City Council Item

February 24, 2025

Item	Review and Discuss New Chanhassen Senior Center Rebranded Name	
File No.		**Item No:** A.2
Agenda Section	**5:30 P.M. - WORK SESSION**	
Prepared By	Jerry Ruegemer, Park and Recreation Director	
Reviewed By		

SUGGESTED ACTION Discuss and Consider Rebranded Senior Center Name	
Motion Type	N/A
Strategic Priority	Operational Excellence

SUMMARY

BACKGROUND

The city is considering renaming the Senior Center to better reflect its mission, services, and community identity as a Community for Life. This initiative was introduced at the Commission on Aging in November 2024 in anticipation of moving into a new, updated space to serve the 55 and older population. Commission members expressed interest in exploring a name that better reflects the lifestyles and interests of current and future users of the Center, and one that embraces a new and updated view of aging in general.

DISCUSSION

PUBLIC OUTREACH & COMMUNITY FEEDBACK:

To gather community input, staff has taken the following steps:

- Engaged the Commission on Aging in starting the conversation, creating an initial list of potential new names, developing a plan of action for gathering community feedback, and presenting the idea to City Council.
- Distributed a survey to an email list of over 5,700 individuals who receive regular Senior Center updates and postings. In addition, the survey was posted on the city's social media platforms and listed in "Chan Happenings" to reach a broader audience.
- City Council and city staff were also encouraged to reply to the survey and offer input on a possible name change.

The survey will close to the public on February 21. Staff will present the preliminary results during the City Council meeting to facilitate discussion and gather additional input from City Council members.

BUDGET

RECOMMENDATION

Discuss and Consider Rebranded Senior Center Name

ATTACHMENTS

Name Change Discussion City Council