

MINUTES
LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT
BOARD OF TRUSTEES' NAMING LIBRARIES POLICY COMMITTEE MEETING
LAS VEGAS, NEVADA
OCTOBER 13, 2016
(approved January 12, 2017)

The Board of Trustees' Naming Policy Committee of the Whole of the Las Vegas-Clark County Library District met in regular session in the Enterprise Library, Las Vegas, Nevada, at 4:30 p.m., Thursday, October 13, 2016.

Present: Committee: S. Moulton, Chair M. Saunders
Y. Yturralde R. Ence
K. Crear R. Wadley-Munier
M. Francis Drake F. Ortiz
J. Melendrez

Counsel: G. Welt

Absent: S. Bilbray-Axelrod - excused

Staff: Dr. Ronald R. Heezen, Executive Director
Danielle Milam, Development and Planning Director
Numerous Staff

Guests:

S. Moulton, Chair, called the meeting to order at 4:34 p.m.

Roll Call All members listed above represent a quorum. Trustee Ence attended
(Item I.) via telephone. Trustee Wadley-Munier arrived at 4:35 p.m.

Public Comment None.
(Item II.)

Agenda Trustee Yturralde moved to approve the Agenda as proposed. There
(Item III.) was no opposition and the motion carried.
Trustee Wadley-Munier arrived.

Discussion and possible Committee action regarding review and revision of the District's Naming Libraries Policy and Guidelines for the Naming Committee.
(Item IV.A.)

Development and Planning Director Danielle Milam reviewed the current rules for naming areas in the District, namely the District's *Naming Libraries Policy (Naming Policy)* and *Guidelines for the Naming Committee (Guidelines)*. Her presentation is attached as Exhibit A. The current policies, handed out to Trustees at the meeting, are attached as Exhibit B.

Ms. Milam said the purpose of the meeting was to gather information from Committee members on what they like and do not like in the current *Naming Policy* and *Guidelines*, what they want to change, eliminate or improve.

The *Naming Policy* and *Guidelines* were adopted in 1992. These two documents require that all naming proposals for buildings and building spaces to go through the Naming Committee.

Generally, the *Naming Policy* provides for two major kinds of naming opportunities:

1. Buildings. Whether owned or rented, Library buildings are to be named after the town or area in which they are located.

The *Guidelines* specifically state that "Library facilities, whether owned or rented, shall be named for the purpose of identifying their location most accurately to the largest number of residents in their service areas." Further, they stipulate that new building or name changes to current facilities that no longer accurately identify the locations must come before the Naming Committee.

2. Art Galleries, Community Rooms, or other separate defined areas within library buildings. The *Naming Policy* states that these rooms or areas may be named in honor of persons who have made a significant contribution to the Library District.

The *Guidelines* further detail that in addition to honorary naming opportunities, rooms and areas can be naming opportunities when there is a "substantial monetary gift to the Library District" that either has no conditions or is conditional upon naming a room or area. They allow for naming opportunities in rooms and areas in honor of persons "who have made a significant contribution specifically to the Library District" and direct that "the use of the named room will be relevant to the nature of the service that was given." The *Guidelines* specifically prohibit the naming of an area or room in honor of present or past paid staff members of the Library District.

The *Guidelines* give the Naming Committee the right to consider a naming proposal and to make recommendations to the Board of Trustees to accept, alter, or reject the terms of the proposal.

DISTRICT POLICY AND GUIDELINES COMPARED TO OTHER LIBRARY POLICIES

Staff reviewed the major elements and construction of naming policies gathered from other organizations, most adopted by library boards in the past five to 15 years. While many of the other libraries' policies mirror the LVCCLD case-by-case review and board approval process for naming opportunities, most other library policies provided more specific selection and process details. The following sections outline the issues, with information on other policies and processes provided for your information and deliberation.

BOARD POWERS:

Other libraries policies are generally in line with Board powers spelled out in the LVCCLD *Naming Policy*. The Board of Trustees has the sole right to name or rename facilities and to decline any gift to the library or reject naming proposals. The Board reserves the right to name the room or area according to what is best for the function or location of the Library.

PURPOSE:

Location: There is no specific purpose stated in the present *Naming Policy*, however, it appears to promote the purpose of naming library buildings for the geographic areas or neighborhoods they serve in order

to promote library visibility and to increase residents' awareness of library locations.

