
NAMING PROPOSAL RECOMMENDATION REPORT

Proposal Overview

Proposal Received Date: 1/14/2026

Proposer Name: Shelia Troxel

Proposed Name: "Dale Bender Community Wellness Trail"

Type of Public Asset: Multi-Use Pedestrian Trail

Request: ☒ New Name ☐ Renaming ☐ Commemorative Designation

Summary of Proposal:

Briefly describe the proposed name, rationale, and public asset, as provided in the Naming Proposal Application. Include key points about historical, cultural, natural, or community significance.

The proposal requests formal naming of the existing multi-use pedestrian trail connecting the USH 14/USH 80 intersection to the Richland Center Middle School as the **"Dale Bender Community Wellness Trail."** The trail was constructed in 2020 as part of the Safe Routes to School project and is owned and maintained by the City. The naming is intended to recognize Dale Bender's long-standing contributions to the Richland Center community, particularly in education, youth development, civic leadership, and support of recreational and pedestrian infrastructure.

Public Works Committee Review

Reviewed On: 1/15/2026

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.

The proposed name reflects the impact of a local leader known for service in education, wellness, and youth initiatives. Naming a student-used trail after Mr. Bender aligns with the corridor's use and history.

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

Describe any relevant contributions, or note if not applicable.

Dale Bender's work in public education and community engagement significantly supported access, youth development, and civic well-being.

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

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

The trail runs through an area closely associated with Mr. Bender's legacy and purpose-driven work. Its safe, student-focused use connects directly to his community contributions.

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 proposed name avoids commercial branding and duplications. There are no known controversies associated with Mr. Bender.

E. Additional Considerations:

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

Naming materials were reviewed in accordance with the City's adopted Naming & Branding Policy and SOP. No historic designations were triggered, and no additional commission review was required.

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.

No community feedback was solicited.

Response to Feedback:

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

Not applicable, as no formal community engagement or feedback was conducted for this request.