



THE CITY OF SAN DIEGO

M E M O R A N D U M

DATE: November 20, 2008

TO: Mission Bay Park Committee, Agenda of December 2, 2008

FROM: Kathleen S. Hasenauer, Deputy Director, Developed Regional Parks Division

SUBJECT: Rename Mission Bay Park's South Shores in Honor of Rose Marie Starns (Deceased)

SUMMARY

Issue – Should the Mission Bay Park Committee approve the renaming of South Shores Park in honor of Mrs. Rose Marie Starns to Rose Marie Starns South Shores Park?

Deputy Director Recommendation – The department does not take a position on park naming requests.

Other Recommendations – On July 9, 2008 the Mission Bay Lessees Association voted unanimously to recommend approval of renaming South Shores Park in honor of Rose Marie Starns to Rose Marie Starns South Shores Park. This request is supported by Mayor Jerry Sanders and Council Member Faulconer, Council District 2, and Council Member Frye, Council District 6.

Fiscal Impact – None with this action. The sign will be paid for and maintained with Developed Regional Parks Division operating funds.

BACKGROUND

Rose Marie Starns was affectionately known as the “Queen of Mission Bay”. She held positions as the Executive Director of the Mission Bay Lessees Association and Executive Director of the San Diego County Hotel-Motel Association. Her tireless energy and advocacy for Mission Bay Park are evidenced by her involvement with the many stakeholders in Mission Bay. Mrs. Starns support for community based policing in the park, on the bay and in the neighboring communities contributed to the desirability of visitors and residents alike spending countless hours in a safe environment.

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Mrs. Starns promotion of Mission Bay Park and the many recreational opportunities that the area afforded residents and visitors began in 1966. She was instrumental in the organization of hydroplane and outboard-bathtub races on Mission Bay. Additionally, Spring Egg Hunts, Arts and Photo Festivals and Sand Castle Contests drew participants and spectators to the Mission Bay Park.

It should be noted that Mrs. Starns was an active participant in the 1994 Mission Bay Park Master Plan which is the guiding document that addresses the recreation, commercial interests and environmental protection of Mission Bay Park.

DISCUSSION

The dedication Mrs. Starns exhibited for Mission Bay Park and the significance of her contributions are worthy of recognition and remembrance. Her commitment to volunteerism for activities and promotion of the park as well as her professional service to Mission Bay was legendary.

The renaming of South Shores Park in honor of Rose Marie Starns is in compliance with Park and Recreation Board Policy #1001, Naming of Parks and Recreations Facilities.

ALTERNATIVES

Do not approve the renaming of the South Shores area in honor of Mrs. Rose Marie Starns.

Respectfully submitted,



Kathleen S. Hasenauer
Deputy Director, Developed Regional Parks Division

KH/kh

- Attachments:
1. Location Map
 2. Typical Mission Bay Park Sign
 3. Park and Recreation Board Policy #1001 – Naming of Parks and Recreation Facilities