Honorary Gifts: Additionally, the *Naming Policy* and *Guidelines* spend a lot of attention on criteria for honorary naming opportunities in "Art Galleries, Community Rooms, or other defined areas within library buildings." Under the current policy an honorary gift recognizes "a significant contribution specifically to the Library District." Other library naming policies expand the purpose statement, including the opportunity to honor a lasting legacy to the mission of the library, the community, and/or the region.

Financial Donor Recognition: Many of the other library naming policies explicitly expand the purpose statement to include donor recognition for cash donations that enable the Library District to enhance the level, extend the range, and improve the quality of public resources and services.

POLICY AND GUIDELINES:

Structurally, the LVCCLD *Naming Policy* is a separate document from the *Guidelines*. The policy is brief and general. The *Guidelines* provide criteria for naming opportunities and selection and approval processes. In our review, a few libraries separate policies and guidelines, however most libraries combine policy and guidelines, so that the naming policy provides specifics on naming opportunities, selection criteria, and the decision-making process. Whether combined or separate, selection criteria and process specifics provide a decision-making structure and baseline definitions to ensure equitable, consistent, and transparent treatment during the naming opportunity process and opportunities for significant transformational gifts from generous donors to be recognized.

NAMING OPPORTUNITY CRITERIA:

Honorary Naming Opportunities: As noted above, the current Naming Policy applies honorary naming opportunities only to "Art Galleries, Community Rooms, or other separate defined areas within the library" to honor persons who have made "a significant contribution specifically to the Library District."

- Many other library naming policies outline criteria for non-geographic building names that detail more specific criteria for individuals and families and specific criteria for corporate and organizational names that are tied to donor reputation, legacy, contribution to the library, and/or related missions in education, literature, library service, or the world of ideas.
- Other library policies that allow non-geographic names for buildings require or recommend that the honorary name be accompanied by a locational name.
- Library naming policies that allow honorary names require rigorous research showing individual or family's connection to library, values match, library, and/or community legacy.
- Many policies specifically do not permit a corporate or religious

naming opportunity for buildings.

- Many do allow corporate naming opportunities for rooms, inside and outdoor spaces, and library functional areas.

Naming Opportunities Based on Financial Contribution: Neither the current *Naming Policy* nor the *Guidelines* have specifics with regards to gift thresholds. While the *Guidelines* refer to a "substantial monetary gift," there is no detail or definition provided for minimum gift thresholds or cost-basis criteria. Similarly, while the *Guidelines* call for the size and importance of the room or area to be commensurate with the amount of a monetary gift, no detailed criteria are established.

Most library policies have established minimum gift thresholds and detailed criteria for accepting gifts for building names and rooms/functional areas/inside and outdoor spaces that are tied to valuation, cost of project, square foot cost, or other quantitative measures. The following outline summarizes current common practices.

- A. Library Building (exclusive)
 1. "Extraordinary" contribution
 2. Defined as 75% to 100% of land acquisition, assessed value of building, renovation costs, construction costs, furniture/collection/equipment costs, and/or recognition signage costs
 3. Prefer locational name too
- B. Library Building (non-exclusive)
 1. 51% of land acquisition, assessed value of building, renovation costs, construction costs, furniture/collection/equipment costs, and/or recognition signage costs
 2. Require locational name too
- C. Defined Areas
 1. 50-100% of square footage cost, equipment costs, recognition signage costs, and/or ongoing operating costs
 2. Require functional name too
 3. Can be inside or outdoor rooms/functional areas/spaces
- D. Features
 1. 50-100% of square footage cost, equipment cost, recognition signage costs, and/or ongoing operating costs
- E. Fundraising Campaigns. Naming opportunities can be an important part of Board-approved construction and renovation projects. For the Library District, the campaign will involve the LVCCLD Foundation. Under the current policy, the process for Board of Trustee consideration of naming opportunities is on a

case by case basis, as recommended by the Naming Committee. With two major capital projects in progress, and more building space renovations imminent with the completion of the Facilities Master Plan, there may be a need to establish a process for approving naming opportunities in an overarching fundraising campaign plan to facilitate a more nimble, clear naming decision process.

