



Staff Report

RESOLUTION APPROVING DONATION POLICY FOR ACCEPTANCE OF COMMUNITY DONATIONS TO THE PARKS AND RECREATION DEPARTMENT.

Honorable Mayor and Council Members:

Summary

The City of Belmont is the occasional recipient of donations of land, funds, art, and various other items. Donations are offered for a variety of reasons: to promote individuals, organizations, or groups; to memorialize an individual, a family, or a group; and for altruistic purposes (such as enhancing or maintaining a City program, or protecting the environment by purchasing land for park purposes). A donation policy has been developed to encourage donations and to properly acknowledge the receipt of these donations while maintaining the quality of the City's facilities and protecting City facilities from inappropriate and intrusive commercialism.

The donation policy has been developed to focus on Parks and Recreation facilities; however, the policy should also apply to other City departments. It is recommended that elective offices and other independent offices and departments of the City comply with these policies and guidelines in the interest of administrative uniformity.

The Parks and Recreation Commission discussed the donation policy item at six consecutive meetings starting at the October 5th Parks and Recreation Commission meeting.

A draft donation policy was forwarded to the Planning Commission at the June 20, 2006 Planning Commission meeting for review and comments.

The Parks and Recreation Commission reviewed the changes at the August 2, 2006 meeting and recommend to the City Council that the Donation Policy be approved.

Background

At the May 10, 2005, City Council meeting, staff was asked to research the idea of creating a City Gift Catalog that the public could use to identify items when they wanted to make donations to the City. The issue was referred to the Parks and Recreation Commission for the development of recommendations for donation policies. Once the policy is approved by the City Council, the Gift Catalog can be developed. The Parks and Recreation Commission recommendations for donation policies were discussed at the June 20, 2006 Planning Commission meeting. The

Planning Commission made several suggestions, which have now been incorporated in the Donation Policy and other documents.

The revisions that have been made are revisions to the wording and do not change the policy recommendations of the Parks and Recreation Commission. Five issues have been identified:

1. Need to clarify the City Council Protocols, but this should be done separately from the Donation Policies
2. A signage policy for City facilities needs to be developed.
3. If a Parks and Recreation Foundation is created, it does not need to be included in the Donation Policy, but must comply with it.
4. The name of the Donation Catalog does not need to be included in the policy as that can be decided when the catalog is developed.
5. Staff will need to develop written procedures and application/approval forms for the donation programs. In addition, other procedures and forms should be updated, e.g. for the Art in Public Places.

Discussion

The Parks and Recreation Commission recommendations include:

1. Replacing Resolution #6788 with the updated donation policy
2. Resolution #6787 on the naming of City facilities is referenced in the new policies and will not be changed.
3. The Art in Public Places policies are not changed, but minor changes are made to reflect Council protocols.

The Planning Commission made several comments that staff recommends the Parks and Recreation Commission include in their recommendations. Most of the changes were grammatical and clarifying and do not change the policies. A staff guide for issues to consider when developing specific donation programs has been updated and included. Much of this guide is taken from the original policy draft reviewed by the Parks and Recreation Commission, so there is nothing new to the Commission in it. The issues raised by the Planning Commission and a staff review include:

1. Planning Commission review. The Donation Policy includes the requirement that Council Protocols be followed in accepting donations. However, it is not clear what types of donations are covered by the Protocols. It is recommended that the Donation Policy simply refer to the Protocols and that a separate process be used to discuss with the City Council the scope of the Protocols.
2. Sign policy. The Donation Policy includes some references to signage and the staff guide also raises some issues concerning signage in City facilities. Councilmember Dickenson has suggested the need for a sign policy. It is recommended that a separate sign policy be developed.
3. Parks and Recreation Foundation. Other cities have Parks and Recreation Foundations that raise funds for park improvements. The Donation Policy does not mention such a

foundation, however, if a foundation was established, it would most likely be a non-profit and would be subject to the Donation policies.

