

## **Naming Committee**

<b>Date:</b>	June 22, 2020
<b>To:</b>	Toronto Public Library Board
<b>From:</b>	City Librarian

### **SUMMARY**

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The purpose of this report is to request Toronto Public Library (TPL) Board approval for the establishment of a Board committee for naming opportunities and for its terms of reference (Attachment 1). The Naming Policy (Attachment 2) indicates the Board has the responsibility for approving the naming of all Library branches, rooms, programs and collections. The Naming Policy supports the Toronto Public Library Foundation in achieving its fundraising goals.

The Naming Committee is identified in the Naming Policy. The policy indicates the City Librarian, at her discretion, may request that the Board establish a Naming Committee to review naming opportunities and make recommendations to the Board.

The Foundation has been in discussion with a potential donor regarding a significant gift and an associated naming opportunity. These discussions were put on hold as a result of the COVID-19 emergency. However, discussions recently resumed and will continue over the summer months, and the naming opportunity would require a review from the Naming Committee.

### **RECOMMENDATIONS**

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

1. approves the establishment of a Naming Committee and its terms of reference; and
2. appoints two Board members to the Naming Committee (in addition to the two ex officio members).

## **FINANCIAL IMPACT**

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There is no financial impact arising from the information in this report.

The Foundation's contributions to the Library's programs and services supplement the Library's approved capital and operating budgets. The Foundation is an important source of funding and builds capacity for the Library to enhance the level, range and quality of library service for residents and communities across Toronto.

The Director, Finance & Treasurer has reviewed this financial impact statement and agrees with it.

## **DECISION HISTORY**

At its meeting on June 19, 2006, the Library Board approved its first Naming Policy:

<https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2006/jun19/16.pdf>;  
[https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2006/jun19/16\\_1.pdf](https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2006/jun19/16_1.pdf)

At its meeting on May 26, 2014, the Library Board approved revisions to the Naming Policy:

<https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2014/may26/12.pdf>;  
[https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2014/may26/12\\_1.pdf](https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2014/may26/12_1.pdf)

At its meeting on February 25, 2008, the Library Board approved the 2008-2009 fundraising priorities, which included the Toronto Reference Library Revitalization Capital Campaign:

<https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2008/feb25/10.pdf>

At its meeting on November 21, 2011, the Library Board approved making the establishment of a Naming Committee optional:

<https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2011/nov21/11.pdf>

At its January 20, 2014 meeting, the Library Board endorsed the Foundation's *Framework for Space Naming Recognition Opportunities*, which built on the Toronto Reference Library capital campaign by providing a consistent approach to evaluating

minimum gifting thresholds in association with the naming of spaces in Toronto Public Library's branch locations. The document was prepared by the Foundation to support achieving its ambitious fundraising goals:

<https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2014/jan20/13.pdf>;

[https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2014/jan20/13\\_1.pdf](https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2014/jan20/13_1.pdf);

[https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2014/jan20/13\\_2.pdf](https://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2014/jan20/13_2.pdf)

## **ALIGNMENT WITH THE STRATEGIC PLAN**

TPL's Strategic Plan (2020-2024) *Vital to Toronto – Building Success, Resilience and Well-Being for our City* provides the strategic directions for the next five years. This report is aligned with the priority of public spaces in the plan.

## **ISSUE BACKGROUND**

TPL has a history of naming branches, rooms, programs and collections for their geographic location, function, or subject or to honour individuals or donors. The Naming Policy builds on this history and sets out criteria and conditions for naming with and without a gift.

The Board's first Naming Committee was established in 2008 to identify proposed naming opportunities and potential donor categories associated with the Toronto Reference Library Revitalization capital campaign as a means of achieving the campaign goals in a timely and cost effective manner through a major gift campaign. The Board's approved naming opportunities and donor categories provided the Foundation with the parameters for achieving the capital campaign goals.

## **COMMENTS**

The Board has the responsibility for approving the naming of all Library branches, rooms, programs and collections. The Naming Policy makes it clear that no commitment regarding naming will be made to an individual or group prior to the approval of the related naming proposal by the Library Board.

