

**PLEASANT VALLEY RECREATION & PARK DISTRICT
ADMINISTRATION OFFICE – CONFERENCE ROOM
1605 E. BURNLEY ST., CAMARILLO, CALIFORNIA**

**POLICY COMMITTEE
AGENDA**

**Thursday, February 23, 2023
2:30 P.M.**

Please Note: In keeping in alignment with current orders from the Ventura County Health Officer, face coverings are not required but are welcomed and encouraged in indoor public settings and businesses. PVRPD thanks you for your cooperation and understanding.

This meeting will take place both in person and remotely in accordance with Government Code section 54953(e) et seq. (AB 361). Members of the public can participate in the meeting by choosing one of the following options:

1. Attend in person or
2. Join via Zoom -

Meeting Link: <https://us06web.zoom.us/j/84442801477>

Webinar ID: 844 4280 1477

Phone Number: 1-669-900-6833

- a. Cell Phone/Computer with Microphone: Click on the Zoom link included above. Enter your name so we may call on you when it is your turn to speak. The Chair will ask if anyone wishes to speak on the item. At that time, raise your hand by clicking the “Raise Hand” button. Follow the instructions below regarding speaking.
- b. Phone – If you wish to make a comment by phone during the public comment section of the meeting or on a specific agenda item, please call in to the listed phone number above and when prompted, enter the Webinar ID. You will then be admitted to the meeting and your line will be muted. The Chair will ask if anyone wishes to speak on the item. At that time, raise your hand by dialing *9. Then, follow the speaking instructions below.

Speaking Instructions

When it is your turn to speak, the Chair will call your name or the last four digits of the phone number you are calling from. You will have three minutes to address the Committee. **Please ensure all background noise is muted (TV, radio, etc.)** You will be prompted to unmute your microphone/phone. Unmute your device and begin by stating your name. After three minutes has elapsed your microphone will be muted and the next speaker will be invited to speak.

1. CALL TO ORDER
2. APPROVAL OF AGENDA
3. PUBLIC COMMENTS
4. NAMING POLICY
5. ORAL DISCUSSION
6. ADJOURNMENT

Note: Written materials related to these agenda items are available for public inspection in the Office of the Clerk of the Board located at 1605 E. Burnley Street, Camarillo during regular business hours beginning the day preceding the Committee meeting.

Announcement: Should you need special assistance (*i.e.* a disability-related modification or accommodations) to participate in the Committee meeting or other District activities (including receipt of an agenda in an appropriate alternative format), as outlined in the Americans With Disabilities Act, or require further information, please contact the General Manager at 482-1996, extension 114. Please notify us 48 hours in advance to provide sufficient time to make a disability-related modification or reasonable accommodation.

**PLEASANT VALLEY RECREATION AND PARK DISTRICT
STAFF REPORT / AGENDA REPORT**

TO: BOARD OF DIRECTORS

FROM: MARY OTTEN, GENERAL MANAGER
By: Kaleen Gage, Development Analyst

DATE: February 23, 2023

SUBJECT: DISCUSSION AND GUIDANCE FOR UPDATING THE NAMING POLICY

SUMMARY

In 2015 the District adopted a Naming Policy as a way to establish a systematic approach for the naming of parks, recreation areas, facilities as well as amenities. It is the staff's desire to bring these policies to the committees periodically to ensure their relevance. Currently, staff rely on the existing policy to manage the naming of District lands/property; however, as the District continues to partner with various organizations Naming and Sponsorships have become a topic of discussion.

BACKGROUND

The District initially established a Naming Policy in 2015 which was intended to provide for the naming or renaming requests based on (1) the location, natural or geological features of the District Asset, (2) the identity of a cultural or historical significance to the local area, or (3) the identity of an individual or entity whose contributions to the District and/or the community supports the request. From time to time, the District has also named District Assets after a person or entity who has provided significant financial support for the District Asset being named.

The purpose of this policy is to establish uniform guidelines and standards for naming and renaming of District Assets. The District policy outlines the criteria, conditions, and procedures that govern naming and renaming of District Assets in order to maintain their integrity, to encourage philanthropic giving while acknowledging public investments, and to safeguard against unwanted commercialization of District Assets.

