



Legislation Details (With Text)

File #: R2018-36 **Version:** 1

Type: Resolution **Status:** Regular Agenda

File created: 3/28/2018 **In control:** City Council

On agenda: 4/17/2018 **Final action:**

Title: Consider adopting Resolution No. 2018-36 changing the name of the Senior Center to Branch Connection - Active Adult Center; and take appropriate action.

Sponsors: Jeff Harting

Indexes:

Code sections:

Attachments: 1. Naming resolution 2018-36.pdf, 2. Resolution No. 2015-080 naming-renaming.pdf

Date	Ver.	Action By	Action	Result
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Consider adopting Resolution No. 2018-36 changing the name of the Senior Center to Branch Connection - Active Adult Center; and take appropriate action.

BACKGROUND:

Over the past few years there has been discussion about renaming the Senior Center to something that does not include the word “Senior”. The reason is that some believe Senior Centers have little if any activity. With that view many who are age appropriate will not consider attending activities at a Senior Center. The fact is that the Farmers Branch Senior Center is a vibrant, active, diverse facility with a lot to offer senior of all ages and abilities.

In September of 2013, AARP posted an article titled “Whatever You Do, Don’t Call Them Senior Centers”. The article says that these centers are often known for bingo, lunch, and blood pressure screenings. The article goes on to say that some centers are now offering things like Zumba, yoga, belly dancing, painting, resume writing, speed dating, and wine tastings.

DISCUSSION:

Staff at the Farmers Branch Senior Center has been working to have programming for younger seniors including indoor skydiving, stand up paddle boarding, and yoga. Staff has long believed that a name change would help make activities and programming more attractive to younger seniors.

Changing the name of the Senior Center is one of the topics that has been discussed at recent Senior Advisory Board meetings. At the March 8, 2018 Senior Advisory Board meeting the Board passed a motion to recommend to City Council to change the name of the Senior Center to “Branch Connection - Active Adult Center”.

Proposed Resolution No. 2018-36 is attached and recommended for adoption. Also attached is adopted Resolution No. 2015-080 relating to naming and renaming City facilities. The name “Branch Connection - Active Adult Center” is considered permissible under 4.(a) Geographical location of the facility including descriptive names. “Branch” is a considered a descriptive name taken from Farmers Branch as currently used

in “Branch Crossing”.

RECOMMENDATION:

The Senior Advisory Board recommends adopting Resolution No. 2018-36.

POSSIBLE COUNCIL ACTION:

1. I move to approve Resolution No. 2018-36.
2. I move to approve Resolution No. 2018-36, with modifications.
3. I move to table the issue for further study or take no action.

ATTACHMENTS:

1. Resolution No. 2018-36.
2. Resolution No. 2015-080