conduct a public meeting on the suggested name and allow a minimum, 20 days following the public meeting for public comment.
- D. The Parks, Recreation and Conservancy Committee will recommend to the Village of Cross Plains Board of Trustees action on the request following the 20 days for public comment.

Presented: Sept.18, 2023

Public Comment: Oct 10, 2023

PRC Discussion: Oct.17, 2023

VB Discussion: Oct. 23, 2023

### N/A VII. PARK RENAMING

Critical examination will be conducted to ensure that renaming parkland, conservation land and/or facilities will not diminish the original justification for the name or the prior contribution. Renaming will follow the same procedures as naming the park.

- A. Parkland, Conservation land, regional trails and/or facilities named after individuals shall not be changed unless it is found that because of the individual’s character the continued use of their name would not be in the best interest of the community.

### TBD IX. PLAQUES, MARKERS AND MEMORIALS

The Parks, Recreation and Conservancy Committee, or its designee, must approve any plaques or markers, not currently part of the Parks Memorial Bench and Tree Program. All parties involved must agree upon a written maintenance agreement for each plaque or marker before they’re installed.

All plaques and markers must be designed to blend with and complement the existing parks and Recreation Department signs, plaques, markers and memorials.