ANALYSIS

The District is committed to providing a fair, consistent, and efficient process while respecting the important need for public input and Board approval in regards to the naming of District owned properties such as parks, recreational areas, buildings, facilities and amenities. The District maintains 28 parks in and around the city of Camarillo, serves a population of over 70,000 and covers an area of approximately 45 square miles. Within the District, a variety of recreational facilities exist including: a senior center, an indoor aquatic center, a community center, dog parks, lighted ball fields, tennis and pickleball courts, a running track, walking paths, premier soccer fields, hiking trails, picnic pavilions, children's play equipment, and barbeque areas.

The intent of this policy is to guide the naming of District-owned property in a fair, objective and thoughtful manner, and aid in the selection of names suitable for the property, respective of the history of the site or area, useful to the public and reflecting the community culture.

As the District continues to partner with various agencies Naming and Sponsorships opportunities have become a topic of discussion. Naming rights are a form of long-term advertisement and can follow some of the current Naming Policy; however, short-term sponsorships aren't necessarily in line with the Naming Policy.

Areas for discussion and consideration:

Introduction – this describes who the District is and what processes are involved in this Policy.

Purpose - explains the objective of the Policy

Definition of Terms - commonly used terms and corresponding definitions of each Policy

Sponsorship Contribution & Recognition – should this be anything under two-years and what are the expectations and recognition process

Naming or Recognition – should there be an expected life span of 15 years or more and should there be long-term maintenance associated with the naming?

Recognition

Naming application process and approval

Renaming

District Staff have developed a draft of a revised Naming Policy for review to include all the above areas for further discussion. As mentioned, the District has been receiving more requests for sponsorship and potential naming opportunities some examples have included ADA equipment donated by Ambers Light at Arneill Ranch Park, Miracle League field at Freedom Park, as well as facilities that are in the process of being built; Pickleball Complex, and Freedom Park Dog Park.

FISCAL IMPACT

To be determined. Currently, costs are limited to staff time to prepare this report.

STRATEGIC PLAN COMPLIANCE

Meets 2021-2026 Strategic Plan Goals:

- 3.0 Renovate and modernize existing parks and recreational facilities to ensure all parks provide an adequate range and supply of active leisure facilities to meet the growth and diversity in population, programming trends, and new design standards.
- 3.4 Continue pursuing Freedom Park funding opportunities with Community Partners.
- 4.4 Enhance community connections by fostering collaborative partnerships that leverage strengths and resources to enrich the recreation experience.

RECOMMENDATION

It is recommended the Policy Committee provide guidance and direction on the current Draft of the Sponsorship & Naming Policy.

ATTACHMENTS

1. Sponsorship & Naming Policy DRAFT (9 pages)



PLEASANT VALLEY RECREATION AND PARK DISTRICT

PARKS, AREAS, & FACILITIES NAMING SPONSORSHIP & NAMING POLICY Board approved September 2015

The Pleasant Valley Recreation and Park District (~~the "District"~~) ~~shall establish a systematic and consistent approach for the official naming of parks and recreational areas and facilities. This policy establishes the procedure and these policies and procedures are intended as a guide to:~~ accepts and encourages gifts and donations from individuals, businesses, community organizations, and public entities that are given to support Parks and Recreation. This ~~e-gift~~ policy covers gifts that are related to sponsorship and naming opportunities.

PURPOSE

~~The purpose of this e-Sponsorship and Naming policy is to set guidelines and standards that are in the best interest of community to develop a formal process for requests to sponsor special events and tournaments activities that occur on District property and/or the sponsorships of District property, and naming of parks, facilities, and sport complexes District lands/property. This policy establishes the procedure and guide to:~~

- Ensure prospective donors and sponsors are suitable and relevant to the purpose.
- Ensure that parks, recreational areas and facilities are easily identified and located.
- Ensure that given names to parks, recreational areas and facilities are consistent with the values and character of the area or neighborhood served.
- Encourage the dedication of lands, facilities, or donations by individuals and/or groups.

DEFINITIONS

- ~~PARKS~~ District Property/lands - All traditional designed parks, natural open spaces, historic sites, facilities, specialized parks, roads, and trails under the Districts' jurisdiction or management.

~~BUILDINGS~~ - Significant park and recreation structures that house parks and recreational programs (e.g., recreation centers, enclosed pavilions, lodges, etc.).