The process for naming opportunities would be slightly modified for campaign plans:

1. General Services staff identify desired potential naming activities and/or unfunded building amenities during the construction design approval phase and determine appropriate donation levels for each naming opportunity
2. The Naming Committee reviews the proposed naming opportunity plan and presents the plan to the Board for approval.
3. Upon Board approval of a conceptual plan design and funding amounts, the LVCCLD Foundation would be authorized to actively seek donations and to offer the naming opportunities identified in the Board-approved plan.
4. Staff would report on the progress of the fundraising plan in future Board meetings.
5. The Board would retain the right to reject any donor, individual, or corporation whose principles are in conflict with those of the Library District, but no public comment period regarding those names would be required.
6. The Library Foundation will secure the gift as a restricted gift that will be transferred to the Library District per the purposes of the gift.

DECISION-MAKING PROCESS

Other policies clearly state that proposals for naming facilities should be submitted in writing and processing:

- A. Staff should prepare a written agreement that provides details on terms of agreement including purpose, use, amount of income, payment schedule, and duration
- B. This agreement requires the recommendation/endorsement/signature of the Executive Director
- C. The legal document (memorandum of agreement) must be signed before the Library issues final approval for a naming opportunity
- D. No publicity for naming will be given until the recommendation is approved by the Board

OTHER NAMING AND RECOGNITION ISSUES

Corporate Naming Opportunities

- A. Corporations compatible with library mission and purpose
- B. Corporations with high ethical standards of business practice

Other Naming Opportunities

There are a variety of non-capital project naming opportunities and issues that show up in some library naming policies.

- A. Named Endowment (\$25,000 or more)
- B. Named Funds (\$25,000 or more)

Recognition Signage

- A. Signage will be consistent with Library District signage standards.
- B. Final approval for Recognition Signage will be authorized by the Executive Director in accordance with any protocols and policies that the Library District may have in place.
- C. Provide for a minimum threshold for capital project naming opportunities - \$10,000.
- D. Walls of Honor (\$1,000 or more in cumulative giving to memorials, endowment, collections, or capital projects). Include gifts to Library and Library Foundation. Many are wall-based signage, increasingly they are digital on display screens or walls. Some policies stipulate a minimum threshold for capital project naming opportunities - \$10,000.
- E. Annual Giving Walls (\$1,000 or more in any calendar year to programs, collections, events, or general support). Now many are going digital/projection.
- F. Signage in headquarters.

Renaming and Other Special Considerations

- A. Requests to rename, add, or remove a name from a room within the Library should include documentation pertaining to the original approval and subsequent name change proposal. In the event that donor names must be removed for new construction, or in the event the library is destroyed by natural disaster and is rebuilt to be used for its original purpose, recognition shall be replaced per the original agreement.
- B. In the event a building is drastically altered through construction, the board reserves the right to add/alter gift recognition, including room naming. Any donor plaques displaced as a result of this will be replaced in an alternative location in accordance with the timeframe developed for the original gift.

C. Duration of Naming Opportunity

1. Set time limit
2. Ends with demolition, renovation
3. Ends with program or room use change
4. Ends if the individual, family, or corporation is engaged in activities that are in conflict with the library's mission and values, or is involved in disreputable or criminal activities that would bring dishonor or embarrassment to the library or community
5. Ends if flow of funds agreed to constitute a naming opportunity ceases before the agreed time
6. Does not extend beyond the normal life of a room or area (minimum of 5 years, no longer than 25 years)

Ms. Milam said that, based upon Committee members' feedback, staff will bring back policy changes for Committee review and recommendation to Board. Trustees all participated in the discussion that occurred during and after Ms. Milam's presentation. A summary of the comments expressed and questions asked is below.

Committee members felt strongly that the Board of Trustees must have the final word on fundraising opportunities, most especially if naming opportunities were involved. Trustees also felt that the District must maintain geographical naming as part of the branch name. Trustee Wadley-Munier was concerned about geographic name locations, referring to the Rainbow and Enterprise libraries, as the Rainbow Library is not on Rainbow, and not everyone is clear that Enterprise is the name of the unincorporated area of its location.

Committee members believed that the two separate policies should be combined and made more specific with information about what levels of funding would be involved for significant gifts, standard recognition levels, and the extent of time recognition should be extended. Trustee Ortiz felt that a staff member should be responsible for maintaining a list for each library noting its history, original name or location, and donations received to use this as a tracking device to maintain information. He also felt strongly that cost recovery for donor recognition needed to be included in the amount donated.

Committee members were generally favorable to more naming opportunities, such as study rooms, conference rooms, areas on library property and other inside and outside spaces, but wanted more specific information on what that would involve (including a time commitment) and wanted to ensure that the Board of Trustees was the final decision-maker on names and recognition.

