

TO: HONORABLE CITY COUNCIL
ATTN: POLICY AND SERVICES COMMITTEE
FROM: CITY MANAGER DEPT.: CITY MANAGER'S OFFICE
DATE: MARCH 18, 2008 CMR: 177:08
**SUBJECT: DISCUSSION AND RECOMMENDATIONS REGARDING
PROPOSED REVISIONS TO CITY FACILITY NAMING POLICY**

RECOMMENDATION

Staff recommends that the Policy and Services Committee review potential modifications to the existing Policy and Procedure 1-15 on Naming City-Owned Land and Facilities to accommodate naming opportunities associated with significant donations to capital campaigns that raise funds for the acquisition, construction or renovation of City facilities, and make recommendations to the City Council.

BACKGROUND

On February 11, 2008, the City Council discussed the issue of accepting monetary donations and recognizing these donations by naming new or reconstructed City facilities after the individuals or groups making such contributions. At that meeting, the Council voted to have the Policy & Services Committee consider changes to the City's existing facility naming policy (1-15) that would accommodate acceptance of these donations and associated naming recognition. The Policy & Services Committee discussed this matter at its February 12, 2008 meeting and provided preliminary direction to staff on a series of questions (Attachments A & B). Attachment C provides the draft minutes from that meeting. Following that discussion, staff has developed some proposed modifications to the existing policy for Committee and Council consideration.

DISCUSSION

Attachment D provides a revised version of Policy and Procedure 1-15 for the Committee's review. It incorporates direction received from the Committee at the February 12 meeting.

The key changes proposed to the policy include:

- 1) Addition of language to the policy statement addressing the City Council's statement about acceptance of donations as part of a capital fundraising campaign (page 1).
- 2) Addition of a procedure for offering naming recognition for significant donations to capital fundraising campaigns (pages 7-8).

The revisions to the policy statement simply acknowledge that the Council has determined that significant individual, family, or foundation financial contributions to the construction/renovation of City facilities can be recognized through the naming of said facilities after these groups. It also identifies that the City has a separate procedure for the naming of facilities and interior spaces in recognition of significant donations to a capital fundraising campaign. At the February meeting, the Committee made a recommendation that the Council not recognize commercial or corporate contributions through the naming of an entire City facility after these entities. However, there is still an outstanding question regarding the acceptance of corporate or commercial contributions and recognition of these entities on interior spaces within a facility or sub-facilities (e.g. rooms within a library, playground structure, etc). This question will be referred back to the full Council for discussion per Committee direction. If the Council chooses to accept corporate donations for interior spaces or sub-facilities, appropriate language would be added to the policy statement. Attachment D includes this language, which has the caveat that its inclusion is dependent on the Council's final direction on this issue.

Similarly, the Committee was concerned about establishing criteria for the acceptance of corporate donations and asked staff to research criteria used in other agencies. Staff was able to find some examples of criteria used in other cities. However, in these instances, staff recommends that the Council simply make a statement in the procedure (see page 4 of Attachment D for suggested language) that corporate entities must abide by the City's mission statement and anti-discrimination policy if the City wishes to accept donations from these entities.

Based on the other discussion items at the February meeting, staff drafted new language that simplifies the procedure for facility naming in instances where there is a capital fundraising campaign (pages 7-8 of Attachment D). Current policy allows the City Manager, subject to the final approval of the City Council, to approve the naming of places within City-owned land or facilities, such as a room or patio within a building, or a trail or athletic field within a park. However, each naming proposal has to come to the Council separately for approval. For capital campaigns, staff recommends that these naming opportunities be proposed on a naming schedule to be reviewed and approved by Council prior to the initiation of the capital campaign. After approval of the naming recognition schedule, the fundraising group would be able to make commitments to donors and then return to the Council at the conclusion of the effort for final approval of all of the naming recognitions. This would prevent the fundraising group from having to bring each separate potential naming opportunity for a space within a facility to the Council for review individually, prolonging the process for securing donations, as well as subjecting the donors to a cumbersome process. The new procedure also provides flexibility for the fundraising group to propose the appropriate naming recognitions for that particular project.

RESOURCE IMPACT

The proposed modifications to the City policy on Naming City-Owned Land and Facilities could result in substantial contributions to the City on projects that involve capital campaigns where significant donations are recognized through naming opportunities.

POLICY IMPLICATIONS

These policy modifications, once developed and approved by the City Council, will be incorporated into the policy on Naming City-Owned Land and Facilities as procedures for offering naming opportunities in exchange for and/or in recognition of significant contributions to capital campaigns organized and operated by authorized support groups. Any implications to the City’s Gift Policy will be clearly stated in the final report.

ENVIRONMENTAL REVIEW

This is not a project under the California Environmental Quality Act.

- ATTACHMENT A: February 12, 2008 Policy & Services report and attachments
- ATTACHMENT B: List of questions discussed at February 12 Policy & Services meeting
- ATTACHMENT C: Draft minutes from February 12 Policy & Services meeting
- ATTACHMENT D: Draft of revised policy (1-15) for Naming City-Owned Land and Facilities

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