

TO: JAMES L. APP, CITY MANAGER
FROM: ANN ROBB, DIRECTOR, LIBRARY & RECREATION SERVICES
SUBJECT: GIFT ACKNOWLEDGEMENTS

DATE: AUGUST 15, 2006

Needs: For the City Council to consider an amendment to the adopted Naming of Public Facilities policy.

- Facts:
1. REC Foundation was established in 2000 for the purpose of raising funds to supplement city funding of parks and recreation services.
 2. One way REC Foundation raises money is through individual donations, often in honor or memory of a loved one. The donors typically request that the funds be used to purchase a park bench or other amenity.
 3. Gifts of this type are desirable. They allow the donor to contribute to the benefit of the community. They reduce the amount of money the city would spend on the amenity, or they improve the level of service the city is able to provide.
 4. There is no current standard for acknowledging this type of gift.
 5. City Council adopted a Naming of Public Facilities policy in 2005 (attached). An addition to this policy could address gift acknowledgment of park and recreation amenities.
 6. The amendment would require that items be previously identified by staff as needed or desired. This could be done through a master "wish list" or other means. Amenities would be required to meet all city requirements and conform to existing master plans or other guidelines.

Analysis
and

Conclusion: REC Foundation raises funds to support and supplement city efforts in the areas of parks and recreation services. They provide a mechanism for individuals or groups to donate money that is spent directly on the intended amenity.

An amendment to the Naming of Public Facilities policy would establish a standard for public acknowledgement of this type of gift. It would ensure that gifts meet all city requirement and guidelines.

The proposed amendment would be inserted in the Initiation section of the Naming of Public Facilities document. It would read: ***The City may accept and acknowledge pre-approved single items (i.e. benches, tables, trees) rather than facilities, dedicated to an individual, for installation on or in public property or facilities. The items shall meet all City requirements as described in “City Standards, Details and Specifications”, and the item shall conform to any master plan for its designated location.***

Policy

Reference: Naming of Public Facilities (2005)

Fiscal

Impact: Savings in an amount to match donations, estimated \$5000 per year.

Options:

- a. Adopt Resolution No. 06-xxx amending the Naming of Public Facilities policy.
- b. Amend, modify or reject the foregoing option.

NAMING OF PUBLIC FACILITIES

Public facilities are dedicated to the service and enjoyment of all citizens and shall carry designations befitting their intended function and use, origin and/or location. Exceptional circumstances may prompt the City to consider naming a facility in honor of an individual's generosity and contribution to the community. Any such consideration will be pursuant to the following:

Principles and Priorities.

The election of names for public facilities shall conform to the following principles and priorities:

- (a) As a general policy, names which commemorate the culture and history of Paso Robles shall be given first priority.
- (b) The name of an individual shall be considered only if such individual has made a particularly meritorious or financial contribution, over a period of several years, to the general public interest or the interests of the City; or has donated to the City a significant percentage of the land, or cost for development, of a facility. Naming shall be done posthumously only after the third anniversary of their passing.
- (c) Preference may be given to names of long established local usage, and names that lend dignity to the facility to be named.
- (d) Names selected shall be of enduring, honorable fame, not notoriety, and shall be commensurate with the significance of the facility.
- (e) Proliferation of names for different parts of the same facility should be avoided, and the same name should not be applied to a similar kind of facility.
- (f) Names with connotations which by contemporary community standards are derogatory or offensive shall not be considered.
- (g) Names must be tasteful and non-controversial. The name should be no more than three words preceding the designation (i.e., Park, Building, Room, Field, Complex, etc.).

Contribution Naming Guidelines

The following are guidelines for which a naming opportunity may be extended:

- (a) For all facilities, there shall be a \$500,000 contribution or 10% of total cost, whichever is greater, in either cash or property.
- (b) Projects not budgeted for and for which other funding is not designated may require a 100% contribution in order to be implemented and a naming opportunity considered.

Change of Name

Once established, a name shall not be changed unless, after investigation by the City, the name is found to be inappropriate.

Recommendations of Community Organizations or Citizen Groups

In the selection of names for City-owned facilities the suggestions, comments, and recommendations of community organizations or citizen groups shall be duly considered; provided that such suggestions, comments, and recommendations meet all the provisions of this policy.

Initiation

Any community organization or citizen group may initiate the naming of a City-owned facility by submitting to the City Manager a request for such action and setting forth the proposed name, a description of the facility, and a statement evidencing that the proposed name meets all the provisions of this policy.

[inserted new text]:

The City may accept and acknowledge pre-approved single items (i.e. benches, tables, trees) rather than facilities, dedicated to an individual, for installation on or in public property or facilities. The items shall meet all City requirements as described in “City Standards, Details and Specifications”, and the item shall conform to any master plan for its designated location.

Review of Request - Referral

The City Manager shall review all requests to name a City-owned facility and shall refer the request to the Park & Recreation Advisory Committee, and subsequently to a City Council appointed ad hoc committee for consideration. The Park & Recreation Advisory Committee, and subsequently the Council ad hoc committee, shall consider the necessity or desirability of naming the facility, and the proposed name and any alternatives. The Parks & Recreation Advisory Committee, and subsequently the Council ad hoc committee, shall prepare a recommendation to the full City Council for action, which shall include the name for the facility that is deemed most appropriate in accordance with this policy, and confirming the justification for the selection of the name.

RESOLUTION NO. 06- XXX
A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
EL PASO DE ROBLES REVISING THE CITY'S POLICY OF NAMING PUBLIC
FACILITIES

WHEREAS, public facilities are dedicated to the service and enjoyment of all citizens and shall carry designations befitting their intended function and use, origin and/or location; and

WHEREAS, the REC Foundation was established in 2000 for the purpose of raising funds to supplement city funding of parks and recreation services; and

WHEREAS, the REC Foundation raises money through individual donations, often in honor or memory of a loved one and the donors typically request that the funds be used to purchase a park bench or other amenity; and

WHEREAS, the City Council adopted a Naming of Public Facilities policy in 2005, and a revision to this policy could address gift acknowledgment of park and recreation amenities; and

WHEREAS, gifts of this type are desirable because they allow the donor to contribute to the benefit of the community, and they reduce the amount of money the city would spend on the amenity; and there is no current standard for acknowledging this type of gift.

THEREFORE, BE IT RESOLVED, BY THE CITY COUNCIL OF THE CITY OF EL PASO DE ROBLES AS FOLLOWS:

That the Initiation Section of the "Naming of Public Facilities" policy be amended by adding the following paragraph:

The City may accept and acknowledge pre-approved single items (i.e., benches, tables, trees) rather than facilities, dedicated to an individual, for installation on or in public property or facilities. The items shall meet all City requirements as described in "City Standards, Details and Specifications", and the item shall conform to any master plan for its designated location.

PASSED AND ADOPTED by the City Council of the City of El Paso de Robles this 15th day of August, 2006, by the following roll call vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Frank Mecham, Mayor

ATTEST:

Deborah Robinson, Deputy City Clerk