



MEMORANDUM

To: Mayor and City Council

From: Molly Bujanda, Community Programs Manager
Via: Brad Reid, Director of Parks and Recreation

Date: November 10, 2020

Reference: Consider a Resolution of the City of Coppell approving the placement of a plaque commemorating the contribution of Lou Duggan at Coppell BioDiversity Education Center in the City of Coppell, Texas; and authorizing the Mayor to sign.

2040: Perpetuate a Learning Environment - Promote a knowledge-sharing environment.

Summary:

The Friends of Coppell Nature Park (FCNP) have proposed honoring a recent retiree of their board with legacy recognition at the Biodiversity Education Center. Parks and Recreation staff brought the proposed changes to the Parks and Recreation Board in two separate meetings. The Parks and Recreation Board enthusiastically supported the proposed change and is recommending that City Council approve legacy recognition for Lou Duggan to honor over twenty years of community service to the park and center. This item was recently discussed in detail at the October 27th, 2020 City Council Work Session.

Proposed Changes:

Staff met internally to define acceptable changes and outline a communications strategy. In lieu of rebranding, the Friends of Coppell Nature Park are supportive of honoring Mr. Duggan with legacy recognition in the following ways:

- Building lettering – add “The Lou Duggan” in recommended small font to lettering on the building.
- Addition of an 8x10 picture and legacy biography inside the Biodiversity Education Center.

- Creating a short legacy recognition blurb that will be put in appropriate marketing such as the “About” sections of the webpage and social media.

These changes would allow the name of the facility to remain the same in the logo and on search engines so finding information on the facility will remain the same as it has been for the public.

Legal Review:

Legal Review is not required at this time.

Fiscal Impact:

The partner organization, Friends of Coppel Nature Park have agreed to cover any costs associated with this proposal.

Recommendation:

Staff as well as the Parks and Recreation Board recommends approval of honoring Mr. Duggan with legacy recognition in the ways outlined above.