4. Donation Catalog name. The name of the “donation catalog” would be developed along with the creation of the catalog, after the development of specific donation programs. The name does not need to be in the Donation Policy or decided at this time.
5. Procedures. Written procedures and application/approval forms need to be created for the various donation programs that will be developed. Procedures and application/approval forms for other related policies need to be updated (e.g. Art in Public Places).

Following City Council adoption of the Donation Policies, staff will develop various donation programs for inclusion in a Donation Catalog, which will be given a more suitable name. Each program will include parameters and the types of recognition to be used. Staff will also develop written procedures and application/approval forms.

A sample donation and memorial list is attached to show the types of items to include in donation programs and the donation catalog. This list is simply to show some examples and is not meant to be all-inclusive.

These policies do not cover the donation of volunteer services. Donation of art must comply with the “Policy for Art in Public Places”. Naming of City facilities is covered by Resolution #6787, “Policy and Procedures Setting Guidelines for Community Requests for the Naming of City-Owned Land, Buildings, and Facilities”.

Fiscal Impact

As part of the evaluation process and on a case by case basis, fiscal impacts of donations will be assessed basis prior to accepting the donation.

Recommendation

Approve Resolution accepting the Donation Policy for acceptance of community donations to the City of Belmont.

Alternatives

1. Reject the Resolution.
2. Refer back to staff for more information.

Attachments

- A. Policy for Accepting Donations to the City
- B. Resolution 6787 “Approving policy and procedures setting guidelines for community requests for the naming of city-owned land, buildings and facilities.”
- C. Resolution 6788 “Approving policy guidelines for acceptance of community donations to the Recreation and Parks Department.”

- D. Guide for Implementing Donation Policies
- E. Sample Donations and Memorials

Respectfully submitted,

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POLICIES FOR ACCEPTING DONATIONS TO THE CITY

PURPOSE

The City of Belmont is the occasional recipient of donations of land, funds, art, and various other items. Donations are offered for a variety of reasons: to promote individuals, organizations, or groups; to memorialize an individual, a family, or a group; and for altruistic purposes (such as enhancing or maintaining a city program, or protecting the environment by purchasing land for park purposes). These policies have been developed to encourage donations and to properly acknowledge the receipt of these donations while maintaining the quality of the City's facilities and protecting City facilities from inappropriate and intrusive commercialism.

SCOPE

Since most donations are for parks and recreation purposes, these policies have been developed focusing on Parks and Recreation facilities, however, the policies also apply to other City departments. It is recommended that elective offices and other independent offices and departments of the City comply with these policies and guidelines in the interest of administrative uniformity.

These policies do not cover the donation of volunteer services.

Donation of art must comply with the "Policy for Art in Public Places".

Naming of City facilities is covered by Resolution #6787, "Policy and Procedures Setting Guidelines for Community Requests for the Naming of City-Owned Land, Buildings, and Facilities".

GENERAL POLICIES

It is the policy of the City to offer an incentive to prospective donors and sponsors by providing suitable acknowledgment of their contributions.

It is the general policy to express appreciation for contributions by giving a memento of recognition to contributors rather than by displaying recognition in or on the City facility.

City resources, values, and the visitor experience shall be respected. Such recognition and utilization of contributions shall not detract from the public's experience or expectation, impair the visual properties of the City facility, be perceived as advertising or commercializing the character of the facility, or create a feeling or perception of proprietary interest of the donor.

Contributions or sponsorships must support the needs of the department or specific City facility in conformance with either the department's Master Plan, and/or in accordance with a prioritized list of City projects.

Recognition should not be placed in, or affixed to, cultural or natural resources (including plants or trees) of a site, or be placed where they would intrude on the historic or natural character of the area.

Except with the concurrence of the City Manager during special events (such as the Festival in the Park), advertising, promotions or corporate slogans shall not be permitted in or on City facilities.

In all forms of recognition, the donor's wishes for anonymity shall be respected.

An application form must be completed by donors and approved by the City prior to formally

accepting the donation.

