

MINUTES
LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT
BOARD OF TRUSTEES' NAMING LIBRARIES POLICY COMMITTEE OF THE WHOLE MEETING
LAS VEGAS, NEVADA
MARCH 9, 2017
(approved June 8, 2017)

The Board of Trustees' Naming Libraries Policy Committee of the Whole of the Las Vegas-Clark County Library District met in regular session in the Whitney Library, Las Vegas, Nevada, at 4:30 p.m., Thursday, March 9, 2017.

Present:

Board:	S. Moulton, Chair	R. Ence
	Y. Yturralde	M. Saunders
	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 4:31 p.m.

Roll Call (Item I.) All members listed above represent a quorum. Trustees Melendrez and Trustee Wadley-Munier attended via phone and were on the line when the meeting began. Trustee Crear joined the meeting in person at 4:35 p.m.

Public Comment (Item II.) None.

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

Discussion and possible Board action regarding review and revision of the District's Naming Libraries Policy and Guidelines for the Naming Libraries Committee. (Item IV.A.) Development and Planning Director Danielle Milam explained that the *Naming Libraries Policy (Naming Policy)* and *Guidelines for the Naming Committee (Guidelines)* were adopted by the Library District Board of Trustees in 1992.

Since 1992, no naming requests have come to the board. All new buildings have been named by location (street names or county enterprise names). Two older buildings retained non-locational names (Clark County and Rainbow). There have been no naming opportunities approved for parts of buildings.

The Naming Libraries Policy Committee of the Whole, comprised of all members of the District Board of Trustees, met on October 13, 2016, and again on November 10, 2016, to review the *Naming Policy* and *Guidelines* under the current context of seeking additional revenues for new construction and renovation projects.

Ms. Milam believed that all of the points from the previous Committee

meetings have been incorporated. The proposed document also attempts to keep the brevity and simplicity of the original documents, and add those points where the committee felt clarification was needed, in the process and criteria for the *Naming Policy*. It does keep all the naming powers with the District's Board of Trustees and continues to establish the Naming Committee as the body that will entertain and refine the proposals that do come before the Board in the future.

The draft policy is attached to the minutes as Exhibit A.

Ms. Milam explained that the process was expanded to include not only individual naming opportunities, but also campaign naming opportunities. In terms of naming library facilities, it reiterates the existing policy, which is to prefer location and function names to both buildings and places. However, it does open, with much more specificity, the naming opportunities process for gift-based naming opportunities. It also expands the conditions for rescinding a naming opportunities agreement and for naming opportunities over time, per Trustee Ortiz' direction.

Trustee Crear arrived during Ms. Milam's comments.

Ms. Milam concluded by stating that the proposed document has been reviewed by District legal counsel for form and content. Staff recommends Committee approval of the draft Library District Naming Opportunities Policy.

Trustee Saunders appreciated that the proposed policy states, up front, that the authority remains with the Board of Trustees. He likes the balance of the proposed policy between a very detailed policy, yet at the same time, it is a concise document. Saunders requested that, on page two, in the second sentence from the bottom, the word "Foundation" needs to be capitalized.

Trustee Wadley-Munier appreciates the opportunity to participate, believes the proposed document is an excellent combination of everyone's comments at previous meetings, and is anxious to approve it.

Trustee Ence wondered under the section in the proposed policy on page one marked "Process," where it states that the Naming Committee would be appointed by the Chair of the Library Board, if there should be some indication of who should be appointed, not by name, but by position, unless that is too specific.

That question led to a general discussion among Trustees Ence, Wadley-Munier, Saunders, Ortiz, Chair Moulton and Counsel Welt on who would be appointed to the Committee. Trustees asked about whether they wanted the Library Board Chair to appoint members of the public, should they specify officers of the Board must be included. Trustees also discussed whether to include members of the Foundation Board, members of the Executive Committee of the Library Board, and members of the Library Board who also serve on the Foundation Board (the Foundation has, in their bylaws, a requirement that two members of their Board of Directors also be Library District Board members).

Trustees agreed on more specificity to that section of the proposed amendment and spent several minutes creating appropriate wording to recommend to the Board of Trustees.

Trustee Yturralde moved to recommend approval of the amended draft *Library District Naming Opportunities Policy* to the Board of Trustees. There was no opposition and the motion carried.

The amendments are:

- In the sixth paragraph of page 1 under the topic heading, "Process."

A Naming Committee, exclusively made up of Trustees from the Library Board, will be appointed by the Chair of the Board of Trustees, and will consist of at least one officer of the Library Board and two additional Trustees, one of which sits on the Library District Foundation Board of Directors.

- Page 2, third paragraph, ninth line, capitalize "Foundation."

Public Comment
(Item V.)

None.

Adjournment
(Item VI.)

Chair Moulton adjourned the meeting at 4:55 p.m.

