



**STAFF REPORT
ACTION REQUIRED
with Confidential
Attachment**

21.

Naming Opportunity – Toronto Reference Library

Date:	April 28, 2014
To:	Toronto Public Library Board
From:	City Librarian
Reason for Confidential Information:	This report involves personal matters about an identifiable individual – Public Libraries Act, R.S.O 1990, Chapter P. 44, s. 16.1 (4) (b).

SUMMARY

The purpose of this report is to present recommendations for approval by the Toronto Public Library Board concerning a naming opportunity at the Toronto Reference Library.

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. adopts the confidential recommendations in Attachment 1;
2. holds the naming in confidence until negotiations are complete, appropriate approvals have been finalized, and the public announcement has been made subsequent to the Board's approval of the naming; and
3. releases the general terms of the naming subsequent to the public announcement.

FINANCIAL IMPACT

The funding associated with the proposed naming agreement was in addition to the Library's budget and provided support to the Foundation's **re:vitalize** – Toronto Reference Library Campaign as well as the Board's fundraising priorities through funding directed towards collections and programs at Toronto Public Library.

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

DECISION HISTORY

The Library Board approved a Naming Policy on June 19, 2006. The Toronto Public Library Board has the responsibility for approving the naming of all Library branches, rooms, programs and collections.

Examples of Board-approved naming recognition in association with donor-supported annual fundraising priorities include the TD Summer Reading Club and the Sunlife Museum + Arts Pass program, and more recently the naming of a program/meeting room at Northern District Branch.

At its September 15, 2008 meeting, the Toronto Public Library Board approved a report from the Naming Committee recommending naming opportunities to be associated with the Toronto Public Library Foundation's **re:vitalize** – Toronto Reference Library Campaign. These naming opportunities ranged from a threshold gift of \$250,000 to a gift of \$3 million.

Since 2009, the Toronto Public Library Board approved four naming opportunities at Toronto Reference Library: the naming of the Bram and Bluma Appel Salon in 2009; a naming opportunity recognizing a gift from the Estate of Norman G. Hinton in association with the new Learning Theatre to be located on the third floor of the Toronto Reference Library; the naming of the Marilyn and Charles Baillie Special Collections Centre on the fifth floor of the Toronto Reference Library and recognition of a gift from the TD Bank Group in association with the revitalized TD Gallery.

COMMENTS

The proposed naming opportunity meets the criteria for naming as outlined in the Naming Policy. The details of the naming opportunity are provided in Confidential Attachment 1 of this report for consideration by the Library Board.

This material is confidential as it relates to personal matters about an identifiable individual as well as specific negotiations with a donor to the Foundation. The early release of information prior to approval by all parties may jeopardize the successful completion of the negotiations and potentially damage the economic interests and reputation of the Foundation and Library.

CONTACT

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SIGNATURE

Jane Pyper
City Librarian

ATTACHMENTS

Attachment 1: Confidential Information