

Naming of Burlington Public Library Rooms and Spaces Policy

Purpose and Scope:

To define the protocol and conditions associated with the naming of Burlington Public Library rooms and spaces. All naming and recognition decisions will be made in alignment with the Library's mission statement and strategic priorities.

Terminology:

Naming refers to the bestowal of a name upon a new, existing or renewed library room or space.

Recognition refers to the acknowledgement and expression of appreciation issued for a donation or a sponsorship that suitably reflects the impact of the donation or sponsorship.

Renaming refers to the bestowal of a new name upon a previously named library room or space.

Statement of Policy:

The Burlington Public Library Board has ultimate authority for naming all public library facilities within its jurisdiction including buildings, leased locations, rooms, walkways, courtyards and interior spaces. The Burlington Public Library Board will enter into agreements that will define the terms of sponsorships and donations.

The naming of a Library room or space may be considered:

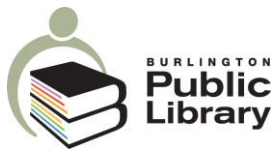
- Honouring individuals or groups
- Providing recognition of donations, sponsorships and joint ventures
- Opening of new or refurbished Library rooms or spaces
- Renaming of an existing Library room or space when circumstances dictate
- Acknowledging the activities and significant contributions made by individuals to the City of Burlington, to the Library or to society as a whole

Criteria for the selection of a name for a Library room or space will include but not limited to the following:

- A long standing local area identification with residents
- Understandable to the majority of citizens of Burlington
- Consistency with fundraising plans and gift/sponsorship levels

Consideration for a person or group may include those of a person, persons, or families, organizations, corporations, foundations have made a significant contribution to the City or the Library by:

- Enhancing the quality of life and well-being of the City or Library
- Contributing to the historical or cultural preservation of the City or Library
- Contributing toward the acquisition, development or conveyance of land or building to the Library
- Recognizing donors, individuals designated by donors, or individuals who have made exemplary or meritorious contributions to the City or Library



Where the name of an individual is proposed, consent shall be obtained from the individual or their next of kin prior to Library Board consideration. A proposal to commemorate an individual must have the anticipated support of the community.

Consideration may be given to both the long-term and short-term appropriateness of a naming. The Board may evaluate each name proposal as to appropriateness and acceptability. In reviewing a proposal, consideration may be given to the distinction, reputation and integrity of the individual whose name may be used and their relationship to the Library.

In reviewing a proposal, consideration may be given to any cost to the Library associated with the naming including signage, printing of promotional material, updating records and building community recognition.

A named Library room or space will generally be effective for the useful life of the facility. The Library Board has the authority to repurpose all facilities and spaces to address strategic and service priorities. When a previously named area has been repurposed or renovated reasonable effort will be made to notify the donor or family.

The Library will review the names of its rooms and spaces every five years. If, at any time following the approval of a naming agreement, circumstances change significantly the Board has the authority to withdraw the naming opportunity. The Library Board reserves the right to revoke a name at any time.

Effective Date: October 2017	Projected Review Date: October 2021
Motion #/Date: #12-72, Sept. 20, 2012	Amended Dates: #17-93, October 2017
Associated Procedures: Policy 6.11 Naming of Burlington Library Facilities; 10.7 Sponsorships.	