



MEMORANDUM

Date: May 18, 2018

To: Brandon Bennett
Director, Code Compliance Department

From: Tim Morton
Assistant Director, Code Compliance Department

Subject: Renaming of the Chuck Silcox Animal Shelter

You asked for a memorandum discussing the invitation to the Grand Re-Opening and Expansion of the Chuck Silcox Animal Shelter that stated there would be an “Official renaming of the facility – the rest is a surprise!” Officially naming the Shelter without City Council approval violates City Resolution 725, adopted August 26, 1980, which states that the naming of all city-owned facilities will be submitted to the City Council for consideration and action. Resolution 725 was amended in 2005 by Resolution 3253-09-2005 to allow City facilities to be named after living persons “in very limited circumstances” (the 1980 resolution required the individual to be deceased).

On December 9, 2008, City Council Resolution 3689-12-2008 changed the name of the Fort Worth Animal Care and Control Center to the Chuck Silcox Animal Care and Control Center in recognition of his seventeen years of service on the City Council and his staunch advocacy “for the care and humane treatment of animals. In 2015, I began discussions with Brenda Silcox and the Shelter Advisory Committee on rebranding the Chuck Silcox Animal Care and Control Center to the Chuck Silcox Animal Care and Adoption Center to better reflect its current focus: the adoption of impounded animals. Ms. Silcox and the Committee approved proposal.

In discussions on rebranding, the question arose as to whether City Council approval would be needed. I do not recall all who were involved in the discussion (and have search emails) but I believe the legal department was involved. The consensus was that the dedication of the shelter as the Chuck Silcox Animal Care and Control Center by City Council action satisfied the facility naming resolution. The rebranding of the Shelter as an Adoption Center was not a “naming” in the sense of the original or amended resolutions but more akin to changing the branding of a Community Center as a Recreation Center or a Senior Center; and similar to referring to the Chuck Silcox Shelter (the facility’s more common name).

The use of “Official Renaming” language was a mistake. It was hyperbole in the same way as “the rest is a surprise.” We mistakenly used the language in an effort to get as much interest and attention to our rebranding of the shelter to emphasize its focus on the adoption of animals. There was certainly never any intent to bypass City Council and I recognize that bringing the rebranding before Council is an opportunity for additional public exposure of our efforts to adopt as many animals from our shelter as possible.

In light of this issue, we will prepare a resolution to rename the Chuck Silcox Animal Care and Control Center to the Chuck Silcox Animal Care and Adoption Center to be submitted to the Mayor and Council for their consideration and action.