

## MONITORING REPORT

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**Subject:** Board Policy A.19.6, Fundraising: Library Naming Commemorative and Non-Commemorative

**Prepared by:** Danielle McDonald, Chief Executive Officer

**Prepared for:** Ottawa Public Library Board

**Meeting of:** September 10, 2012

**Date of preparation:** August 20, 2012

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Executive Limitations Policy A.19.6, Fundraising: Library Naming Commemorative and Non-Commemorative was approved by the Board December 13, 2010 and last reviewed on November 30, 2011. It states:

### ***Policy Statement***

*The Ottawa Public Library is committed to providing an impartial, consistent and efficient process with respect to the naming of a library building or space within, and including mobile units. Such naming shall be governed by the Ottawa Public Library Board.*

### ***Scope of the Policy***

*This policy applies to both commemorative and non-commemorative naming of library facilities whether owned by the Library Board or owned or leased by the City of Ottawa on behalf of the Ottawa Public Library Board.*

### ***Definitions***

***Non-Commemorative Name:*** shall refer to the official name of a library facility or space within a library facility, after the communities they serve, their geographic location or similar geographic nexus. E.g. Carlingwood, Orléans, Richmond branches

**Commemorative Name:** shall refer to the official naming of a facility or space within a library facility to commemorate or perpetuate the memory of, or significant contribution from a person, persons, family or organization to the Ottawa Public Library. E.g. Ruth E. Dickinson branch

**Renaming:** shall refer to the act of discarding an old or current name of a library building or space within a library and replacing the old or current name with a new name.

**Naming Right:** A naming right is a type of sponsorship in which an external company, organization, enterprise, association or individual purchases the exclusive right to name and asset or a venue for a fixed or indefinite period of time. Usually naming rights are considered in a commercial context, which is that the naming right is sold or exchanged for significant cash in and/or other considerations under a long-term arrangement. This arrangement is usually documented in a written agreement signed by the two parties and has a specified end date to the contractual obligations.

**Space within a Library:** shall refer to any area within an Ottawa Public Library facility (e.g. Ottawa Room, auditorium, children's area) and including bookmobile and other mobile units.

**Library Building:** shall refer to any Ottawa Public Library whether owned by the Library Board or owned or leased by the City of Ottawa on behalf of the Ottawa Public Library.

**To facilitate an efficient operation of the naming policy, the CEO shall ensure that:**

1. *Library policies, procedures and guidelines regarding naming policies are publicly accessible.*

Library policies, procedures and guidelines regarding naming policies are not publicly available, as these are currently under review.

I report non-compliance.

2. *Only the Ottawa Public Library Board approves any commemorative, non-commemorative naming or naming rights decisions or renaming decisions.*

While the Library Board suggested a name for the new municipal archives and materials distribution centre, as a City facility, the Library Board had the power of influence only and not direct control of the naming of the facility. During the past year, the program room at the Cumberland Branch was renamed after library life-time

supporter Lori Nash. In this instance, the naming decision fell fully into the Board's purview and the Board's decision was final.

I report compliance.

- 3. Any person or organization, including the Ottawa Public Library Board, the Ottawa Public Library Foundation (OPL-F), the Friends of the Ottawa Public Library Association (FOPLA) and City Council may submit a name or name change for any library building or part thereof, to the Ottawa Public Library Board for consideration.*

No such request was received during the past 12 months.

I report compliance.

- 4. Public consultation is held to solicit input into the naming of new facilities and the renaming of library buildings.*

No buildings were renamed during the past 12-months.

I report compliance.

- 5. No naming shall be approved or continued that, in the judgment of the Library Board, calls into question the reputation of the Ottawa Public Library.*

No such naming occurred during the past 12 months.

I report compliance.

- 6. Any naming right agreement is commensurate with the contribution received.*

No such naming occurred during the past 12 months.

- 7. The Ottawa Public Library Board is presented with all duly processed naming proposals for final decision.*

No such naming proposals came forward during the past 12 months.

- 8. The City of Ottawa's Commemorative Naming Committee and the Ottawa City Council is advised of any new naming or re-naming decision of the Board of the Ottawa Public Library.*

No naming or re-naming opportunities occurred during the last 12 months.

I report compliance.

