



**STAFF REPORT
ACTION REQUIRED
Confidential Attachment**

12.

Naming Committee – Toronto Reference Library Capital Campaign

Date:	June 15, 2009
To:	Toronto Public Library Board
From:	City Librarian
Reason for Confidential Information:	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 present the Naming Committee’s recommendations for approval by the Toronto Public Library Board concerning a naming opportunity at the Toronto Reference Library.

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) which included approval of thirteen naming opportunities in support of achieving the financial goals for the Toronto Reference Library capital campaign.

RECOMMENDATIONS

The Naming Committee recommends that the Toronto Public Library Board:

1. adopts the confidential recommendations in Attachment 1;
2. that subsequent to the Board’s approval for 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. that 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.

At its May 19, 2009 meeting, the Naming Committee adopted the recommendations in Confidential Attachment 1 for consideration by the Library Board.

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 Attachment 1 of this report for consideration by the Library Board.

CONTACT

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SIGNATURE

ATTACHMENTS

Attachment 1: Confidential Information

Attachment 2: Confidential Information