Exceptions to these policies may be approved by City Council Resolution on the recommendation of the Parks and Recreation Commission.

MEMORIALS

Memorial programs, such as planting a tree in memory of a person, may be established. It is the preference that donors of memorial gifts be thanked with formal acknowledgement (non-installed) forms of recognition. The major thrust of this policy is to prevent the facilities from being dominated by funereal monuments.

Limited memorial programs that include on-site memorial plaques, such as plaques on park benches, may be approved by the Parks and Recreation Commission to be managed by the Parks and Recreation Director.

Memorial monuments, such as a boulder with a plaque, that recognize individuals or groups who have significantly impacted the City must be recommended by the Parks and Recreation Commission and approved by the City Council.

Memorials accepted by the City may be relocated due to acts of God or in the event of a significant reuse of the location of the memorial. All attempts will be made to place memorials so that they are relocated in a similarly situated location.

Personal memorials, such as a tree or park bench, will be maintained by the City for the natural life of the item, but will not be automatically replaced. The original donor may replace the memorial in accordance with current policies at that time.

Memorial monuments placed for individuals who have significantly impacted the City or City facilities, such as a monument with a plaque, will be maintained by the City.

PARKS AND RECREATION COMMISSION REVIEW

Donations items not covered by these policies or the Art in Public Places Policies must be reviewed by the Parks and Recreation Commission and applicable City Council protocols.

Parks and Recreation Commission review shall include the following:

- Appropriateness of the item in terms of the Donation General Policies listed above.
- Appropriateness of the item in the context of the proposed location.
- The durability and anticipated life of the item.
- Maintenance requirements.
- Appropriateness of the item as it relates to the values of the community.

ACCEPTANCE AND REJECTION OF DONATIONS

The City has absolute discretion to reject any donation.

REVERSIONS, RELOCATIONS, AND REPLACEMENTS

Donations accepted by the City become the property of the City. Donations accepted by the City do not revert to the donor under any circumstances. The City may keep, use, store, or dispose of the item in any manner. Donations of art are governed by the City's "Policy for Art in Public Places."

The City reserves the right to decide whether or not to replace an item at City cost that is no longer viable, e.g. a diseased tree.

The City reserves the right to decide whether or not to replace a plaque at City cost that becomes unreadable or missing.

Replacement donations and memorials are treated as new donations, subject to approval according to the policies in place at the time of the replacement.

The Parks and Recreation Department is responsible for maintenance and repair of City facilities, and so must consider replacement cost for plaques and other forms of acknowledgment subject to damage when developing on-site recognition. Priorities for replacement and repair of such property are determined by the Director of Parks and Recreation, based solely upon public need.

GUIDE FOR IMPLEMENTING DONATION POLICIES

INTRODUCTION

The Belmont City Council has established policies concerning the donation to the City. These policies include: Policies for Accepting Donations to the City, Policies for the Naming of City-Owned Land, Buildings, and Facilities, and Policies for Art in Public Places.

PURPOSE

To provide a guide of potential issues to consider in the implementation of City Council Donation Policies. These issues may be addressed through the development of specific donation programs and promotional materials.

SCOPE

This guide is designed to assist staff in the development of donation programs and is not meant establish specific rules or procedures.

While this guide is designed to assist in implementing the Donation Policies, it also includes issues that may affect other policies, such as the donation of volunteer services, the naming of city facilities, signage on or in City facilities, or the donation of art. A Donation Catalog Program will probably include these subjects with reference to their specific policies and procedures.

DEFINITIONS:

Advertising -- The activity of attracting public attention to a non-City related product, function or business, by paid announcements in print or any other media.

Catalog Program -- An itemized list of equipment, features, park furniture, or other items which are offered as inducement for donors or memorials.

City Facilities – City land, buildings, developed parks, open space, lands, and infrastructure, such as streets and light poles.