Trustee Crear asked Counsel Welt to ensure that there were no Nevada statutes prohibiting the District, which is a recipient of public funds, from pursuing naming opportunities. Welt will research. His initial indications are that the CCSD and University systems have their own rules, but that the only statute that the District needs to be aware of at this point is NRS 338.200, which prohibits a public body naming

anything after a member of the public body responsible for its operation (i.e.; a Trustee).

Committee members asked Executive Director Heezen for input from his experience. He said that all the libraries he had previously worked with offered naming and recognition opportunities. His only concern was the length of time name recognition would last; he was strongly against permanent naming opportunities. Circumstances change and there is no further opportunity for recognition in the named space or building. He said that the update to the *Naming Policy* and *Guidelines* are important to review given that the District is building two new libraries and has options on BLM land to build libraries in the future. Due to a recent change in BLM rules, the District is under a strict timeline to use these two pieces of land or to lose them. These two properties are located at Cactus and Jones and in the master planned development of Sky Canyon.

Committee members felt the costs of signage made it important to include standards in any new Policy for recognition.

Chair Moulton welcomed the discussion and felt there was a lot of information to absorb which was echoed by several Committee members. There were several requests for information on what other local public entities, such as UNLV and the Clark County School District, include in their policies.

Trustee Saunders requested that the District consider some sort of recognition for the Widmeyer Trust gift of \$3 million, which is being earmarked for the East Las Vegas Library.

Committee members agreed to hold another meeting on November 10, 2016 at 4:30 p.m. for Ms. Milam to take the feedback she received at this meeting and propose specific changes.

This item was for discussion and direction only.

**Public Comment
(Item V.)**

None.

**Adjournment
(Item VI.)**

Chair Moulton adjourned the meeting at 5:30 p.m.

Respectfully submitted,

Sheila Moulton, Committee Chair

Naming Facilities Committee

Las Vegas-Clark County Library District

Presentation to the LVCCLD Board of Trustees
October 13, 2016

Danielle Milam, Development & Planning Director



Existing Policy:

- **Adopted in 1992**
- **Naming Facilities Committee recommends to Board of Trustees on case by case basis**
- **Buildings are to be named after the town or area in which they are located**
- **Honorary and monetary gift recognition naming opportunities may be approved for Art Galleries, Community Rooms, or other defined areas within library buildings**

Issues for Consideration:

- **Board Powers**
- **Purpose**
- **Structure**
- **Naming Opportunity Criteria**
- **Decision-Making Process**
- **Other Naming and Recognition Issues**

BOARD POWERS

Existing

- Naming Facilities Committee makes recommendations to Board of Trustees
- Board of Trustees has sole right to name or rename facilities and to accept, modify, or reject any naming opportunity

Other

- The Board reserves the right to name the room or area according to what is best for the function of the room or location of the library

PURPOSE

Existing

None explicitly stated, but these priorities are stated:

- Locational names for Buildings
- Honorary and significant contribution specifically to the Library District for Art Galleries, Community Rooms or other areas within library buildings

Other

Explicit purpose of:

- Location – raising public awareness and visibility
- Honorary – lasting legacy to the mission of the library, the community, and/or the region
- Financial gifts – cash donations that enable the Library District to enhance the level, extend the range, and improve the quality of public resources and services

STRUCTURE

Existing

- Policy – general and brief
- Guidelines – separate document, more details on criteria and process

Other

- Combined document with very detailed criteria and process

NAMING OPPORTUNITY CRITERIA - HONORARY

Existing

- No opportunity for building names
- For areas within the library, honorary opportunity for people who have made “ a significant contribution specifically to the Library District.”

Other

- Non-geographic names combined with location for buildings with specific criteria to ensure individual, family, or corporate names have been vetted for reputation, legacy, contribution to library, and/or related missions in education, literature, library service, or the world of ideas
- No corporate or religious names for buildings
- Indoor and outdoor spaces
- Corporate naming opportunities for indoor and outdoor spaces

NAMING OPPORTUNITY CRITERIA – FINANCIAL GIFT

Existing

- No gift thresholds or cost-basis criteria other than “size and importance of the room to be commensurate with the amount of a monetary gift.”

