



Item No. 2 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: FEBRUARY 5, 2020

SUBJECT: REPORT FROM AD HOC SUBCOMMITTEE ON NAMING OPPORTUNITIES, OUTREACH AND DONOR PROGRAMS; PROVIDE DIRECTION TO AD HOC SUBCOMMITTEE ON NEXT STEPS

RECOMMENDATION

Receive the Report from the Ad Hoc Subcommittee on Naming Opportunities, Outreach and Donor Programs and provide direction to the Ad Hoc Subcommittee on next steps.

BACKGROUND | ANALYSIS

The Ad Hoc Subcommittee of Mayor DeGolia and Council Member Widmer are providing the below information regarding Donor Recognition, Naming, Outreach and Programs for Council review and direction.

The specific charge of the Subcommittee is for the following:

- 1) Develop a standardized form of recognition for those donors that request that their donation be associated with a specific, approved Naming Opportunity.

Recognition would be offered via a discrete plaque placed in a location (TBD) for each naming opportunity. The size of the plaque would be 8.5” x 11” for each approved donation of \$500k or more and half that size for each approved donation of less than \$500k. This is entirely separate from any recognition provided on the Donor Wall.

The Ad Hoc Subcommittee is also working draft language for naming plaques (other than the street). Examples may be provided during the meeting.

- 2) Develop a list of proposed Naming Opportunities and Donation amounts.

Naming Opportunity	Donation Amount
New Roadway from Ashfield to Fair Oaks	\$5,000,000
Historic Town Hall Renovation	\$3,000,000
Civic Court	\$3,000,000

Report from Ad Hoc Subcommittee on Naming Opportunities and Donor Programs

February 5, 2020

Page 2 of 4

Naming Opportunity	Donation Amount
Children’s Room in New Library	\$1,000,000
Photovoltaic Arrays on Buildings & Carports	\$1,000,000
New Café/Catering Kitchen	\$500,000
Glass-Enclosed Adult Quiet Room in New Library	\$500,000
Digital Lab and Maker’s Space in New Library	\$500,000
Large Conference Room in New Library	\$500,000
Water Fountain near New Library	\$300,000
Heritage Room in Historic Town Hall	\$250,000
Adult Reading Deck at New Library	\$250,000
Water Feature and Fair Oaks Court off Fair Oaks	\$250,000
Medium-Sized Conference Rooms in New Library	\$200,000
Heritage Tree Reading Area in New Library	\$150,000
Small Conference Rooms in New Library	\$100,000
Historic Display Area in Historic Town Hall	\$100,000
Environmental Dashboard in New Library	\$100,000
Redwood Grove behind New Library	\$100,000
Native Species Garden	\$100,000

The Subcommittee proposes that anyone acquiring Naming Rights to any Library Conference Room can propose the theme, i.e. Willie May’s Room or Legends of Atherton Room, etc. and Participate in the Decoration.

The Subcommittee would also consider future naming rights to the Trash Enclosure Area (\$50,000 to \$100,000) and the Train Station (\$500,000).

- 3) Develop a response to Atherton Now with respect to the request from the three \$1 million donors.

*Propose to recognize each of the three \$1 million donors (the “founders”) with a \$1 million naming opportunity credit separately **or** a \$3 million opportunity collectively and that the Founders can apply that credit to one or more of the listed naming opportunities at the revised donation amounts as they choose. Atherton will not be offering a naming opportunity of the new Council Chambers or any other internal rooms (or the buildings) that are a part of the Admin and Police Building complex.*

- 4) Develop a proposed method of outreach with respect to Naming Opportunities for those that have already made donations and those who may make donations in the future.

Vice Mayor Lewis will be drafting two proposed forms of letters for Council consideration. It is proposed that the Atherton Now form of that letter be sent to all donors listed on Atherton Now’s website, other than a specified eight (8) donors who donated \$100k or more. Atherton Now will be contacting them independently. This letter would inform the donors of the naming opportunities and inform them that if they wish to purchase any of the naming opportunities that they will get credit for their previously made donation. The other form of the letter would be sent to all Atherton

residents. Both letters would include images of one or two naming opportunities and reference to a Town website where images of all naming opportunities would be viewable.

5) Timing

The Subcommittee suggests approval of the final list on February 5 and that the letters to Atherton Now donors be sent out shortly thereafter and that the letter to all residents be sent out before March.

A separate report from Vice Mayor Lewis on marketing materials is also scheduled for the February 5 Study Session.

POLICY FOCUS

Donations received via Atherton Now were transmitted to the Town under the terms of the Agreement between the Town and Atherton Now. Donations received by Atherton Now were accepted and remitted solely for the purpose of “design and construction of the Civic Center.” Donations were transmitted to the Town without restrictive conditions on use (other than the stated purpose); and, at the time of transmission, without specific conditions for recognition. The policies being discussed above involve reaching back out to those Atherton Now donors to solicit specific requests for recognition, inclusive of and beyond recognition on the Donor Wall.

With respect to the Donor Wall and such recognition, Atherton Now has withheld the last of their donated funds (\$250,000) pending “...finalization and approval of the donor wall and recognition related to specific donor requests...” and advised that Atherton Now would like to review the proposed donor wall, recognition plans and drawings. *Staff assumes that any policy adopted by the Council for contact and recognition of donors will address the request by Atherton Now to ensure the final release of \$250,000 in donor funds held back.*

Absent the Agreement with Atherton Now, the Town does not have a formal policy on the acceptance of donations. Without Atherton Now, the City Council serves as the formal acceptance body for all donations toward the Project and the approval body for all forms of recognition.

Staff suggests that the Council also discuss the creation of a policy related to the acceptance of donations and/or gifts. That policy can provide guidelines for the acceptance of such items in a responsible, transparent, and accountable manner. *Staff suggests that the Ad Hoc Subcommittee be directed to work with staff and the City Attorney on a policy that will be returned to the Council for consideration and approval.*

FISCAL IMPACT

None at this time.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town's electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town's electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service providers (water, power, and sewer), and regional elected officials.

COMMISSION/COMMITTEE FEEDBACK/REFERRAL

This item ___ has or X has not been before a Town Committee or Commission.

- ___ Audit/Finance Committee (meets every other month)
- ___ Bicycle/Pedestrian Committee (meets as needed)
- ___ Civic Center Advisory Committee (meets as needed)
- ___ Environmental Programs Committee (meets every other month)
- ___ Park and Recreation Committee (meets each month)
- ___ Planning Commission (meets each month)
- ___ Rail Committee (meets every other month)
- ___ Transportation Committee (meets every other month)

ATTACHMENTS

None.