

MEMORANDUM

To: Mayor and City Council

From: Bob Mullen, Communications Director

Date: October 12, 2015

Subject: **Review of Results from Park Naming Contest for Park at Pernoshal Court**

On June 4, 2015 the City of Dunwoody broke ground and began construction on the city's third new park in two years, the new 5-acre park located at the corner of North Shallowford Road and Pernoshal Court. Initially referred to as Pernoshal Park, in reference to its location, the new park will feature sports courts, pavilion, large open field area for play and a section of the Dunwoody Trailway.

Shortly after the park's groundbreaking ceremonies, city staff worked with City Council Members to create and launch an opportunity for community members to provide input on a park name via an online contest. The "Name Your Park" contest began on August 5, 2015 and ended on September 30, 2015 and provided an opportunity for city residents to vote on potential park names or provide a write-in name. Interested participants were able to vote in the contest via the online citizen engagement portal at www.connectdunwoody.com.

The contest was open to adults and students (K-12) and each participant was limited to one vote per person and the site collected votes from voters within Dunwoody and outside of Dunwoody city limits. The contest offered participants a chance to choose a favorite new park name from a list of five potential selections or provide a write-in idea for a potential park name. The five potential park name selections included Pernoshal Park, Hightower Trail Park, Muskogee Park, Old Buck Park, and Magnolia Park or a write-in name submission.

The contest rules (attached to the memo) outlined specific criteria for all write-in name submissions which stated the park would not be named after a living person, service organization or a business and detailed specifics requirements regarding naming the park after a person. The contest rules also stated the City will eliminate from consideration any name which proposed abuse, denigration, persecution or belittlement of any organization, race, religion or individual.

This contest site received a total of 804 visitors and collected 262 responses/votes with 63 votes coming from District 1, 108 votes coming from District 2 and 49 votes coming from District 3 while 42 votes came from outside the city limits.

#11.

The potential park name selection voting results are detailed below including the number of votes received for each selection:

- Pernoshal Park 19 votes
- Hightower Trail Park 11 votes
- Muskogee Park 24 votes
- Old Buck Park 3 votes
- Magnolia Park 16 votes

There were 189 various write-in name submissions which either did not garner enough votes to surpass existing totals of the five park name selection choices or failed to adhere to the contest rules and considerations detailed in the contest portal.

NAME YOUR NEW PARK

The city of Dunwoody broke ground and began construction of the city’s third new park in two years! While the new park will rapidly become one of the city’s newest amenities, the park is integral to the community. It’s for everyone to enjoy and use – it’s everybody’s park.

With the creation of this new park comes the important job of finding the perfect name! The act of naming is significant and meaningful. A name can invoke powerful emotions, create images and help recall history.

The naming of a park should be approached in a deliberate and thoughtful manner and should take into consideration the past, present, and future history of the land, its use, and the community’s relationship to it.

Dunwoody seeks input from its citizens to find out what they believe to be the perfect name for the new 5-acre park.

PARK NAMING CONTEST: The city is holding a contest for Dunwoody residents to vote on a name for the new park.

The contest will run from August 5 through September 30 and offers residents a chance to choose one favorite from a list of five potential park names. There’s also the wildcard of an open ended option for residents to submit write-in ideas for a park name.

About “The Park”

This new 5-acre park is located off North Shallowford Road and Pernoshal Court. The park will feature two sport courts, basketball court, pavilion, large open field area for play, and part of the Dunwoody Trailway.



NAME YOUR NEW PARK

Contest Rules

1. Open to adults and students (K-12)
2. The park shall not be named after a living person*, service organization or a business
3. The City will eliminate from consideration any name which proposes abuse, denigration, persecution or belittlement of any organization, race, religion or individual
4. Limit one vote per person on Connectdunwoody.com
5. Deadline for entries is **September 30, 2015** by 5pm.

* When considering naming the park after a person, consideration will be given when:

- The person has been deceased for five or more years
- The person must have made a significant positive contribution to parks, recreation, or culture in the community without which the park/facility may not exist
- The individual's contributions enhanced a program or facility in an extraordinary way
- The person demonstrated commitment to equality, inclusion and justice
- The person risked his or her life to save or protect others and/or our Nation
- The person volunteered and gave extraordinary help or care to individuals, families, groups, or the community

When selecting or submitting your favorite name, please consider the proposed name should at the least:

- Render a strong positive image
- Be appropriate, having regard for the park's assets, location and/or history
- Have historical, cultural, or social significance for future generations
- Commemorate places, people, or events that are of continued importance to the city, region, state and/or nation
- Honor and respect native or tribal communities
- Have symbolic value that value that transcends its ordinary meaning or use and enhance the character and identity of the park
- Have broad public support
- Avoid undue commercialization of the park and its facilities

The winning name will be announced by Dunwoody Mayor and City Council on Monday, December 14, 2015 at the 6 p.m. City Council Meeting.

Potential Park Names (please select one):

1. Pernoshal Park

- a. The new park is located off of Pernoshal Court and North Shallowford Road. The name "Pernoshal" was derived from a combination of "**PER**imeter **NO**rth **SHAL**lowford" and references the park's location and connectin to the Georgetown area.

2. Hightower Trail Park

- a. Hightower (Etowah) Trail, one of the best-marked Indian Trails in Georgia, was a much-used crossover between two of the noted Trading Paths radiating from Augusta. Recognized as a former boundary between Cherokee and Creek lands, a part of it became, by Act of General Assembly 1822, the boundary line between Gwinnett and DeKalb Counties. Early families settled along the trail and it remained a main road until the 1840's. Segments of it have been abandoned but many sections remain in use as part of present day roads. The name is believed to come from the Cherokee, Ita-Wa.

3. Muskogee Park

- a. The native people of Georgia and the Dunwoody area were the Muskogee (Creek) Indian tribes. The Muskogee Indians raised their families, hunted, and farmed Dunwoody land for generations, as far back as 400 A.D.

4. Old Buck Park

- a. Old Buck was the one car train that ran from Chamblee to the Chattahoochee River, across from Roswell for 44 years. The train brought goods and carried people, an important part of Dunwoody's development, until the line was discontinued in 1921.

5. Magnolia Park

- a. The magnolia flower is seen as the essential southern bloom. The delicate white flowers are only part of the large dignified trees that provide shade and beauty to any park.

6. _____ Your Idea _____

If you have any questions about the park naming contest, please contact Bob Mullen at bob.mullen@dunwoodyga.gov or 678-382-6700.