- ~~MAJOR FEATURES~~ Major Features - Major, permanent components of park and recreational facilities (e.g., ball fields, swimming pools, tennis courts, playgrounds, fountains, artwork or physical features). Rooms within buildings are considered to be Major Features. ~~Projects, programs or special uses will be identified by the District General Manager and/or the Board of Directors and approved by the Board. Uses must further the mission of Pleasant Valley Recreation and Park District and will be evaluated for designation according to value to communities and/or the District.~~
- ~~OTHER NAMING ALTERNATIVES~~ areas - A facility within a park (e.g., playground, picnic shelter, fountain, bricks, tables, benches, etc.) can be named separately from the park or facility location.
- Donor -- An individual or entity who acts as a benefactor by contributing, granting, subscribing, or otherwise providing funds or labor for the purpose of maintenance, improvement, restoration, enhancement, reclamation, addition or enlargement of holdings, properties, resources or facilities of



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County Parks, the District

- Gift - --Any payment to the extent that consideration of equal or greater value is not received and includes a rebate or discount in the price of anything of value unless the rebate or discount is made in the regular course of business to members of the public without regard to official status.
- Plaque -- Generally a small, flat, regular shaped memorial plate or slab that conveys
- information in bold relief or engraving.
- Ensure control for naming policy.

POLICY

1. The It is the policy of the Pleasant Valley Recreation and Park District is to accept contributions ~~nam~~ for parks, recreation areas and facilities when deemed appropriate through an adopted process utilizing established based on the following criteria, and when deemed appropriate: ~~emphasizing community values and character, local history, geography, environmental, civics and service to the Pleasant Valley Community. The following criteria shall be used in determining the appropriateness of the naming designation:~~
 - Encourage and facilitate public and private gifts, bequests, and such contributions that enhance, beautify, improve, supplement, support, or otherwise benefit Parks and Recreation the District.
 - a. To accept public and private gifts that are consistent with the following terms:
 - b. To accept gifts that are consistent with the mission, policies, and goals of the District, current park master plans, existing facilities and amenities, the most current comprehensive Parks and Recreation park space, and recreation facilities, and District programs/activities.
 - c. Donations, gifts, and memorials for the area park units should must be relevant to the purpose of the park, facility, or sport complex District property.
 - d. The District recognizes that actual or perceived conflicts of interest might arise in relation to contributions from individuals, foundations, or corporations. Therefore, the District will not accept contributions that:
 - Create significant actual or perceived damage to the Districts mission, public image or reputation.
 - Create significant actual or perceived damage to the City of Camarillo's mission, public image or reputation
 - e. The District will not accept contributions from individuals, foundations, or corporations that:
 - Have a history of environmental abuse or regulatory noncompliance, unless noncompliance unless the corporations are engaged in a credible effort to change past practice,
 - Expect significant publicity for the contribution beyond the normal sponsorship and naming recognition described in this policy.



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- Expect award of any proposed work in connection with District of City of Camarillo in exchange for the contribution.

If the District learns of the existence of any of these disqualifying conditions with respect to a particular donor at any time prior to receipt of a contribution by the donor, it will withdraw its solicitation request.

If the District learns of the existence of any of these disqualifying conditions with respect to a particular donor after that donor's contribution has been received, it will return the contribution if reasonably possible.

2. It is the policy of the ~~Pleasant Valley Recreation and Park District~~ ~~is to adopt naming of -parks, recreation areas and facilities~~ District property/lands based on one or more the following criteria, and when deemed appropriate:
 - a. Geographical location of the park or facility; or GEOGRAPHIC LOCATION — neighborhood, significant areas or facility
 - b. NATURAL FEATURES — hill, street, stream, lake, notable tree, orchard or other Natural or geological features proximate to the park or facility; or
 - c. Cultural or historical significance to the District or surrounding neighborhood; or
 - d. The name of an individual or corporation who has made a significant contribution to the community, country, state, or the field of parks and recreation; or NAMING FOR INDIVIDUAL OR CORPORATION FOR SIGNIFICANT DONATION

NAMING FOR OUTSTANDING INDIVIDUAL — naming a park and/or recreational facility for an outstanding individual is allowed posthumously (at least 5 years since date of passing) and where that person's significance and good reputation have been accepted in the District, City, State and/or Nation's history.
3. Existing names shall not be subject to changes unless, after investigation and review, the proposed name is found to be more appropriate than the existing name, based on the criteria listed in this policy. Any action to change the name of an existing ~~park, facility, or sports complex~~ District property/land shall follow the same process as outlined.
- 4.5. When considering the naming of a ~~park, recreational facility, regional trail or natural area~~ District property/lands after a person, consideration will be given when:
 - a. The person was exceptionally dedicated or demonstrated excellence in service in ways that made a significant contribution to the land, community, ~~Pleasant Valley Recreation & Park District~~, City of Camarillo, or State of California.



