



**PARKS, RECREATION & CULTURE MEMORANDUM
#9-2021**

DATE: March 22, 2021

TO: Honorable Mayor Meredith Leighty and City Council Members

THROUGH: Heather Geyer, City Manager 

FROM: Amanda J. Peterson, Director of Parks, Recreation & Culture 
Michael Stricker, Recreation Supervisor

SUBJECT: CR-36 – Theatre Name Modification

PURPOSE

To consider CR-36, a resolution amending the name of the theatre from the D.L. Parsons Theatre to the Parsons Theatre.

BACKGROUND

In late 2001, a committee composed of City staff and elected officials brought forward a proposal to both the Parks & Recreation Advisory Board and City Council to name the theatre after former Mayor D.L. “Don” Parsons. Through Resolution No. 02-19, Series of 2002, the theatre was formally named the “D.L. PARSONS THEATRE.” In January 2002, Parsons was present for the unveiling of the new name.

Throughout the design and construction process for the new Northglenn Recreation Center, Senior Center and Theatre, it has been intended that the City would continue to recognize former Mayor Parsons by having the new theatre retain his name. Discussions with the Northglenn Arts & Humanities Foundation (NAHF), the Parsons family, and City staff led to a request that consideration be given to modifying the name of the theatre to simply the “Parsons Theatre.” This change would go into effect for the new facility. The current theatre will retain the name “D.L. Parsons Theatre.”

Attached is a letter from the Parsons family (Attachment 1) and the NAHF (Attachment 2) in support of removing the initials “D.L.” from the official name. In addition, the Parks & Recreation Advisory Board discussed the name modification at their meeting on March 11, 2021, and unanimously supported the shortened name.

BUDGET/TIME IMPLICATIONS

There are no financial impacts to the City.

STAFF RECOMMENDATION

Staff recommends approval of CR-36.

STAFF REFERENCE

If Council members have any questions, please contact Amanda Peterson, Director of Parks, Recreation & Culture, at apeterson@northglenn.org or 303.450.8950.

ATTACHMENTS

1. Parsons family letter of support
2. NAHF letter of support

CR-36 – Theatre Name Modification

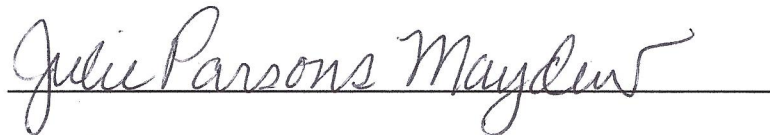
February 22, 2021

City of Northglenn
Parks & Recreation Advisory Board
11801 Community Center Dr
Northglenn, CO 80233

As the descendants of former mayor, Don Parsons, we would like to offer our full support for changing the name of the D.L. Parsons Theatre to the Parsons Theatre. He was called many names; he was "Dad" to his children, "Dad-Dad" to his grandchildren and one of the titles of which he was most proud, was Mayor of Northglenn. He wasn't, however, referred to as "D.L." in his private or professional life, so it's appropriate to drop the initials from the theatre name.

Don Parsons was extraordinarily please with the honor bestowed on him by the city upon his retirement from his role as mayor. We will never forget the surprise on his face at the unveiling, and gratitude he felt for all the support he received during his tenure serving the city.

Sincerely,



Julie Parsons Maydew



Jill Parsons



Dirck Parsons



March 8, 2021

To: Parks and Recreation Board

From: Northglenn Arts and Humanities Foundation

Members of the Parks and Recreation Board,

This communication is on behalf of the Trustees of the Northglenn Arts and Humanities Foundation, who are asking for your consideration to rename the new DL Parsons Theatre to simply Parsons Theatre.

There has been much discussion regarding this issue amongst the Trustees, and there has been inclusion of the family members of the former Mayor Don Parsons, whose namesake the theater currently bears. In addition to the rationale that the Parsons family presents, the proposed change enhances the simplicity of name recognition from a branding and marketing standpoint. The Trustee's intention for the Theatre to be a performing arts and culture destination in Northglenn is at the core of this request.

The family and the Trustees are in agreement that this name change should occur for the new Theatre.

Please accept this request and recommendation. We feel that this name change is appropriate and continues to honor Don Parsons as it was originally intended.

A handwritten signature in black ink, appearing to read 'Rosie Garner', is written in a cursive style.

Rosie Garner
President, Northglenn Arts and Humanities Foundation

Arts & Humanities

SPONSORED BY: MAYOR LEIGHTY

COUNCILMAN'S RESOLUTION

RESOLUTION NO.

No. CR-36
Series of 2021

Series of 2021

A RESOLUTION MODIFYING THE NAME OF THE D.L. PARSONS THEATRE TO THE PARSONS THEATRE

WHEREAS, Resolution No. 02-19, Series of 2002, officially named the theatre in the Northglenn Recreation Center the D.L. Parsons Theatre to honor the many contributions of former Mayor D.L. "Don" Parsons, who served as the City's mayor from Nov. 12, 1987 to Jan. 10, 2002;

WHEREAS, the City of Northglenn intends to continue to recognize former Mayor Parsons by retaining his name at the new theatre in the new recreation center facility, and a request to modify the name of the theatre from the D.L. Parsons Theatre to the Parsons Theatre has been submitted to the Parks and Recreation Advisory Board, pursuant to the City Council policy for naming and renaming parks and recreation facilities;

WHEREAS, the Parsons family and the Northglenn Arts & Humanities Foundation are in support of modifying the name of the new theatre; and

WHEREAS, the Parks and Recreation Advisory Board considered the request and unanimously supported the modified name at their March 11, 2021 meeting, and the City Council desires to modify the name of the new theatre.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF NORTHGLENN, COLORADO, THAT:

Section 1. The name of the D.L. Parsons Theatre at the new Northglenn Recreation Center facility is hereby modified and shall hereafter be officially known as the:

PARSONS THEATRE

DATED at Northglenn, Colorado, this ____ day of _____, 2021.

MEREDITH LEIGHTY
Mayor

ATTEST:

APPROVED AS TO FORM:

JOHANNA SMALL, CMC
City Clerk

COREY Y. HOFFMANN
City Attorney