



**STAFF REPORT
ACTION REQUIRED**

17.

Naming Opportunity at Toronto Public Library

Date:	November 18, 2013
To:	Toronto Public Library Board
From:	City Librarian
Reason for Confidential Information:	This report involves personal matters about an identifiable individual – <i>Public Libraries Act, R.S.O 1990, Chapter P. 44, s. 16.1 (4) (b).</i>

SUMMARY

The purpose of this report is to present recommendations for approval by the Toronto Public Library Board concerning a naming opportunity for a meeting room at the Northern District Branch.

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. approves the naming opportunity for a meeting room at the Northern District Branch as outlined in Confidential Attachment 1;
2. that subsequent to the Board’s approval of the naming, the naming be held in confidence until negotiations are complete, 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.

FINANCIAL IMPACT

The funding associated with the proposed naming agreement is in addition to the Library’s capital budget and supports the Library’s capital state-of-good-repair program.

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

DECISION HISTORY

The Library Board approved a Naming Policy on June 19, 2006. All naming opportunities are brought to the Library Board for approval.

COMMENTS

The Library Board's Naming Policy makes provision for naming opportunities of branches, rooms, programs or collections in recognition of a significant financial gift.

The policy outlines the factors to be considered for naming opportunities where a gift is involved:

- whether the gift constitutes a significant portion of the total cost;
- 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 Naming Policy requires Library Board approval for the naming of branches, rooms, programs and collections. The proposed naming fits with the criteria as laid out in the Board's Naming Policy.

The proposed naming opportunity is associated with a gift by a donor wishing to recognise a family member. The donor approached the Toronto Public Library Foundation and through discussion, the naming opportunity at the Northern District branch was identified. The proposal entails the naming of a meeting room at this branch, the installation of signage at the entrance to the space and through way-finding markers, and that the name of the meeting room be recognized through the Library's room booking service.

In addition, an endowment fund will be established in support of the Library's collections and programming and the up-keep of the meeting room.

The details of the naming opportunity are provided in the Confidential Attachment 1 for consideration by the Library Board.

CONTACT

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SIGNATURE

Jane Pyper
City Librarian

ATTACHMENTS

Attachment 1: Confidential Information