



City of Farmers Branch

Farmers Branch City Hall
13000 Wm Dodson Pkwy
Farmers Branch, Texas
75234

Legislation Text

File #: R2018-81, Version: 1

Consider approving Resolution No. 2018-81 renaming the “Farmers Branch Senior Center” to “The Branch Connection”; and take appropriate action.

BACKGROUND:

At the August 21, 2018 City Council Study Session, Senior Advisory Board Chair, Matt Rice, presented to the City Council a list of five names recommended for consideration by the Board as options for renaming the Senior Center. The five names recommended by the Board, in order of highest preference (1) to lowest (5) were: 1. The Branch Connection 2. Farmers Branch Adult Activities Center 3. Golden Branches 4. Farmers Branch Community Center 5. Farmers Branch Friendship Center.

DISCUSSION:

The Senior Advisory Board’s recommendation is to change the name to “The Branch Connection”. The cost to change the name on the building, the monument signs at the center, and wayfinding signage around town is estimated at \$11,000. The process of changing the name on these signs will begin in October and the budget will be modified accordingly at a later date.

RECOMMENDATION:

City Administration recommends adopting Resolution No. 2018-81 renaming the “Farmers Branch Senior Center” to “The Branch Connection”.

ATTACHMENTS:

1. Senior Center Naming Resolution - 2018-81
2. Naming Resolution 2015-080

POSSIBLE COUNCIL ACTIONS:

- 1) I move to approve Resolution No. 2018-81 renaming the “Farmers Branch Senior Center” to “The Branch Connection”.
- 2) I move to approve Resolution No. 2018-81 renaming the “Farmers Branch Senior Center” to “The Branch Connection” with modifications.
- 3) I move to table the issue for further study or take no action.