Other

- Detailed minimum gift thresholds and criteria tied to valuation, cost of project, square foot cost, or other quantitative measures (see p. 3)
- Project costs can include room/space, equipment, and signage costs

DECISION-MAKING PROCESS

Existing

- Naming Facilities Committee makes recommendation to Board of Trustees on case-by-case basis

Other

- Campaign-based process
 - General Services identified naming opportunities in new construction projects
 - Naming Facilities Committee reviews proposed naming opportunity plan and recommends to Board with public comment
 - LVCCLD Foundation will actively seek donors
 - Board will retain right to approve or reject donors
 - Library Foundation transfers restricted gifts to District

DECISION-MAKING PROCESS

Agreement

- Written agreement that provides details on terms of agreement, including purpose, use, amount of income, payment schedule, and duration
- Requires recommendation/endorsement/signature of the Executive Director
- Legal document signed
- No publicity until legal document is approved and signed

OTHER ISSUES

- Duration of naming opportunity
 - Set in agreement
 - Minimum 5 years/Maximum 25 years
- Renaming issues
 - Lack of performance on payments
 - Honorary or Gift Donor falls into disrepute
 - New construction
 - Natural disaster
 - Renovation
 - Program or Room Use change/termination
- Corporate naming must be compatible with library mission and purpose
- Other naming opportunities – endowment and funds
- Recognition signage consistent with Library District signage standards
- Minimum size gift for recognition signage

LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT
Board of Trustees's Naming Libraries Committee Meeting

APPENDIX I

APPENDIX ONE

NAMING LIBRARIES POLICY

and

GUIDELINES FOR NAMING COMMITTEE

Adopted by the Board of Trustees in 1992

NAMING LIBRARIES POLICY

Library buildings in the Las Vegas - Clark County Library District are to be named after the town or area in which they are located.

Art Galleries, Community Rooms, or other separate defined areas within library buildings may be named in honor of persons who have made a significant contribution to the Library District.

A Committee will be appointed by the Chair of the Board to consider all proposals regarding the naming of library buildings, areas, and rooms. Based on guidelines approved by the Board, the Naming Committee will make a recommendation to the Library Board for approval on each proposal to name a library building, area, or room.

Adopted by the Las Vegas-Clark County Library
District Board of Trustees on February 11, 1992

GUIDELINES FOR THE NAMING COMMITTEE

Pursuant to Library District policy the Naming Committee will consider the following:

I. Naming Committee Guidelines for naming library buildings

Library facilities, whether owned or rented, shall be named for the purpose of identifying their location most accurately to the largest number of residents in their service areas.

The Board shall refer proposals to the Naming Committee to name buildings not yet constructed or to change the names of existing buildings or facilities whose current names no longer accurately identify their locations to the residents in their service areas.

II. The Process for naming Art Galleries, Community Rooms, or other defined areas within library buildings

Whenever there is a substantial monetary gift to the Library District upon which the donor has placed no conditions, the Board may ask the Naming Committee to recommend an appropriate way to provide recognition to the donor.

Whenever a substantial monetary gift is proposed which is conditional on naming of an Art Gallery, Community Room, or other defined area of a library building, the Library Board shall refer the proposal to the Naming Committee for their consideration and recommendation.

The Committee may recommend that the Library Board accept the gift and accede to the conditions of the donor.

If the Committee decides, upon investigation, that the conditions placed upon the gift are not appropriate and do not conform to library guidelines, it shall contact the potential donor and suggest other ways that the proposed gift might be recognized.

If the donor and the Naming Committee agree on an alternate means to recognize the gift the Naming Committee will make a recommendation to the Board to accept the gift under the new conditions.

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If the Naming Committee and the donor cannot agree on an appropriate means to honor the donor, the donor may withdraw the offer of the gift to the Library or the Committee will recommend that the Library Board not accept the gift as proposed.

Whenever there is a proposal to honor a significant contribution of service to the Library District the Board shall refer it to the Naming Committee for appropriate recommendation.

III. Guidelines for naming Art Galleries, Community Rooms, or other defined areas within library buildings in honor of an individual.

The opportunity to name rooms in library buildings is limited by the number of such spaces that will be available for naming. This form of recognition shall be reserved for those who have made a significant contribution specifically to the Library District.

Whenever rooms or areas of the library are named to honor monetary contributions to the library, the size and importance of the room or area to be named will be commensurate with the amount of the gift.

Whenever a room or area of the library is named in honor of a persons whose contribution has been one of service to the library, the use of the named room will be relevant to the nature of the service that was given.

The Naming Committee shall not consider naming an area or room of the library in honor of present or past paid staff members of the Library District.