Commercialization -- The application of any donation method, activity, program, project, sign, structure or other item which exploits the intrinsic values of City property or facilities, including park resources or park settings, primarily for financial or promotional gain at the expense of City facility quality.

Commission – An official City of Belmont Commission, such as the Parks and Recreation Commission or Planning Commission.

City Facility – Any City building, park, open space, land, or structure.

Citywide program -- A program which transcends an individual facility, park or area of the City.

Director -- The Director of a City of Belmont department, or his/her designated representative.

Donation -- Gift of money, real property, personal property, art, or services to the City. Personal property is any physical object other than real property.

Donor -- An individual or entity who acts as a benefactor by contributing, granting, subscribing, or otherwise providing funds for the purpose of maintenance, improvement, restoration, enhancement, reclamation, addition or enlargement of holdings, properties, equipment, or resources of City facilities.

Engraving -- Engraving donation or memorial information directly onto the object being donated.

Interpretive Panel -- A semi-permanent sign whose primary purpose is to present information about a place or concept which will help to improve the viewer's understanding about that subject.

Logo -- Either a name or symbol used for the purpose of easy recognition.

Master Plan -- Any official City approved plan or design for a City facility. Such a plan need not be titled a "Master Plan".

Memorials -- Purchase of an item to be placed on City property that commemorates an individual, family, local business, or local organization.

Naming Policy -- City Council policy on naming City owned land, buildings and facilities (Resolution 6787).

Off-site recognition -- Off-site recognition is something that may be installed somewhere other than at the site of the donated item (e.g. a wall with a list of donors), or it may be something that is not installed (e.g. a City Council resolution).

On-site Recognition -- On-site recognition is something that is installed at the site of the donated item, such as a plaque on a park bench or a plaque on a building. It may also be something at the site that is not installed, such as a donor book.

Parks and Recreation Commission -- The City of Belmont Parks and Recreation Commission also includes the functions of the Art Commission.

Plaque – A sign attached to an item that commemorates the donor(s) or the memory of an individual, family, local business, or local organization. There are three types of plaques:

1. A small, flat, regular shaped memorial plate that conveys information in bold relief or engraving. Generally about 2”x10” and usually made of metal.
2. Larger plaques that are placed on or in buildings. Generally 12”x12” or larger. Larger plaques are generally engraved metal, cast metal, or carved wood.
3. Non-permanent plaques, such as ones hung on walls. Generally these are presented to a donor and are not placed in City facilities.

Recognition -- The official act of acknowledgment of acceptance of a donation. There are two types of recognition:

1. Installed: Something that is installed at the site of the donated item or at an off-site location so that it is not easily moved, such as attaching it with screws. Installed recognition may be either semi-permanent or temporary.
2. Non-installed: Something generally presented to the donor, such as a City Council resolution, a letter of acknowledgement, a memento, etc.

Semi-permanent sign -- A sign which, by design, is intended to remain without essential change in its status, condition, or place. “Semi-permanent” indicates that the City is not required to maintain the sign in perpetuity.

Service mark -- A word, phrase, symbol, design or combination thereof, which identifies and distinguishes the source of a service.

Services – In this document, “services” applies to professional or craft services, including painting, electrical, plumbing, carpentry, etc. Volunteer services also include: assistance at City events; clerical services; assistance with recreation programs, etc.

Sign -- A display structure using lettering or symbols which bears a posted notice, designation, direction, command, or is used to identify, communicate or interpret.

Special Event -- The short term use of City lands or facilities for such purposes as community festivals, sporting events, historical pageants, fiestas, musical concerts, weddings, receptions, banquets, non-profit organization fundraising activities which are compatible and in keeping with the classification of the specific City facility.

Sponsor -- The entity promoting and taking responsibility for an action. In the case of a co-sponsor, sponsorship would be a joint function.

Sponsorship programs -- A donation of funds to cover the costs (or partial costs) of a City program or event. Examples include Caltrans' Adopt-a-Highway Program, the Coastal Commission's Adopt-a-Beach Program and Adopt-a-Park and Adopt-a-Trail programs.