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- b. The person must have contributed significantly to the acquisition or development of the park or facility or to the parks system overall. The suggested name must be accompanied by a biographical sketch which shall provide evidence of contributions to the park, facility, or parks system overall.
- c. There is an outstanding community leader who had made significant civic contributions to the ~~Pleasant Valley Recreation and Park~~ District and had given highly productive support to the District and community.

SPONSORSHIP CONTRIBUTION & RECONGITION

A sponsorship contribution is considered as a "sponsorship" if it is restricted to provide relatively short-term (usually two years or less) support for programs or events, or for the maintenance of existing equipment or physical structures. All sponsorships must relate to and be consistent with the mission, policies, and goals of the District.

1. The District may provide public recognition of individuals or businesses that provide sponsorships in one or more ways, including through plaques or signs affixed to ~~buildings~~ District property that identify the donor as a sponsor.
2. When sponsorship is in reference to raising or receiving monetary contributions, the following criteria must be met to be considered an approved sponsor:
 - a. Must be relative to the Districts mission
 - b. Consider the community impact
 - c. Consider the impact of the donation or funding to the completion of a project, if applicable
 - d. Consider the cost of the implementation and signage, and identify the funding to cover such costs.
 - e. The District may not accept funding that would create any conflict of interest, must not complete, impair or conflict with the policies, goals or operations of the District.

NAMING CONTRIBUTION & RECONGITION

A naming contribution is considered if the donor would be recognized by having a significant gift that will provide long-term or permanent support or pay for a major capital improvement. The ~~donors~~ donor's action shall be beyond merely receiving a tax deduction their benefit. Their decision to give is justified by the merits of the projects, and nothing is expected in return other than the reasonable hope that the ~~park~~ District uses these gifts as ~~promised, and promised~~ and uses them to their full advantage.

1. ~~Requirements Applicable to All Naming.~~ With any naming, the proposed name will not:
 - a. Create significant actual or perceived damage to the Districts mission, public ~~image~~ image, or reputation.
 - b. Result in undue commercialization of the property or violation of any ~~Park-District Ordinance or City Codes~~ rule or regulation.

Commented [MO1]: Naming should it have a minimum of 15yr Life span?



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2. ~~Additional~~ Requirements for ~~c~~Contributions ~~t~~That ~~i~~Involve ~~n~~Naming ~~a~~All or ~~a~~Any ~~p~~Portion of a ~~B~~uilding ~~D~~istrict property/lands.

a. ~~Approvals Required~~-When naming is contemplated for all or any portion of a building (including any significant addition to an existing park or facility), the following applies:-

i. Approval by General Manager.

Before soliciting any potential donor for a contribution in connection with which such a naming opportunity will be offered, the General Manager will be notified of such proposal. The General Manager shall either: (A) approve or disapprove administratively of the proposed solicitation and naming based on the standards set forth in this Policy; (B) establish special procedures for evaluation and approval or disapproval of the proposed solicitation and naming, or (C) tentatively approve the proposed solicitation and naming and direct that the proposed solicitation and naming be subject to the requirements contained in subsection ii, immediately below.

ii. Approval Board of Directors.

Before making any binding commitment to name ~~District property/lands~~a building or permanent structure for a particular donor or accepting any donation offered on condition of such naming the following must occur: (A) obtain the recommendation of the District and (B) receive approval from Board of Directors. The decision of Board of Directors is final.

b. Other Requirements.

A naming donation must cover at least 60% of the capital construction costs associated with a new building/structure, a building renovation, or a significant addition to an existing building.

Commented [KS2]: Do we want 60% or a different %

Commented [MO3R2]: Shouldn't this be 100% plus maintenance for at least 5 yrs?

3. Recognition shall not detract from the visitor's experience or expectation, impair the visual qualities of the park environment, be perceived as advertising or commercializing the character of the park setting, or create a feeling of proprietary interest.

4. Advertising promotions or corporate slogans shall not be permitted.

5. Temporary or permanent recognition, except for special events, shall be subordinate in all cases to the character of the surroundings through use of muted colors, appropriate ~~sizing~~sizing, and good taste.

