



**STAFF REPORT  
ACTION REQUIRED  
Confidential Attachment**

**10.**

## **Toronto Reference Library Capital Campaign**

<b>Date:</b>	May 19, 2009
<b>To:</b>	Naming Committee
<b>From:</b>	City Librarian
<b>Reason for Confidential Information:</b>	This report involves the security of the property of the Board – <i>Public Libraries Act</i> , R.S.O 1990, Chapter P. 44, s. 16.1 (4) (a).

### **SUMMARY**

---

The purpose of this report is to seek approval to proceed in taking a naming opportunity at the Toronto Reference Library to the June 15, 2009 Toronto Public Library Board meeting.

At the September 15, 2008 meeting, the Library Board approved the report *Toronto Reference Library Capital Campaign Naming Opportunities*, [http://www.torontopubliclibrary.ca/abo\\_boa\\_08sep15.jsp](http://www.torontopubliclibrary.ca/abo_boa_08sep15.jsp) which included approval of thirteen naming opportunities in support of achieving the financial goals for the Toronto Reference Library capital campaign.

### **RECOMMENDATIONS**

---

**The City Librarian recommends that the Naming Committee:**

1. adopts the confidential recommendations in Attachment 1 for consideration at the June 15, 2009 Toronto Public Library Board meeting; and that
2. pending the Board's approval of the naming, the naming be held in confidence until negotiations are completed, appropriate approvals have been finalized, and the public announcement has been made; and
3. the release of the general terms of the naming be provided subsequent to the public announcement as provided in Confidential Attachment 1.

## **FINANCIAL IMPACT**

---

The proposed naming agreement supports the Foundation's \$10 million private sector **re:vitalize** Capital Campaign for the renovation of the Toronto Reference Library.

The Director, Finance & Treasurer has reviewed this Financial Impact Statement and is in agreement with it.

## **DECISION HISTORY**

At its September 15, 2008 meeting, the Library Board approved the report *Toronto Reference Library Capital Campaign Naming Opportunities* which included approval of thirteen naming opportunities in support of achieving the financial goals for the Toronto Reference Library capital campaign. Along with the naming opportunities, the Board approved categories of potential donors associated with the naming opportunities and received confidential information about levels of gift giving associated with naming.

The Board also approved an Information Sharing Protocol for the capital campaign to respect donor confidentiality during the solicitation, negotiation and final approval phases, and to achieve campaign communication objectives in terms of announcing confirmed gifts.

## **COMMENTS**

The *Naming Policy* requires Library Board approval for the naming of branches, rooms, programs and collections. The Toronto Public Library Foundation has undertaken a capital campaign to raise \$10 million in private sector funds towards the Toronto Reference Library's \$34.2 million renovation budget. The Foundation has made progress in achieving the financial goals of the capital campaign. The details of a naming opportunity are provided in confidential Attachments 1 and 2 of this report for consideration by the Naming Committee.

## **CONTACT**

Vickery Bowles, Acting Director Corporate and Service Planning, Policy, Projects and City-wide Services; Tel 416- 395-5602; Fax: 416-393-7229;  
E-mail: [ybowles@torontopubliclibrary.ca](mailto:ybowles@torontopubliclibrary.ca)

Linda Mackenzie, Director, Research and Reference; Tel: 416-393-7133;  
Fax: 416-393- 7083; E-mail: [lmackenzie@torontopubliclibrary.ca](mailto:lmackenzie@torontopubliclibrary.ca)

## **SIGNATURE**

---

Jane Pyper  
City Librarian

## **ATTACHMENTS**

Attachment 1: Confidential Information  
Attachment 2: Confidential Information