



## STAFF REPORT ACTION REQUIRED

### Naming Policy – Proposed Revisions

<b>Date:</b>	May 26, 2014
<b>To:</b>	Toronto Public Library Board
<b>From:</b>	City Librarian

### **SUMMARY**

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The purpose of this report is to present proposed updates to Toronto Public Library's Naming Policy to the Toronto Public Library Board for approval. The policy was reviewed in response to a request from City Council and to ensure it continues to address the Library's service objectives and fundraising goals. City Council revised its Sponsorship Policy, Honourific and Street Naming Policy, and its Individual and Corporate Naming Rights Policy and requested that Agencies, Boards, and Commissions adopt policies that are consistent. Since the Naming Policy was first adopted, the Library has approved a number of opportunities and recommended changes that support the Toronto Public Library Foundation in achieving its fundraising goals.

The proposed Naming Policy is consistent with the City Council's policy framework and meets the needs of the Library and the Toronto Public Library Foundation, who were consulted as part of this process. The policy continues to require Board approval for all names, including branches, rooms, collections and programs, with or without a gift and sets out the criteria and conditions for approval. It builds on the Library's long history of naming branches for their geographic community or location as the preferred option, while establishing criteria for honorific naming with and without a gift. The Naming Policy aligns with and supports the Library's Sponsorship Policy, which is presented for approval with changes in a separate report.

As a result of the review, the changes to the Naming Policy include: minor rewording changes, updated examples and the addition of a specific directive to honour donor requests for confidentiality while supporting accountability and transparency.

### **RECOMMENDATIONS**

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**The City Librarian recommends that the Toronto Public Library Board:**

1. adopts amendments to the Naming Policy as outlined in Attachment 1.

## **FINANCIAL IMPACT**

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There is no financial impact to the 2014 operating budget resulting from this report.

The Director Finance & Treasurer has reviewed this financial impact statement and is in agreement with it.

## **DECISION HISTORY**

At its June 19, 2006 Board meeting, the Board approved the Naming Policy.

At its November 2011 Board meeting, the Board approved a motion to make the establishment of the Naming Committee optional.

At its January 20, 2014 Board meeting, the Board approved a *Framework for Space Naming Recognition Opportunities*.

City Council has revised its Sponsorship Policy, Honourific and Street Naming Policy, and its Individual and Corporate Naming Rights Policy, and has requested that ABCs adopt policies which are consistent with their policies.

## **COMMENTS**

### **Proposed Changes to the Policy resulting from the Review**

Minor changes to the Naming Policy are highlighted in Attachment 1, and outlined below. The Naming Policy as presented continues to require that the naming of branches, rooms, programs and collections be approved by the Library Board and that the preferred practice is to name branches for geographic location, either community or street intersection, and to name rooms by function and programs and collections by subject.

Revised wording to the background and underlying principles is recommended as part of the review. The new wording does not alter the intent or purpose of the background and principles section. Updated examples of names approved under the policy are proposed. Additionally, it is proposed that information about the Sponsorship Policy and Toronto Public Library Foundation Donor Recognition Policy be removed to avoid overlap with these policies. These policies are added as references.

Since the Naming Policy was first adopted by the Board, a number of naming opportunities have been approved. A specific directive was added to balance the need for public transparency and accountability with requests the Toronto Public Library Foundation may receive for the donor's names or gift amounts to be confidential:

Specific directive:

*The Toronto Public Library Board approves all names, including the terms and conditions, and amount of any gift. If the naming opportunity is approved in a closed session, the terms*

*and conditions of the agreement and gift amount will be made public at an appropriate time as agreed by the Library Board and the Toronto Public Library Foundation, except where the donor/sponsor has requested that the gift amount and/or donor/sponsor remain confidential.*

At its January 20, 2014 Board meeting, the Board approved a *Framework for Space Naming Recognition Opportunities*. The framework was created to provide a consistent and transparent approach when awarding naming opportunities for spaces related to capital projects. It uses minimum thresholds for gifts for recognition in association with the naming of spaces in Toronto Public Library's branch locations, with spaces that are commensurate with the level of financial support. The framework may be updated from time to time. The framework was added to the policy as a reference.

Recommended changes to the Naming Policy address City Council's directive and ensure the policy meets the Library's service and fundraising goals.

## **CONTACT**

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## **SIGNATURE**

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Jane Pyper  
City Librarian

## **ATTACHMENTS**

Attachment 1: Revised Naming Policy