

Naming Opportunities Policy

Policy Level:	Library Board
Author:	Director Finance and Facilities
Review Period:	4 years
Approval Date:	May 2022

POLICY PURPOSE

To provide the opportunity for public recognition of individuals or organizations that have made a lasting contribution to the development of library services in the City of Hamilton or to recognize significant financial donors.

KEY POINTS SUMMARY

- The Library Board may initiate a request for naming of a room or facility in recognition of individuals or organizations.
- Outside requests for naming a room or facility after an individual or organization may also be made to the Hamilton Public Library Board in writing for formal consideration.
- The naming of a room or facility after an individual may be considered for reasons including the individual's contribution to the Hamilton Public Library (HPL) or in recognition of a significant financial donation to the HPL.

POLICY DETAILS

The naming of a room or facility in recognition of individuals or organizations is a decision that requires special consideration by the Library Board of the value and benefits of such recognition and the suitability of the room or facility for such recognition purposes.

Recommendations for the naming of a room or facility after an individual may be considered to honour the individual's contribution to the Hamilton Public Library (HPL). The naming of a room or facility may also be considered in recognition of a significant financial donation to the Hamilton Public Library.

Unless specified in a separate agreement, rooms or facilities named under this policy shall be reviewed by the Hamilton Public Library Board every five (5) years, or earlier at the request of the Board, at which time Board approval will be required to renew the named room/facility.

Board-initiated recognition

The Library Board may initiate a request for naming of a room or facility. The Director of Finance & Facilities would prepare an evaluation of the naming opportunity. Naming a room or facility after an individual or organization would then be evaluated and presented to the Library Board based on the following criteria:

- The name should be appropriate for a public library.
- In the case of an individual, agreement to the naming proposal must be confirmed with the individual to be named, and if deceased, by the immediate family.
- The physical condition of the room or facility must be assessed to ensure that it projects a positive image of the donor.

If a donation is involved, the proposed naming opportunity should complement the purpose of the donation. When a naming opportunity is to be established as part of a capital campaign, the monetary value of the donation must be considered in relationship to the entire building/renovation cost and not just the portion that is raised by a fundraising campaign.

To proceed with the naming opportunity, the Director of Finance and Facilities will be authorized to initiate the following actions:

- Determine specific placement of appropriate signage for the designated room or facility.
- Prepare draft wording and a cost estimate to produce the signage.
- When final copy and design is approved by the individual or organization, produce and install the signage.
- Determine what type of ceremony/reception, if any, is to accompany installation of signage and/or opening/renaming ceremonies of the room/facility.

Requests to the Board for the naming of a room or facility after an individual or organization

Requests for naming a room after an individual must be directed to the Hamilton Public Library Board in writing.

The letter of request shall include a short biography of the honouree, lasting contributions to the Hamilton Public Library, community involvement, and a description of exceptional achievements as appropriate (e.g. philanthropy, leadership, professional excellence, distinguishing honours).

The letter will be reviewed by the Library Board, and, if required, an assessment of the request will be prepared by the Director of Finance & Facilities, in consultation with HPL's Senior Leadership Team. Included in the assessment will be a report on the physical condition of the room or facility to ensure that it will project a positive image of the individual or organization.

If approved, the Library Board will make a recommendation for acceptance of the request and respond to the nominator in writing. To proceed with the naming opportunity, the Director of Finance & Facilities will be authorized to initiate the following actions:

- Determine specific placement of a plaque/signage for the designated room/facility.
- Prepare draft wording and a cost estimate to produce a plaque/signage.
- When final copy and design is approved by the nominator, produce and install the plaque/signage.
- Determine what type of ceremony/reception, if any, is to accompany installation of the signage/plaque in recognition of the naming (or, in some cases, re-naming).

APPROVAL HISTORY

January 2002; July 2010; March 2018