

Resolution # 18-10
Scheffer Recreation Center Name Change to Frogtown Community Center

PROJECT DESCRIPTION:

A renaming of the Scheffer Recreation Center to Frogtown Community Center corresponding with the opening of a new building at the park.

STAFF COMMENTS:

Funded through the 2016,17, 18 and 19 CIB process, a major transformation is taking place at Scheffer Park which includes construction of a new community center and re-construction of fields, courts, a play area and parking. Among the primary objectives of this project is to provide flexible, multigenerational programming for a greater variety of interests and backgrounds in the diverse Frogtown neighborhood.

The current recreation center is named in honor of Albert Scheffer (1844-1905) who was an active businessman in St. Paul and a member of the St. Paul School Board. Scheffer Avenue in the Highland Park neighborhood and an elementary school previously located on this site were also named in his honor.

In the fall of 2017, and in advance of the construction project, Parks and Recreation conducted community surveying and outreach regarding a potential name change of the facility. This is a similar process that was conducted for Arlington and Jimmy Lee Recreation Centers. Based on lessons learned from the past naming processes, we provided some parameters and highlighted two potential names (Scheffer Community Center or Frogtown Community Center) as options. With more than 170 total unique responses (from in-person surveys at events and online surveying on the community e-forum boards and Facebook pages), it was evenly split between Scheffer and Frogtown as the name for the new facility.

Most of the feedback against keeping the Scheffer name came from people who felt the name Scheffer doesn't represent the neighborhood, and not many people know why the name Scheffer is important. The Frogtown Community Center name would be more reflective of the neighborhood and, based on survey results, would help the neighborhood create a fresh start for the new facility and a strong identity for the community center. As with any major name change, it may take time for past users to adjust to the new Frogtown name. However, the proposed name fits within our naming policy and received an equal response when compared to Scheffer during our community feedback process.

REQUEST OF THE COMMISSION:

Adopt Resolution # 18-XX recommending renaming Scheffer Recreation Center to Frogtown Community Center.

COMMUNITY CONCERNS:

Scheffer has been the name of the facility for several decades and there is a legacy/historic factor with current and past users. Many of those surveyed felt a sense of connection to the Scheffer name based on their previous use/participation at the center.