Respectfully submitted,

Sheila Moulton, Committee Chair

Library District Naming Opportunities

Draft 3-1-17

The following policy outlines the Las Vegas-Clark County Library District's criteria and procedures for naming opportunities associated with library facilities, parts of facilities and/or properties, and endowments.

It replaces the "Naming Libraries Policy" adopted by the District Board of Trustees on February 11, 1992, and the "Guidelines for the Naming Committee" adopted by the District Board of Trustees on April 14, 1992.

POLICY PURPOSE

The purpose of the policy is to clarify the criteria and processes for naming facilities, parts of facilities and/or properties, and endowments to provide clear, fair, and transparent procedures for the public and donors.

AUTHORITY FOR NAMING OPPORTUNITIES

The Board of Trustees of the Las Vegas-Clark County Library District shall have sole responsibility for naming or renaming library facilities; parts of facilities and/or properties; and endowments for new capital projects, renovation projects, programs, equipment, collections, and/or other library services.

PROCESS FOR BOARD CONSIDERATION OF NAMING OPPORTUNITIES

Naming Opportunity requests may be initiated by an individual, family, charitable organization, foundation, and/or corporation who submits a Letter of Interest for a naming opportunity to the Library District's Executive Director, who will forward the request to the Development and Planning and General Services departments for review and proposal detail development. No proposals will be accepted from political or religious organizations.

A Naming Committee will be appointed by the Chair of the Library Board to consider all proposals regarding the naming of library facilities; parts of facilities and/or properties; and endowments for new capital projects, renovation projects, programs, equipment, collections, and/or other library services.

All Naming proposals will be submitted to the Naming Committee in writing, and each shall contain justification compliant with the criteria, terms, and purposes set forth in this policy.

Based on criteria and procedures outlined in this policy, the Naming Committee will make a detailed recommendation to the Library Board for approval, refinement, or rejection of each Naming Committee proposal. Unless further deliberation is needed, the Library Board will vote on the recommendation. If additional deliberation is needed, the vote will be postponed until the next regular Library Board meeting. The Naming Committee will clarify its recommendation before that board meeting and present the recommendation to the Library Board for approval.

A standard legal agreement between the donor and the Library Board containing terms and conditions (including the conditions under which the naming recognition may be rescinded) must be reviewed and signed by both parties. The naming agreement will outline the amount of the gift, period of naming recognition, payment terms, and any other terms pertinent to the naming opportunity.

No publicity on the recommendation for naming shall be given until it is approved by the Library Board.

The Las Vegas-Clark County Library District Foundation may hold fundraising campaigns in conjunction with Library Board-approved construction and renovation projects. In this case, the Library Foundation will work with the Development and Planning and General Services departments to identify fundraising campaign naming opportunities and appropriate donation levels for each naming opportunity. The Naming Committee shall review proposals for Library Foundation fundraising campaigns and shall present the naming opportunity plan to the Library Board for approval. Upon Library Board approval of the fundraising plan, the Library Foundation will be authorized to actively seek donors and offer the naming opportunities identified in the Board-approved plan. Once the Library Board has approved a naming opportunity and the Library foundation has secured funding, the donation will be transferred to the Library District. The project will be managed and administered through the standard Board and Library District processes.

NAMING LIBRARY FACILITIES

Generally, library facilities; parts of facilities and/or properties; and endowments for new capital projects, renovation projects, programs, equipment, collections, and/or other library services shall be named with a preference for geographic or functional designation.

Naming opportunities are available for individual, family, charitable organization, foundation, and corporate donors who make a significant contribution to the project, as follows:

1. When prospective donors are willing to enter into an agreement to contribute at least 51% of the actual or projected costs of the specific project of interest, including costs for land, project design, construction, necessary equipment and/or collections, as determined by library executive staff and project design consultants using metrics such as fair market value property appraisals; construction or renovation costs per square foot; furniture, fixture and equipment quotes; collection cost estimates; signage cost estimates; ongoing maintenance costs; and/or project design and/or construction cost estimates.
2. Geographic and functional names will be included in the naming agreement unless otherwise agreed upon by the Library Board.
3. Donor recognition signage will be consistent with Library District signage standards.
4. The term of the agreement shall take into consideration the estimated life of the building or project area.

CONDITIONS FOR RESCINDING A NAMING AGREEMENT

All naming agreements with the Library Board shall include a clause giving the Library Board the power to rescind a naming agreement with any donor - individual, family, charitable organization, or corporation -- whose policies, principles, goals, or values are in conflict with those of the Library District, including but not limited to cases where the donor's character does not reflect positively on the Library District; and/or the donor has engaged in illegal or unethical conduct.

MANAGEMENT OF NAMING OPPORTUNITIES

The Library District's Planning and Development department will be responsible for maintaining records and overseeing compliance with the terms of all Naming Agreements entered into with the Library District.