MEMORIALS/COMMEMORATIVE GIFTS

1. It is not appropriate to use ~~parks~~District property/lands to memorialize individuals (which includes employees of the District) unless there is a distinguished or unique relationship between the park, the



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District and the individual. The test of such a relationship is whether the individual has an appropriate place in the interpretive program as a person integral to or instrumental in the history of the park.

2. An individual should have been deceased for at least 5-years before ~~the District Parks~~ can make an objective judgment about the significance of that person's role. Existing memorial programs should transition to be consistent with these guidelines. Memorial donations (gifts made in memory of a person) may be recognized in the same way as other gifts.
3. It is the preference of ~~the District~~ that donors of memorial gifts be thanked with off-site forms of recognition presented by the Board of Directors, in an area set aside for memorial gifts that otherwise meet the criteria for that form of recognition.
- ~~4.~~ The recognition of new memorial donations should not include the donor's name. It should simply list the name of the person in whose memory the gift is given, but not include the honoree's date of birth and/or death, military service, degrees, or other honors. A positive, park related quote may be included.

FORMS OF RECONGITION

1. OFF-SITE RECONGITION

- a. Thank-you Letters -- Every donor should promptly receive a letter of appreciation. In many cases, that might be all that is required. It should acknowledge the gift, the donor, date of acceptance and, if cash, the dollar amount. The thank-you letter will also serve as evidence of the gift for the purposes of the donor's tax records. As such, it should completely describe the gift. It should not, however, attempt to value the gift.
- b. Publicity -- In all cases the donor's request for anonymity shall be respected. When appropriate, the Districts can publicly recognize donors through press releases to newspapers, magazines, radio and television media.
- c. Events - --Higher profile recognition can occur through special events, ribbon cuttings, or special recognition events. Other activities or forums in which the donor is involved, such as Board of Directors Meeting meetings.
- d. Commemorative Items Given to the Donor -- Some items that might be presented to donors as an expression of gratitude include certificates of appreciation, prints, photographs, and plaques, framed photograph or print of the park, with a small, engraved plate or other form of inscription indicating Districts appreciation.

2. ON-SITE RECOGNITION

- ~~—~~ Temporary Signs -- Temporary signs (such as those used to acknowledge donors during construction activities, restoration of a structure or site, or which include recognition of a sponsor's financial



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support for a contract period) should be informational, of appropriate design and scale. They should inform visitors and might contain a brief interpretive message about the nature of the project and the support provided by the donor. The signs should be sturdy, of good quality materials, consistent with the design of other park signs, professionally done and in keeping with park design standards. Donor's name and corporate logo may be used if they are of non-contrasting color and subordinate to the sign's message. Where it is appropriate to put up more than one sign, they should be placed at infrequent intervals so that multiple signs are not visible from a single viewing point. Under no circumstances should signs be affixed to cultural or natural resources, or resources or placed in areas of cultural sensitivity (such as archeological sites) where they would intrude on the historic character of the area. Temporary recognition signs may be left in place only for the contract period, or in the case of "construction" signs, for no more than six months beyond completion of the actual work on the project.

a. _____

b. Permanent Plaques -- With the exception of preexisting donor programs, permanent plaques are to be actively discouraged and generally are not to be used to recognize monetary contributions to District. Other exceptions will be permitted only with the approval of the General Manager and should be proposed only for major contributions of long-term benefit to District. Permanent recognition plaques should be placed only in developed areas and preferably inside an existing public structure, such as a building. Except for preexisting established programs or under unusual circumstances requiring the approval of the General Manager, such plaques should not be affixed to cultural or natural resources of the site where they would intrude on the historic or natural character of the area. The commitment for plaque maintenance shall be made for no more than five years.

c. Semi-Permanent Signs -- Single purpose recognition signs should be avoided. Directional, interpretive, and informational signs should be considered as locations for donor recognition. Recognition should be secondary to the information the sign is designed to convey. The recognition shall not dominate the sign either by scale or color, and color and shall not be superior in any way to the park message. Standard earthen colors, lettering sizes and, for sponsorship programs, consistent size, design, and use of logo. Permanent recognition should be placed only in developed areas and preferably inside an existing public structure. Under no circumstances should they be affixed to cultural or natural resources, or placed in areas of natural or cultural sensitivity where they would intrude on the historic or natural character of the area. No commitment for sign maintenance should be made for more than 5- years.

