



Action Minutes – Council Naming Committee

Meeting Date/Time: April 11, 2024 at 4 pm, Hybrid Meeting – Zoom & 2nd Floor Training Room, Town Hall

Members Present: Jess Anderson (Chair), Karen Stegman, Paris Miller-Foushee, Melissa McCullough

Staff Present: Chris Blue (Town Manager), Atuya Cornwell (Parks & Recreation), Sarah Viñas (Affordable Housing & Community Connections), Shenekia Weeks (DEI Officer), Susan Brown (Communications), Alex Carrasquillo (Communications), Molly Luby (staff liaison)

Agenda Item	Discussion Point	Motions/Votes	Action
Call to Order	Meeting called to order at 4 pm	n/a	n/a
Old or Ongoing Business	Molly Luby provided an overview of the Council Naming Committee policies and processes. Susan Brown provided an overview of the Town’s Marketing Partnership policy.	n/a	<ul style="list-style-type: none"> • Council Member Miller-Foushee suggested a policy review around naming rights being restricted to people who are no longer living. The committee is interested in considering a policy that includes honouring people during their lifetimes. • Staff will review and draft possible new policy for the committee to review.
New Business	Atuya Cornwell shared three existing avenues for donating in support of the Town’s Parks and Recreation programs and facilities: sponsorship through the Town’s Marketing Partnership policy, donations to the Friends of Chapel Hill Parks, and amenities purchased from the Parks and Recreation Contributions Catalog (PaRC).	n/a	<ul style="list-style-type: none"> • Committee Members requested a review of the existing policies with the following goals: <ul style="list-style-type: none"> ○ Ensuring that names and sponsorships reflect the values of the Town of Chapel Hill ○ Assessing the opportunities to expand marketing partnerships to increase available funding for Town programs and facilities. • Staff will review existing polices and draft options for the committee to review.
	Sarah Viñas requested feedback from the committee on two strategic opportunities in Affordable Housing and Community Connections: 1. Forming a “Friends of” organization to help fund and support community engagement and housing efforts and 2. Developing a more deliberate and cohesive strategy for naming Town-initiated affordable housing projects to align with the Town’s values and community history.	Full committee agreement	<ul style="list-style-type: none"> • Staff will move forward with exploring the formation of a Friends of AHCC group. • Staff will work with the Town’s DEI office to develop a preliminary process for naming Town-initiated affordable housing projects and submit that process to the committee for review.



Action Minutes – Council Naming Committee

Agenda Item	Discussion Point	Motions/Votes	Action
	<p>Molly Luby presented a petition from the community group Change the Names “to remove and replace racist street signs.” The petition calls for renaming Cameron Avenue, Pauli Murray Avenue as a first step.</p> <p>Cameron Avenue is maintained by both the Town and NCDOT and partially runs through UNC’s campus.</p> <p>Without 100% property-owner agreement, the decision to rename Cameron Ave falls to Town Council.</p>	n/a	<ul style="list-style-type: none">• Committee members expressed agreement with the spirit and motives of the petition as well as concern about the challenges of beginning such a process with Cameron Avenue.• Mayor Anderson requested that staff report on the feasibility of a comprehensive process for reconsidering Town street names.• Staff will draft a proposal for the committee to review.• The committee will reconvene to review the proposal and make a recommendation for next steps.
Adjourn	Meeting adjourned at 5:15 pm	n/a	n/a