Temporary sign -- A sign which, by design, is placed for a known short-term period.

Volunteer -- An individual or entity that performs or offers to perform a service, obligation or helpful work of their own free will without remuneration or recompense.

GENERAL ISSUES

Prospective donors and sponsors may be encouraged to donate by providing suitable acknowledgment of their contributions. City resources, values, and the visitor experience should be respected. Such recognition and utilization of contributions should not detract from the public's experience or expectation, impair the visual properties of the City facility, be perceived as advertising or commercializing the character of the facility, or create a feeling or perception of proprietary interest.

Contributions or sponsorships should support the needs of the department or specific City facility in conformance with either the department's Master Plan, and/or in accordance with a prioritized list of City projects and programs. Donation Programs should not supersede the requirements of Master Plans.

All donors and sponsors, including City property tenants, concessionaires, cooperating associations, lessees, employees, operators, friends and docent groups, support groups, user groups, advocacy groups, and all others, are to be treated equitably and appropriately while recognizing their contributions in ways that do not diminish the values and purpose of the City facilities. Because of the sensitivity of many City resources and clientele which can be affected by donor or sponsor recognition, it is important that an appropriate level of oversight be practiced by the City Manager, department directors, and their staff to guarantee equitable treatment of sponsors, and the appropriate utilization of contributions.

It is not appropriate to use a City facility (e.g. building, park, or grove of trees) to memorialize individuals unless there is a distinguished or unique relationship between the facility and the individual. The test of such a relationship is whether the individual has an appropriate place in the interpretive program as a person integral to or instrumental in the history of the facility. Usually in these types of policies, an individual should have been deceased for at least five years before the City can make an objective judgment about the significance of that person's role. A City Council resolution sets the policy for naming City facilities.

The acceptance and recognition of a donor, memorial or sponsor, detract or degrade the natural and cultural resources of the facility, or interfere with the public's enjoyment of the esthetic values of a City facility.

Generally it is preferred to express appreciation for contributions by giving a memento of recognition to contributors rather than by displaying recognition in the City facility. Where a physical form of recognition is deemed appropriate for the City facility, temporary, transient and term limited forms could be preferred.

Recognition should not be placed in, or affixed to, cultural or natural resources of a site, or be placed where they would intrude on the historic or natural character of the area.

Recognition of corporate donations or sponsorships must not in any way suggest the endorsement of the City of Belmont, nor give the impression of advertising, commercialization, solicitation, or of proprietary interest in the City facility.

Except with the concurrence of the City Manager during special events (such as the Festival in the Park), advertising, promotions or corporate slogans should not be permitted in or on City facilities.

All forms of recognition, except for special events, should be subordinate in all aspects to the character of the surroundings through the use of muted earth tones, or existing color schemes of the City facility, including appropriate sizing, good taste, and shall not detract from City esthetic values or interpretive messages.

Recognition should not interfere with routine City operations or City client or visitor use.

Under ordinary circumstances the donor of exhibited artifacts should not be recognized by the use of exhibit labels.

Except when subject to preexisting contract language, City facility tenants, including concessionaires, cooperating associations, lessees, employees, friends and docent groups, user groups, advocacy groups, and all others, should be required to comply with sign policies as they relate to on-site recognition. Contracts which expire subsequent to the adoption of signage policies should be drafted to conform to City policies upon renewal.

In all forms of recognition, the donor's wishes for anonymity should be respected.

Donation programs should include City Council process policies (protocols) that may change from time to time, such as having both the Parks and Recreation Commission and the Planning Commission review certain City improvements.

City facilities are not generally considered venues for advertising and it is appropriate to minimize the impact of corporate names, logos, and slogans and their impact upon the park environment and their visitors. The use of corporate names or logos to acknowledge donations could be permitted in conjunction with special events and on printed materials, temporary signs, audio visual materials, newsletters, or in recognition of donations as

otherwise described in this guide. Advertising slogans should not be displayed, with the exception of display during commercial filming operations under authority of a valid permit.