~~Other Publications -- In order to serve various park needs to distribute information which enhances visitor use of the parks, items such as tabloids, activity calendars, park maps, or tide books may include the underwriting sponsor's limited announcements.~~

DEFINITIONS

~~PARKS -- All traditional designed parks, natural open spaces, historic sites, specialized parks, roads, and trails under the Districts' jurisdiction or management.~~



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- ~~**BUILDINGS** – Significant park and recreation structures that house parks and recreational programs (e.g., recreation centers, enclosed pavilions, lodges, etc.).~~
- ~~**MAJOR FEATURES** – Major, permanent components of park and recreational facilities (e.g., ball fields, swimming pools, tennis courts, playgrounds, fountains, artwork or physical features). Rooms within buildings are considered to be Major Features. Projects, programs or special uses will be identified by the District General Manager and/or the Board of Directors and approved by the Board. Uses must further the mission of Pleasant Valley Recreation and Park District and will be evaluated for designation according to value to communities and/or the District.~~
- ~~**OTHER NAMING ALTERNATIVES** – A facility within a park (e.g., playground, picnic shelter, fountain, bricks, tables, benches, etc.) can be named separately from the park or facility location.~~

~~**Donor** – An individual or entity who acts as a benefactor by contributing, granting, subscribing, or otherwise providing funds or labor for the purpose of maintenance, improvement, restoration, enhancement, reclamation, addition or enlargement of holdings, properties, resources or facilities of County Parks.~~

~~**Gift** – Any payment to the extent that consideration of equal or greater value is not received and includes a rebate or discount in the price of anything of value unless the rebate or discount is made in the regular course of business to members of the public without regard to official status.~~

~~**Plaque** – Generally a small, flat, regular shaped memorial plate or slab that conveys information in bold relief or engraving.~~

NAMING APPLICATION PROCESS

Any person, group, or organization may submit an application to name or re-name ~~a park, facility, regional trail or natural area~~ District lands/property. The application should be submitted to the General Manager of the Pleasant Valley Recreation and Park District. Applications should contain the following minimum information:

1. Name of applicant
2. Proposed name for asset
3. Background/support for proposed name
4. Description/map showing location
5. If proposing to name a recreation facility within a park, include a description/map showing the location of the facility within the park
6. If proposing to name a Park asset after an outstanding person, documentation of that person's contribution to the District, City, State
7. If proposing to re-name a facility, the application should also include background information on the current name and the rationale for requesting a new name

NAMING APPROVAL PROCESS

- Any person, group or organization may submit a written proposal or request to commemoratively name or rename a public park or recreation facility to the Pleasant Valley Recreation and Park District General Manager or designee.



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- A written proposal or request shall include sufficient explanation to enable the ~~Pleasant Valley Recreation and Park~~ District General Manager or designee to make a determination that commemorative naming or renaming is justified and complies with this policy.
- The ~~Pleasant Valley Recreation and Park~~ District may also initiate and facilitate a commemorative naming process associated with new park acquisitions and construction whereby neighborhoods and general public shall be invited to participate in the naming process consistent with these policies.
- The ~~Pleasant Valley Recreation and Park~~ District General Manager's or designee's consideration regarding the naming or renaming of the parks, recreation facilities or features within such areas, shall be guided by the following considerations:
 - Recognized geographic names
 - Natural or geological features
 - Cultural or historical significance
 - A deceased individual who made a significant community contribution
 - Significant monetary/land/facility donation
- The ~~Pleasant Valley Recreation and Park~~ District General Manager or designee shall review the proposal for adherence to the stated policy criteria and authentication of statements, as well as existing features already named within a particular park or recreation facility, before advancing the proposal to the Policy Committee.
- The Policy Committee shall consider the commemorative naming proposal upon it being advanced from the General Manager or designee and shall offer the opportunity for public input.
- If the proposal meets the qualification process, the Policy Committee will forward the information to the Board of Directors at which time a recommendation can be made by a Board Member to add the item to an agenda.
- Special features within a park, trail, open space or building can be named with the approval by the General Manager or designee and the Policy Committee.
- Record of the approved name will be recorded in the Pleasant Valley Recreation and Park District park inventory database and all applicable records, signage and documentation shall be updated, as applicable, with the new name.

RENAMING

- The renaming of parks and facilities is strongly discouraged. It is recommended that efforts to change a name be subject to the most critical examination so that it does not diminish the original justification for the name or discount the value of prior contributors.
- Parks named by deed restriction shall not be considered for renaming.
- A park or facility shall not be renamed if the name was a condition of a gift and the noncompliance with that condition would invalidate that gift.