

Naming Committee – Proposed Renewal of Sponsorship and Naming of the Summer Reading Club

| | |
|--------------|------------------------------|
| Date: | December 15, 2008 |
| To: | Toronto Public Library Board |
| From: | City Librarian |

SUMMARY

In accordance with the terms of reference for the Naming Committee, the Committee's decisions are not binding on the Library Board. The Committee may make recommendations for Board approval.

At its meeting on December 8, 2008, the Committee approved recommendations for consideration by the Library Board about the proposed sponsorship and naming of the summer reading club.

The purpose of this report is to present the Committee's recommendations to the Library Board and seek Board approval.

RECOMMENDATIONS

The Naming Committee recommends that the Toronto Public Library Board:

1. approves the renewal of the TD Bank Financial Group sponsorship of the summer reading club for 2009 - 2011; and
2. approves the renewal of the naming of the Library's summer reading club as the *TD Summer Reading Club*.

FINANCIAL IMPACT

The sponsorship will provide \$1.4 million for the three-year term of the sponsorship from 2009 – 2011.

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

DECISION HISTORY

At the December 8, 2008 Naming Committee meeting, it was recommended that the Board be requested to:

- approve the renewal of the TD Bank Financial Group sponsorship of the summer reading club for 2009 – 2011; and
- approve the renewal of the naming of the Library's summer reading club as the *TD Summer Reading Club*.

CONTACT

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

SIGNATURE

Jane Pyper
City Librarian

ATTACHMENTS

Appendix 1: Naming Committee report titled Proposed Renewal of Sponsorship and Naming of the Summer Reading Club