Special Privileges: Making a donation or co-sponsoring a special event should not entitle the donor/sponsor to any special privileges. Any requests by such parties should be subject to the same criteria as a request by any member of the public (e.g., special use permit).

Donor recognition may include properly used corporate identification but should not contain the public display of corporate or advertising slogans, without the written approval of the Director. Appropriate donor recognition ceremonies should not be precluded in procedures limiting corporate signs

Display of employee recognition (such as a plaque for "Employee of the Year" program) should be covered by a sign policy.

TYPES OF RECOGNITION

General

The following descriptions of "Types of Recognition" are samples of what could be developed in specific donation programs. As specific programs are developed, specific parameters, procedures, and forms should be included as part of the program.

Semi-permanently installed

Installed display – Installations of plaques or other commemorative feature, such as engraved bricks or a plaque installed on a boulder.

All installed displays of recognition in City facilities should be reviewed by the Parks and Recreation Commission prior to acceptance of the donation.

Exceptions: Specific programs (e.g. Park bench memorial plaques) may provide for approval by the Director of Parks and Recreation.

Recognition Boards/Walls: The Parks and Recreation Commission may recommend approval of the placement of donor boards or donor walls in City facilities or other appropriate places, provided the walls or boards are not the first thing visible upon entering the facility, they are consistent with professional design standards, and they do not detract from other interpretive displays. Such boards/walls should use a format that allows recognition through placement of small plaques or other markers than can be changed without major effort. The boards might include a section or column recognizing different categories of donations (e.g., volunteers, memorial gifts, donation of exhibit or archive materials, donors of funds, etc.) as appropriate. Another example is an engraved brick walkway.

Permanent Plaques: With the exception of preexisting donor programs, permanent plaques are to be actively discouraged and generally are not to be used to recognize monetary contributions to the City. Other exceptions could be permitted only with the recommendation of the Parks and Recreation Commission and approval of the City Council. These should be proposed only for major contributions (of time, money, land, etc.) of long-term benefit to the City. Permanent recognition plaques should be placed only in developed areas and preferably inside an existing public structure, such as a visitor center. Except for preexisting established programs or under unusual circumstances requiring the approval of the City Council, such plaques should not be

affixed to cultural or natural resources of the site where they would intrude on the historic or natural character of the area. The maximum commitment for plaque maintenance shall be made for no more than ten years.

Single purpose recognition signs should be avoided. Directional, interpretive, and informational signs should be considered as locations for donor recognition. Recognition should be secondary to the information the sign is designed to convey. For instance, a trail directional sign might incidentally recognize that the trail was constructed through the donor's efforts. Similarly, interpretive displays might note that particular features such as overlooks or other facilities are available through the generosity of specific donors or volunteers. The recognition should not dominate the sign either by scale or color, and shall not be superior in any way to the park message. Standard earthen colors, lettering sizes and, for sponsorship programs, consistent size, design and use of program logo should be used.

Sign recognition, like permanent plaques, shall be proposed only for significant contributions (of time, money, land, etc.) of long-term benefit to the City. Permanent recognition should be placed only in developed areas and preferably inside an existing public structure such as a visitor center. Except under unusual circumstances requiring the recommendation of the Parks and Recreation Commission and approval of the City Council, signs should not be placed in an area managed for natural values. Signs should not be affixed to cultural or natural resources, or placed in areas of natural or cultural sensitivity where they would intrude on the historic or natural character of the area. No commitment for sign maintenance should be made for more than ten years.

On-site signs commemorating trees, groves, or other plant materials are discouraged. Exceptions must be reviewed by the Parks and Recreation Commission and approved by the City Council.

