

POLICY & SERVICES COMMITTEE MEETING

Regular Meeting
February 12, 2008

Chairperson Kishimoto called the meeting to order at 7:04 p.m. in the Council Chambers, 250 Hamilton Avenue, Palo Alto, California.

Present: Drekmeier, Kishimoto, Espinosa

Absent: Barton

1. Oral Communications

None.

2. Referral from City Council: Discussion and Recommendations Regarding City Facility Naming Policy

Assistant to the City Manager Kelly Morariu presented the Policy and Services Committee with clarifying questions from staff regarding the City naming policy.

The Committee then reviewed and discussed each question, making the following motions.

Vice Mayor Drekmeier read, should the City award naming rights to commercial or corporate donors for recognition of monetary contributions?

MOTION – Council Member Espinosa moved, seconded by Council Member Kishimoto to adopt policies that allow for naming of an entire building in recognition of individuals or families making financial contributions but do not allow naming of an entire building in recognition of corporate or commercial donations.

MOTION PASSED: 3-0.

Vice Mayor Drekmeier noted that the question of naming a room or interior building space after a corporation was still open to discussion and should be considered by the full Council.

MINUTES

Vice Mayor Drekmeier read, how significant should a donation be in order to have the building named after the donor? Some cities establish dollar amounts and others specify a percentage of the estimated cost of the project.

MOTION – Vice Mayor Drekmeier moved that an individual must contribute the majority of funds for construction of a building to be recognized with naming rights.

Motion Failed due to the lack of second.

MOTION – Council Member Espinosa moved, seconded by Council Member Kishimoto to allow a designated group to recommend donation amounts and naming recognition at the time of the capital campaign that would then be presented to the City Council for approval.

MOTION PASSED: 3-0.

Vice Mayor Drekmeier read, would naming recognition be offered for cash donations only? Would a donation of land (cash value) be considered equal to the donation of cash?

MOTION - Council Member Kishimoto moved, seconded by Vice Mayor Drekmeier to allow land to be considered equal to the donation of cash and naming rights would not be offered for cash donations only.

MOTION PASSED: 3-0.

Vice Mayor Drekmeier read, although the process of re-naming a park, building or facility is generally avoided, is it appropriate to grant naming rights for both the new Mitchell Park Library and Community Center? There could conceivably be two separate names for the facilities: Donor X Library at Mitchell Park and the Donor Y Community Center at Mitchell Park.

MOTION - Council Member Espinosa moved, seconded by Council Member Kishimoto that two separate names could be adopted for the library and community center at Mitchell Park.

MOTION PASSED: 3-0.

Vice Mayor Drekmeier read, is it appropriate to consider naming opportunities for all of the current facility needs (Mitchell Park Library/Community Center, Main and Downtown Libraries, and Public Safety Building)?

MINUTES

MOTION - Council Member Espinosa moved, seconded by Council Member Kishimoto that consideration of the renaming of Mitchell Park Library/Community Center Main and Downtown Libraries, and Public Safety Building is appropriate.

MOTION PASSED: 3-0.

Vice Mayor Drekmeier asked whether it was appropriate to consider renaming other parks, buildings and facilities.

MOTION - Council Member Espinoza moved, seconded by Council Member Kishimoto to confirm the existing policy on renaming City facilities and parks.

MOTION PASSED: 3-0.

Vice Mayor Drekmeier read, what are some criteria the Council would like to see for naming rights? Examples include: names being in keeping with the vision and mission of the City and/or Department; and names not confusing the public as to the building's purpose.

Vice Mayor Drekmeier noted the consensus of the Committee was for staff to determine the criteria for what kind of individual or corporation could help fund a facility.

Vice Mayor Drekmeier read, would the City Council be willing to waive approval on the name of a facility if the donor met all the established criteria? The process of setting a naming schedule, which is approved by the Council in advance of the fundraising, and then returning to Council for final approval on the naming corporate entity or individual, as required in the existing policy, can be time-consuming and alienating to a potential donor.

MOTION - Council Member Espinosa moved, seconded by Council Member Kishimoto to have the Council review any naming of an entire facility.

MOTION PASSED: 3-0.

Vice Mayor Drekmeier read, should the Palo Alto Historical Association and related commissions still serve as a point of review for naming opportunities that may be awarded in response to a significant capital campaign donation? Should they review and comment on the proposed naming criteria (what would or would not be acceptable) prior to City Council review and action?

MINUTES

Motion – Vice Mayor Drekmeier moved to have the criteria come to the Council as an agenda item and once approved the donor amounts and suggestions return as a Consent Calendar item.

Motion Failed due to the lack of second

Motion - Council Member Espinosa moved, seconded by Council Member Kishimoto to have the criteria come to the Council as a Consent Calendar item.

Motion Passed: 2-1, Drekmeier, no.

MOTION - Council Member Espinosa moved, seconded by Council Member Kishimoto to recommend the naming opportunity in response to a significant capital campaign donations not go to the Boards and Commissions but go to Policy and Services for recommendations to Council for approval.

MOTION PASSED: 3-0.

Vice Mayor Drekmeier referred to Council Member Espinosa's question about the limits on the types of recognition within facilities for the donors.

MOTION - Council Member Kishimoto moved, seconded by Council Member Espinosa to not have corporate logos if the Council decides to allow corporate donations and associate naming recognition.

MOTION PASSED: 3-0.

Vice Mayor Drekmeier referred to Council Member Espinosa's question about whether the City would have a bidding process for donations and naming recognition.

There was no consensus on this item and the Committee recommended this question go to Council for further discussion.

3. Discussion of Future Meeting Schedules and Agendas

Next meeting scheduled for Tuesday, March 18, 2008 at 7 p.m.

ADJOURNMENT: Meeting adjourned at 8:48 p.m.