This report requests the Library Board approve the establishment of a Board committee for naming opportunities along with its terms of reference. The Naming Committee is identified in the Naming Policy. The policy indicates the City Librarian, at her discretion, may request that the Board establish a Naming Committee to review naming opportunities and make recommendations to the Board.

In 2014, the Library established a *Framework for Space Naming Recognition Opportunities*, which built on the Toronto Reference Library capital campaign by providing a consistent approach to evaluating minimum gifting thresholds in association with the naming of spaces in Toronto Public Library's branch locations. These gifting thresholds need to be updated and would be proposed to the Naming Committee for consideration.

More importantly, the Foundation has been in discussion with a potential donor regarding a significant gift and an associated naming opportunity. These discussions were put on hold as a result of the COVID-19 emergency. However, discussions recently resumed and will continue over the summer months, and the naming opportunity would require a review from the Naming Committee.

## **CONTACT**

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## **SIGNATURE**

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Vickery Bowles  
City Librarian

## **ATTACHMENTS**

Attachment 1: Naming Committee – Terms of Reference  
Attachment 2: Naming Policy



## **Naming Committee Terms of Reference**

The Naming Committee operates in accordance with the Toronto Public Library Board Procedural By-Law, including rules for committees and agenda deadlines and distribution, minutes, and open and closed meetings, with the following exceptions: the quorum for the Naming Committee will be set by the Board; there is no time limit for meetings; and the rules of procedure for Committee of the Whole will apply to the Naming Committee.

### **Purpose**

The Naming Committee is identified in the Naming Policy and its role is to review naming opportunities for compliance with the Naming Policy and make recommendations to the Library Board.

Specific responsibilities may include:

- Providing concept approval of:
  - the naming component for library branches, rooms, programs, or collections in whole or in part.
  - the prospect list of potential donors/sponsors which consists of categories of donors/sponsors that the Foundation may approach about naming opportunities, e.g., individual donors, financial institutions, service clubs, etc.
- Making recommendations regarding approval of naming opportunities that comply with the Naming Policy to the Library Board.

The Committee's decisions are not binding on the Board. The Committee will report its activities and recommendations to the Board.

## **Membership**

The Library Board will appoint the members of the Committee.

The Committee will be comprised of six (6) members in total:

- Four (4) members appointed from the Board, which will include the Chair (ex officio voting), the Board representative on the Foundation Board (ex officio voting), and two (2) other Board members;
- The City Librarian and Foundation President (ex officio non-voting).

## **Chair**

The Committee will elect the Chair of the Committee at its first meeting.

## **Quorum**

The Committee will have a quorum of at least three (3) voting members.

## **Timeframe for Undertaking Activities/ Schedule of Meetings**

The Committee will meet on an as needed basis when the Library Board refers naming opportunities to the Naming Committee for consideration. The Naming Committee will function until it has made recommendations to the Library Board regarding all referred naming opportunities.

***Approved at the June 16, 2008 meeting of the Toronto Public Library Board***

***Approved at the January 19, 2009 meeting of the Toronto Public Library Board***

***Revised at the June 22, 2020 meeting of the Toronto Public Library Board***

**POLICY:** NAMING

**SECTION:** II – General Policies - Miscellaneous

**MOTION#/DATE:** 06 - 103 – June 19, 2006  
14 - 108 – May 26, 2014

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### Effective Date

May 26, 2014

### Policy Objective

To establish the protocol and preferred names for Toronto Public Library branches, rooms, programs, or collections.

### Background and Underlying Principles

Toronto Public Library has a history of naming branches, rooms, programs and collections for their geographic location, function, or subject or to honour individuals or donors.

The practice of naming its branches for their geographic location was first established in 1913, when the Northern Branch opened in what was then the northern part of the City. This practice has continued in all areas of the City, with a few notable exceptions where branches were named for prominent individuals or to highlight a unique function. For example, the Barbara Frum Branch was named after the distinguished broadcaster and journalist, and the Toronto Reference Library for its function.

The naming of branches for location or neighbourhood, such as Thorncliffe, anchors the branch as a community hub, and provides a sense of identity and pride for local residents. Naming branches after an intersection, such as Bloor Gladstone, identifies the location of the branch within the City. The naming of the two newest branches, Fort York and the Scarborough Civic Centre, continue this tradition.

