
NAMING PROPOSAL RECOMMENDATION REPORT

Proposal Overview

Proposal Received Date: 6/10/2026

Proposer Name: Debra Menneger, Richland County Right to Life, LLC

Proposed Name: Richland County Right to Life, LLC

Type of Public Asset: Bench

Request: ☐ New Name ☐ Renaming ☒ Commemorative Designation

Summary of Proposal:

The applicant proposes installation of a commemorative bench in the Baby Heaven Section of Richland Center Cemetery bearing the name "Richland County Right to Life, LLC." The stated purpose is to provide a place of comfort and reflection for families grieving the loss of a child. The applicant indicates the organization will fully fund the purchase and installation of the bench, estimated at approximately \$700, and provide the engraved nameplate. The proposal cites the organization's support of community members experiencing loss and notes that the bench would serve as a memorial and gathering place within the cemetery.

Public Works Committee Review

Reviewed On: 7/16/2026

Evaluation Based on Naming Criteria:

The Public Works Committee evaluated the proposal against the criteria outlined in the Naming and Branding Policy.

A. Historical, Cultural, or Natural Significance to Richland Center or Wisconsin:

Describe how the proposed name meets or fails to meet this criterion, referencing supporting documentation. N/A

B. Contributions of Individuals or Groups to the Community, State, or Nation:

Describe any relevant contributions, or note if not applicable. N/A

C. Geographic or Environmental Features of the Asset's Location:

Describe any connection to the asset's location or note if not applicable. N/A

D. Avoidance of Commercial Branding, Controversy, or Duplication:

Confirm whether the name avoids commercial branding, controversial figures/events, or duplication with existing names in the city. Note any concerns.

The organization may be viewed as associated with a topic that can generate differing viewpoints within the community. The Committee should evaluate whether the proposal aligns with Policy Section 4.2 regarding controversial or divisive subjects:

2. Naming Criteria

- Names shall reflect:
 - Historical, cultural, or natural significance to Richland Center or Wisconsin.
 - Contributions of individuals or groups to the community, state, or nation.
 - Geographic or environmental features of the asset's location.
- Names shall avoid:
 - The inclusion of commercial or corporate names and branding, unless part of a sponsorship agreement approved by the Council in accordance with the Donation Policy, if applicable.
 - Controversial or divisive figures/events, as determined by the Public Works Committee and Council.
 - Duplication of existing names within the city to prevent confusion.

E. Additional Considerations:

Note any consultations with the Historic Preservation Commission (if applicable) or other stakeholders and summarize findings. N/A

Community Engagement

Public Engagement Activities (if conducted):

Describe any public engagement activities, as per SOP Section 3, such as public meetings, online surveys, or comment periods. If none were conducted, state "No public engagement activities were scheduled."

- Public Meeting: Date, Location, Attendance: N/A
- Online Survey: Date Range, Number of Responses: N/A
- Written Submissions: Number Received: N/A

Summary of Community Feedback:

Provide a concise summary of feedback received, including key themes, support, or opposition. If no feedback was solicited, state "No community feedback was solicited." Attach full feedback documentation if applicable.

N/A

Response to Feedback:

Explain how the committee considered community feedback in its evaluation or note if feedback was not applicable.

N/A

Proposed Signage, Flag, or Banner Design (if applicable)

Design Description: See application.

Committee Recommended Design Modifications:

Estimated Costs:

Total Estimated Cost (including fabrication, materials, etc): \$ 700.00

Funding Source (all sources including department budget, donation, sponsor, etc): Donation by Richland County Right to Life, LLC. Applicant indicates all funding and installation costs will be provided by the organization.

Compliance with Regulations:

The proposed design ☒ **does** / ☐ **does not** comply with Wisconsin Department of Transportation (WisDOT), ADA, local zoning, and Wisconsin Historical Society guidelines (e.g., cast aluminum for signs, weather-resistant materials for flags/banners).

- **A WisDOT permit is required:** ☐ Yes ☒ No
- **A Zoning Permit is required:** ☐ Yes ☒ No

Committee Recommendation

Recommendation:

The Public Works Committee recommends the Richland Center Common Council:

- ☐ Approve the proposed name as follows:
- ☐ Approve the proposed name with modifications or conditions:
- ☐ Deny the proposed name for the following reason(s):

Rationale for Recommendation:

Provide a clear explanation of the committee's recommendation, referencing the evaluation of naming criteria, community feedback, and any other relevant factors.

Approval

Prepared By: Click or tap here to enter text., Public Works Committee Chair

Signature: _____ **Date:** _____

Reviewed By: Click or tap here to enter text., City Administrator

Signature: _____ **Date:** _____

Submission Instructions

Email the completed report to the City Administrator and Clerk for inclusion in the next Common Council meeting agenda. The Director of Public Works is to maintain a copy as an internal document.