## **References**

- *Ottawa Public Library Fundraising Policies: A.19.1 through A.19.6*
- *City of Ottawa-Commemorative Naming Policy, July 2002*
- *Memorandum of Understanding between the Ottawa Public Library and the Ottawa Public Library Foundation (OPL-F)*
- *Memorandum of Understanding between the Ottawa Public Library and the Friends of the Ottawa Public Library Association (FOPLA)*
- *Ottawa Public Library Foundation: Fundraising Policies*

## **Legislative and Administrative Authorities**

*City of Ottawa's Commemorative Naming Committee*

### **Ottawa Public Library**

*Executive Limitation Policy A.19.6: Library Naming-Commemorative and Non-Commemorative*

### Guidelines and Procedures

#### **General**

1. *All nominations must be submitted on the Ottawa Public Library Naming Opportunity Application Form to the office of the City Librarian.*
2. *A preliminary investigation of the naming proposal will be conducted by the City Librarian to ensure the proposed name has not been used in the past and that the name is meritorious and resonates with the local community served.*
3. *The City Librarian shall advise the City of Ottawa Commemorative Naming Committee of the application under consideration.*
4. *A report on the proposal shall then be prepared by the City Librarian for review by the Ottawa Public Library Facilities Planning Committee for review and recommendation.*
5. *In the case of Library facilities or mobile units, if the proposal is approved by the Facilities Planning Committee, it shall be submitted to the OPL Board for approval. If the Board approves the application, it will be subjected to a 60 day consultation phase to ensure there is sufficient community support for the proposal.*

6. *In the case of sections of a building, special furniture, equipment or discrete areas within the library, public consultation is not required but may be undertaken, if in the opinion of the Committee and/or Board, public consultation is required.*
7. *A report on the results of the consultation process shall be presented at the first Board meeting following the consultation process for a final decision. Such report shall include all suggestions received from the public. If, in the opinion of the Board, there is major support for the proposal, the Board shall finalize its approval.*
8. *The ultimate authority to accept or decline any proposal for a library name or to discontinue the designated name of a building, room or area, or the transfer the name to another building, room or area at the Ottawa Public Library rests with the Ottawa Public Library Board.*

### ***Philanthropic donations involving naming rights***

1. *The acceptance of any philanthropic donation that involves a proposal to name a library building or space within a library is conditional upon approval of the naming by the Ottawa Public Library Board.*
2. *No commitment regarding the naming of a library or space within a library shall be made to an individual or group prior to the final approval of the related proposal for naming by the Ottawa Public Library Board.*
3. *The size of the philanthropic donation associated with naming opportunities, including renaming facilities, shall be clearly disclosed to the Board for their consideration when making a final decision or such a request. The size of the gift may remain confidential at the request of the donor.*
4. *All donations from the Friends of the Ottawa Public Library Association (FOPLA) or the Ottawa Public Library Foundation (OPL-F) regarding the naming of a library building or space within a library shall be referred to the Ottawa Public Library for consideration and in accordance with this policy.*

### ***Non-Commemorative Naming Opportunities***

*The naming of branches will be considered based on the following priorities:*

- a. *Naming buildings after their geographic location, either the community or street location where they are situated.*

- b. *Naming, where appropriate, after the type of service or function offered at that location.*

### **Commemorative Naming**

*Proposals to give any library building or space within a library, a commemorative name shall adhere to the preceding criteria outlined above. In addition the following will apply:*

- a. *The Ottawa Public Library shall reserve the right to propose a name for a library building in addition to any other name submission(s) by an individual or organization.*
- b. *The Ottawa Public Library Board shall reserve the right to name a library or a space within a library without seeking the approval of the City of Ottawa's Commemorative Naming Committee.*
- c. *Notwithstanding item (b.) above, the City Librarian shall ensure that the City of Ottawa's Commemorative Naming Committee is informed of all applications, proposals and decisions to name or rename a library facility.*
- d. *Naming a branch after an individual whose contribution to the Library or the city of Ottawa is well documented and is widely recognized and valued shall not be undertaken until at least two years has passed since the individual's death.*

### **Renaming of Library Buildings and Spaces**

*Proposals to rename any library building, or space within a library shall adhere to the criteria in the preceding sections. In addition, the following will apply:*

- a. *New naming opportunities may arise when a facility is redeveloped or renovated and will be used for a different purpose. Renaming shall, however, be dependent on the nature of the conditions in any previous naming agreement.*
- b. *Appropriate recognition of previous donors may be included in the new or renovated facility.*
- c. *All reasonable effort shall be made to inform original donors and/or honourees and/or individuals and/or next of kin, of any changes to the original naming of branch library space.*

It should be noted that at the December 2011 Board meeting, the following motion carried:

**MOTION: 087-11**

**Doc #17 Monitoring Report: A.19.6: Library Naming Commemorative and Non-Commemorative**

**Moved by Trustee Wilkinson, seconded by Trustee Gourlay that Policy A.19.6: Library Naming Commemorative and Non-Commemorative be referred to the Facilities Planning committee and the Governance and Audit committee to incorporate a method for the handling of sponsorships.**

**-CARRIED.**

This follow up hasn't occurred due to the major re-write of the full suite of fundraising policies to eliminate inconsistencies, clarify policy from procedure and streamline practices and language for ease of interpretation. These will be brought forward to the Governance and Audit Committee for consideration, prior to bringing them to the Board for final approval.

I hereby present my monitoring report on Executive Limitations Policy A.19.6, Fundraising: Library Naming Commemorative and Non-Commemorative. I certify that the information contained in this report is true.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Danielle McDonald, Chief Executive Officer