Toronto Public Library also has a variety of Rooms, Auditoria and Theatres that historically have been named after the type of facility, e.g. North York Central Library

Auditorium. Rooms have also been named in recognition of individuals and/or in recognition of a gift, such as The Bram & Bluma Appel Salon.

Collections which are developed in response to community needs are typically named for the subject, such as the Jewish Mosaic Collection and the Native Peoples Collection. Where special collections are the result of a significant gift and the collection might not have been pursued as part of the normal collection development, the collections have been named after the donor, e.g. The Merrill Collection of Science Fiction, Speculation and Fantasy.

The Naming Policy builds on Toronto Public Library's history of naming branches, rooms, programs and collections for their location, function, or subject or in recognition of an individual or gift. This policy sets out criteria and conditions for naming with and without a gift.

## **Policy Statement**

The Toronto Public Library Board has ultimate responsibility for the naming of branches, rooms, programs and collections, including the terms and conditions, regardless of whether the naming opportunity is as a result of a sponsorship, donation or to recognize an individual who has made an outstanding contribution to the City or Library.

### General Policy Guidelines

No commitment regarding naming will be made to an individual or group prior to approval of the related proposal for naming by the Toronto Public Library Board.

Each proposal for naming will be considered on its own merit and not because a gift meets a particular need. Due attention will be given to both the long-term and short-term appropriateness of a naming.

When a branch or room is named after an individual, that name will be effective for the useful life of the facility or collection or for a term as specified in the terms of the agreement. Should a physical facility be replaced or substantially renovated, or the use of an area redesignated, the renaming of the facility may be considered. Renaming will be subject to any terms and conditions set out in any gift agreement related to the prior naming opportunity. The Library may also decide to discontinue the use of a name of a discrete collection in situations where it no longer is practical to maintain such collections.

In any proposal for naming a program, or collection in honour of a donor or non-donor

honouree, consideration should be given to the establishment of an endowment sufficient to sustain the program, service or collection for its term or lifetime.

The cost associated with naming opportunities without a gift, including the renaming of facilities, will be clearly disclosed to the Board for their consideration when making a decision on such a request. In the case of naming opportunities associated with a gift, the recognition will be cost effective and will not exceed two percent of gift value or one percent for major gifts over \$500,000 in order to establish a level of consistency and will be paid out of the gift.

#### Naming Opportunities without a Gift involved:

##### Branches

The naming of branches will be considered based on the following priorities:

- the Library will give priority to naming its buildings after their geographic location, either the community or the street location where they are situated;
- alternatively, consideration will be given to naming, where appropriate, after the type of service or function offered at that branch;
- in exceptional circumstances, consideration will be given to naming a branch after an individual whose contribution to the Library or the City of Toronto, is well documented and is widely recognized and valued. At least two years shall have passed since the individual's death.

##### Rooms

The naming of rooms will be considered based on the following priorities:

- priority will be given to naming rooms after the branch where it is located together with the function of such a room, e.g. York Woods Theatre;
- alternatively, consideration may be given to naming of rooms after an individual whose contribution to the Library or the City of Toronto is well documented and is widely recognized and valued;
- consideration will also be given to naming a room in honour of a Toronto Public Library Board member, TPL staff member or any individual who has made an exceptional contribution to TPL or to the City of Toronto, provided that at least two years have passed since the individual's death or their separation from the Library.

### Collections

The naming of collections will be considered based on the following priorities:

- the Library will give priority to naming parts of its collection after the subject matter of the collection, e.g. the Toronto Public Library Theatre Collection;
- consideration will be given to naming a collection after an individual where the individual has made an exceptional contribution to the vision, development, community outreach for and promotion of a collection. Proposals to name a collection after a staff member will be considered after the individual has been separated from the Library for two years;
- when a collection is named after an individual, it should contain both the name of the individual and a description of the subject matter.

### Programs

The naming of programs will be considered based on the following priorities:

- the Library will give priority to naming its programs after the program content, e.g. the Toronto Public Library Homework Club;
- consideration will be given to naming a program after an individual where the individual has made an exceptional contribution to the vision, development, community outreach for and promotion of a program. Proposals to name a program after a staff member will be considered after the individual has been separated from the Library for two years;
- when a program is named after an individual, it should contain both the name of the individual and a description of the program.