Temporarily installed

Temporary Signs: Temporary signs (such as those used to acknowledge donors during construction activities, which include recognition of a sponsor's financial support for a contract period) should be informational, of appropriate design and scale and make clear the City is recognizing the donation by placing the City first. Signs should be informative and carry a brief interpretive message describing the project and the support contributed by the donor. The signs should be professionally produced, consistent with City design standards. A donor's corporate logo may be used if it is subordinate to the sign's message. Where it is appropriate to place more than one sign, they should be placed at an interval so that only one sign is visible at a time. Signs should not be attached to cultural or natural resources where they would intrude on the historic character of the area.

Requirements for temporary signs required by granting governmental agencies shall have precedence.

Temporary signs should only be placed during the contract period, and for no more than six months thereafter.

Formal Acknowledgement (Non-installed) -- Formal acknowledgements are generally presented to the donor or publicize the donation and are the preferred method of recognition. They may include:

Letter of Appreciation: A letter of appreciation from the department director for donations from \$25 to \$4,999.

Parks and Recreation Commission Recognition: publicly recognizing donations at the monthly Parks and Recreation Commission meetings of gifts \$5,000 to \$9,999.

Council Resolution: A City Council resolution for donations of \$10,000 or more. Larger donations may include having the resolution framed.

Award: A Director may develop an awards program in accordance with City Council policies.

Publicity: A director may publicly recognize a donor through press releases to newspapers, magazines, radio and television media, and articles in departmental newsletters. Articles in the donor's media, such as their corporate newsletter or annual report, are also ways that recognition can occur. In all cases the donor's request for anonymity shall be respected.

Donor's list: Publishing a list of donors in City publications, such as the Parks and Recreation Activity Guide.

Events: Higher profile recognition can occur through media events, press announcements, photo opportunities, ground breaking, ribbon cutting, meal functions or special recognition events. Other activities or forums, with which the donor is involved, such as annual meetings/conventions of nonprofit organizations, can also be used. Some of these events may be held on-site in accordance with acceptable current City practices.

Commemorative Items: Some items that might be presented to donors as an acknowledgement include certificates of appreciation, prints, photographs, paintings and plaques. A framed photograph or print of the park, with a small engraved plate or other form of inscription indicating the City's appreciation, might bring the donor continuing enjoyment, and help to reinforce an affinity for the park. These kinds of items might be sent to the donor, presented in a simple ceremony, or tied into media events or other activities.

Mementos: A book, City lapel pin, or other City or project-related memento might be appropriate as an expression of appreciation. These may also be presented in conjunction with other forms of recognition, depending on the nature and significance of the donation.

City Newsletters: Articles or other mention of donor names in City newsletters provide recognition of donors and allow an opportunity to explain to the public what can be accomplished through donations. Such articles can also result in interest in making donations.

Interpretive Programs: Occasionally, a donor is integrally related to the park or the existence of the park. In such cases, it might be appropriate to mention the donor's contribution during selected interpretive programs. It might also be appropriate to mention donor support where the donation is directly related to what is being interpreted, such as a creek restoration, or exotic plant removal.

Credit Lines: Appropriate recognition for contributions and donated items may be allowed at the discretion of the Director on items such as printed materials, audio visual materials, newsletters, interpretive signs, and exhibits. Donor name and corporate logos may be included, if such recognition is limited to a short

credit line at the end of such material. In most cases "Service Marks", advertising, promotions, or corporate slogans will not be permitted, without the prior approval of the Director.

Sponsorship Program: Sponsorship programs (such as the Adopt-a-Park or Adopt-a-Trail programs) are a recognized method for obtaining necessary funding and/or services in exchange for regularized acknowledgment on a sign. These programs should be governed by individual department-wide programs, consistent with sign standards and approved by the Director. In a sense, these programs are not recognition in that they are limited term service agreements designed to promote or advertise the providing entity. Nonetheless, the standardized recognition provided by these programs must otherwise conform to Council sign policies in design, placement and sensitivity. It is also important to remember that soliciting or negotiating sponsorships may conflict with existing arrangements, and all such efforts must be coordinated with the Director.

