



Donor and Naming Policy

Purpose

The Anchorage Public Library, in conjunction with its support organizations, provides ways to publicly identify and acknowledge the generosity of individuals, families, corporations, foundations, donors and volunteers. A sound policy provides meaning, significance and uniformity by recognizing individuals or organizations who have substantially contributed to the Anchorage Public Library.

The naming of buildings, fixed facilities and public places is addressed in the *Municipal Code*, Chapter 3.97. This policy augments the Code for issues unique to the library.

Definitions

Feature: Areas within or associated with a library public place such as a fountain, monument, plaza, garden, landscaped area, collection of material or program.

Use-related generic names: Designates a library interior or component space based on use such as “Youth Services” or “Adult Fiction.”

Plaque: A tablet usually made of metal or wood, which is fixed to a wall or other surface to commemorate a person(s) or event.

Art: All forms of original art creations including but not limited to sculpture, painting, photography. (See Municipal Code Chapter 7.40).

Support organization: An organized group whose purpose is to promote and support the Anchorage Public Library such as the Anchorage Library Foundation, Friends of the Library, or a neighborhood library support group.

Recognition

Recognition of financial donors and volunteer contributions will be done in a manner that acknowledges these gifts. Recognition may not interfere with the safety of patrons and staff, obstruct or otherwise inconvenience patrons, staff and normal library operations, and conforms to all applicable library, municipal, state or federal rules and regulations.

Any form of recognition, the purpose of which is commercial or promotional will not be permitted. Corporate logos on public buildings will not be considered. Exceptions will be considered at the request of the donor or due to special circumstances and will be reviewed by the Library Director or designee, the Library Advisory Board, its support organizations and if required, the Legal Department of the Municipality of Anchorage. The Library Director, or designee, with input from the Library Advisory Board, reserves the right to accept or reject recognition or naming proposals.

Standard language for plaques which recognize financial contributions will read, "This <XXXX> was <partially> funded by a generous contribution by <NAME(S)>." Standard language for a public place or program that is created/named for a donor shall include the name and the area, e.g. the Ann Stevens Room or the Kathryn Cotton Volunteer Program. Corporate logos on plaques (appropriately sized and placed) may be included at the discretion of the Library Director, or designee, with input from the Library Advisory Board.

The granting of named recognition pursuant to this policy confers no property rights or interest upon the donor, individual or entity, either in law or equity, actual or implied, real or personal, whether past, present or future. Maintenance, restoration, repair and/or security of items, i.e. artwork with a significant dollar value will be assumed by the Library based on budget. Donors or organizations who wish to assist the Library and ensure that recognition is maintained or secured on a level that is deemed necessary may include these costs as part of the donation.

A collection accepted under APL's *Collection Development Policy* may be given name recognition, but the donation shall not be conditioned upon receipt of name recognition without the consent of the Library Director, or designee, with input from the Library Advisory Board. Recognition will be determined by the size and disposition of the collection. Collections will be maintained as long as they are relevant to Library service needs of the community.

Naming

As stated in the Municipal Code (3.97.020) the "existing name of any public place is presumed to be the best name of that public place. Continuity of name and common usage are presumed to increase sense of neighborhood." The preferred practice for naming branches is location and geographic significance in order to maintain a "sense of community" and to easily and appropriately establish location. In instances where a decision was made to recognize an individual(s) the geographical name will be included in the library name.

Named spaces must include the use-related term, i.e. the Gottstein Family Children's Learning Center.

Criteria for Naming

Honorary naming will be done according to Municipal Code 3.97.025. Naming for financial contributions are at the discretion of the Library Director, or designee, with input from the Library Advisory Board and, if appropriate, its support organizations. Naming based on financial contributions will be based (and ranked) according to: size of donation (at least 25% of assessed current value), length of commitment to the library. Private donor names will be placed before corporate donors if the size of the donation is the same.

Procedure

Naming of a library public place or feature will be done according to Municipal Code 3.97.030 and will require the establishment of a citizen naming panel.

Placement of a plaque or other donor recognition will be based on the recommendation of support organizations and the Library Director, or designee, with input from the Library Advisory Board. The Library Director will have final approval and placement responsibility.

Art that is created under the funding requirements for public buildings and facilities according to Municipal Code 7.40 shall be selected, implemented and placed according to the Code.

Art that is created, donated, and/or purchased for the purposes of display and use in any library that is not part of the public building fund requirement may be accepted upon juried review and may be placed with the recommendation of the Library Director, or designee, with input from the Library Advisory Board. The Library Director will have final approval and placement responsibility.

Expiration

Anchorage Public Library reserves the right to expire names and/or recognition plaques, remove or relocate art work after twenty-five (25) years or upon closure or redesign of a public place or area or replacement of the item that is named. In such instances the original name shall be honored in an appropriate manner and whenever feasible existing dedication and cornerstone plaques will be moved to a replacement facility for display.

The Library reserves the right to terminate or alter a naming designation under unusual or extraordinary circumstances.

Recommended for approval: Library Advisory Board. September 21, 2011

Approved by: Karen Keller, Library Director. September 21, 2011