### Naming Opportunity with a Gift involved:

The Library will consider naming branches, rooms, program or collections after the donor/sponsor in recognition of significant financial gifts, or gifts in kind, to the Library. The general policy guidelines outlined above will apply. In addition, the following will apply:

- the gift shall constitute a significant portion of the total cost of the branch, room, program or collection to be named – either funding the total cost of the project, or providing a substantial proportion of the required funding for the project. In the case of an existing branch, room, collection or program to which a naming

opportunity is applied, the associated gift shall be commensurate with the market value of the opportunity as identified by the Toronto Public Library Foundation.

- in reviewing a request for naming, consideration will be given to:
  - whether the initiative could proceed without the gift;
  - the urgency of the need for the initiative;
  - the distinction, reputation and integrity of the individual or corporation whose name will be used; and
  - the relationship of the individual or corporation to the Library;
- the use of corporate names will require special consideration in order to avoid the appearance of commercial influence or conflict of interest;
- naming opportunities are contingent on the fulfillment of the pledge of a gift and is approved on that condition.

#### Renaming of Branches, Rooms, Programs or Collections

Proposals to rename any Library branch, room, program or collection will adhere to the criteria outlined above. In addition, the following will apply:

- new naming opportunities may arise when a facility is redeveloped or renovated and will be utilized for a different purpose. Renaming would, however, be dependent on the nature of the conditions contained in the previous naming opportunity agreement;
- appropriate recognition of previous donors or honorees may be included in the new or renovated facility;
- when renaming does occur and the original naming opportunity was after an individual, all reasonable effort will be made to inform, in advance, the original donor or honoree and/or their immediate family.

### Change in Circumstances

If, at any time following the approval of a naming opportunity, circumstances change substantially such that the continued use of a particular name may compromise the public trust, the Library Board has the authority to withdraw the naming opportunity. The sponsorship/donor agreement will contain a clause that reflects this.

### **Scope**

This policy applies to the naming of all Toronto Public Library buildings, branches, rooms, programs and collections.

### **Application**

The policy applies to the decision-making process on the naming of Library branches, rooms, programs and collections.

### **Specific Directives**

The Library reserves the right to review the names of its branches, rooms, programs and collections periodically.

The location, term and the ongoing maintenance of all TPL collections remain the sole responsibility of the Library.

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 on 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.

### **Accountability**

Prior to solicitation of sponsors/donors for naming opportunities, the naming component and prospect list must receive concept approval from the City Librarian or his or her delegate. The City Librarian, at his or her discretion, may request that the Board establish a Naming Committee to review naming opportunities and make recommendations to the Board.

The Toronto Public Library Board has the responsibility for approving the naming of all Library branches, rooms, programs and collections.

## Appendices

Appendix 1: References

Appendix 2: Definitions

Appendix 3: Contact

### Appendix 1

#### References

1. TPL Sponsorship Policy
2. TPL Foundation Donor Recognition Policy
3. TPL Foundation Framework for Space Naming Recognition Opportunities

### Appendix 2

#### Definitions

A **philanthropic gift or donation** is an arrangement where a donor contributes cash and/or in-kind goods or services to the Library, or the Foundation, without expectation or requirement of a reciprocal benefit. While most donors expect some form of recognition as a result of their gift, the recognition is marginal in value relative to the value of the gift as defined by the Canada Customs and Revenue Agency.

A **room** is a discrete space within a Library facility and includes theatres, meeting rooms, or program rooms.

A **sponsorship** is a mutually beneficial business exchange between the Library and an external organization (hereinafter the sponsor) whereby the sponsor contributes funds to the Library, and/or to the Foundation, in return for recognition, acknowledgement or other promotional considerations such as publicity, merchandising opportunities, etc. Because of these marketing benefits, a sponsorship does not qualify for a tax receipt. Sponsorships involve an association between the sponsor and the Library and/or the specific program, event, service or activity being sponsored.

### **Appendix 3**

#### **Contact:**

City Librarian's Office  
Toronto Public Library  
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Toronto, ON M4W 2G8

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