

To: Toronto Public Library Board – June 19, 2006

From: City Librarian

Subject: **Naming Policy**

Purpose:

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

Funding Implications and Impact Statement:

None.

Recommendation:

It is recommended that the Toronto Public Library Board approve the Naming Policy.

Background:

At the Board meeting held January 16, 2006, the Board received a presentation from Committee Members of the Committee in Support of the Naming of the Black and Heritage Collection at the Toronto Public Library for Dr. Rita Cox. The Board reached a decision on this specific request at its meeting of April 11, 2006 to name the Black and Caribbean Heritage Collection at Toronto Public Library “Rita Cox Black and Caribbean Heritage Collection”. Staff was also directed to develop a Naming Policy for the Library in order to guide its decision-making for future requests.

In developing this policy, consideration was given to policies from the former library systems. The former North York Public Library had a policy that prohibited the naming of any building, owned or leased, from being named after a person, with exceptions to be granted through Board resolution. The North York Library Board was responsible for the naming of any building and for any changes in name. The former Toronto Public Library also had a policy for the naming of buildings, branches and rooms. This policy stipulated that the Library had responsibility for the naming of all public library facilities and that priority would be given to naming buildings after their geographic location, either the community or the street location where they were situated. The alternative was to name the facility, where appropriate, after the type of service or function offered. Only in certain circumstances was consideration to be given to naming after an individual, group or event.

Comments:

It has been the usual practice to name branches for their geographic locations and collections and programs for their subject or purpose. There have been previous examples of naming to honour individuals or recognize gifts, e.g. The Barbara Frum branch library and The Merrill Collection of Science Fiction, Speculation and Fantasy.

The proposed Naming Policy gives the ultimate responsibility to the Toronto Public Library Board 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 or not.

General guidelines for naming of Library branches, rooms, programs or collections include:

- 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;
- 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;
- 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.

The protocol and preferred names associated with naming opportunities for branches, rooms, programs and collections without a gift involved or to honour an individual are detailed in the policy. The policy identifies the priority for the naming of branches to be after their geographic location. For the naming of rooms, the priority is identified as being the branch where the room is located together with the function of such a room, e.g. the York Woods Theatre. In terms of collections, the priority has been given to naming parts of a collection after the subject matter of the collection, e.g. the Toronto Public Library Theatre Collection. Finally, the priority for the naming of programs is given to the content of the program, e.g. the Toronto Public Library Homework Club. Alternatives and exceptions to these priorities are also spelled out.

The policy also deals with naming opportunities when there is a gift involved. The policy indicates that consideration will be given to naming branches, rooms, programs or collections after a donor/sponsor. Specific guidelines include:

- the gift shall constitute a significant portion of the total cost of the project;
- consideration must be given to determining whether the project could proceed without the gift, the urgency of the project, the distinction and reputation of the individual or corporation whose name will be used, and the relationship of the individual to the Library;
- the use of corporate names will require special consideration;
- naming opportunities are contingent on the fulfillment of the pledge of a gift.

The protocol to be followed for the renaming of branches, rooms, programs and collections are detailed together with the approach to be followed should there be a change in circumstances associated with the naming of any Library branch, room, program or collection.

There are other Library and TPL Foundation policies that have relevance to the proposed Naming Policy. The principles underlying naming opportunities within the context of specific sponsorship arrangements are elaborated in the Library Board's Sponsorship Policy (Attachment 2). It provides for a benefits package to sponsors and a level of recognition commensurate with the value of the contribution which may include naming rights. In terms of this policy, the Library Board must approve all sponsorships which involve the naming of a Library branch, facility or program. It also requires that prior to solicitation of sponsors for a Library project, the sponsorship component of the project must receive concept approval from the City Librarian or his or her delegate. Finally, this policy requires that once all negotiations are completed, and appropriate approvals have been received from all parties, the general terms of the sponsorship must be included in a Board report and will be made available for public information at the appropriate time.

The TPL Foundation has also formulated a Donor Recognition Policy (Attachment 3) that provides a standardised approach for donor recognition and stewardship within a co-ordinated framework. Categories of recognition have been developed that are based on the level of giving. In terms of this policy the Library Board must approve all donor recognition agreements which involve the naming of a library branch, room, program or collection.

Conclusion:

A protocol and preferred names for Library branches, rooms, programs and collections, both with a gift involved and when no gift is involved, has been developed, and it is recommended that the Library Board approve this policy.

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List of Attachments:

Attachment 1: Library Board Naming Policy

Attachment 2: Library Board Sponsorship Policy

Attachment 3: TPL Foundation Donor Recognition Policy