Other Publications: In order to serve various City needs to distribute information which enhances visitor use of the parks, items such as tabloids, activity calendars, or park maps may include the underwriting sponsor's limited announcements.

Donor Books/Computer Terminal Displays: Donor books kept on display or computer terminals with recognition databases that can be accessed by the public on visitor centers, are ways to record donors and make their names available to the public with proliferation of in-park recognition. Donor books related to a one-time, high profile effort may be kept available for public viewing for a period of time and then put into the park archives for a period of five years.

Endorsements: Standards of ethical conduct issued by the City of Belmont, and conflict of interest statements, prohibit City employees from using or permitting the use of their position, title or authority to endorse any product, service or enterprise. However, the standards allow exceptions when the endorsement is given by the Department as recognition for support of the Department's mission. The following forms of endorsement may be allowable.

Letter or public statement: Private individuals or organizations often engage in activities that contribute clearly to the City's mission, including, but not limited to, the donation of funds, supplies, services, or through their efforts to encourage others to donate. In appropriate cases, the City Manager or appropriate designee may issue a letter or public statement commending and endorsing the person's or organization's efforts.

Departmental endorsement in Departmental or non-public support organization literature: If an organization is engaged in fund raising under a specifically approved agreement with the City (not just a rental agreement), the organization's fund raising literature and public statements may include a quotation from the Director commending the organization's efforts and endorsing the fund raising activity.

Departmental recognition in an organization's self-advertising and promotion:

Any entity may reference the City's commendation, certificate, plaque or other form of recognition from the City in its own advertising, promotions, or other activities that are intended to promote good will or enhance corporate name recognition. In these instances, care should be taken to ensure that the impression is not given that the City has endorsed a product or service offered by the entity.

Sponsorship: Recognition of corporate contributions as sponsorship may occur when a donor provides materials, equipment or funds in order to procure the right to be the official sponsor, provider, etc. of the Department, its programs or units.

MEMORIALS/COMMEMORATIVE WORKS/MEMORIAL GIFTS

Memorial donations (gifts made in memory of a person, family, or local organization) may be recognized in the same way as other gifts. City of Belmont facilities are public spaces and are generally not appropriate for memorializing individuals who did not have a significant relationship to the purposes of the park. It is the preference that donors of memorial gifts be thanked with Formal Acknowledgement (non-installed) forms of recognition, or if the facility has a donor board, in an area set aside for memorial gifts that otherwise meet the criteria for that form of recognition. The general idea is to prevent facilities from being dominated by funeral monuments. Such listings on donor boards should be subject to the same time limitations as other gifts. A list of memorial bench sites should be maintained by the Director.

The recognition of new memorial donations should not include the donor's name. It should simply list the name of the person in whose memory the gift is given, but not include the honoree's date of birth and/or death, military service, degrees or honors, but may include the year the donation was made. Where any on-site memorial name is deemed appropriate according to City policies, the recognition shall be secondary or subordinate to names which describe the purpose of the facility or signage defining the natural, historic, or cultural significance of the facility. Any individual deemed significant enough to merit such a memorial should be considered for interpretation in the park's program.

Commemorative Bench Donations

The Parks and Recreation Department may accept donations of funds for benches to recognize or memorialize individuals, families, groups, or significant historical individuals or events provided that such individuals or events were related to the park or local community. The Director would have the authority to approve or deny any bench donation based on the appropriateness of the donation to the park, the relationship between the park and the person, group or event to be honored or memorialized, and the effect of the donation on the natural features, esthetics, and historical and/or cultural nature of the

requested location.

Bench donations commemorating commercial products, political parties, activist groups, or nonprofit corporations involved in lobbying at any level of government, for profit corporations, or memorials containing endorsements of products or services, or that otherwise may be construed to be advertising or commercial promotion should be prohibited.

Only one bench shall be dedicated to any single person, family, group, or historical person or event within the City, unless there is a compelling reason for additional dedications as shall be determined by the Parks and Recreation Director.

The Director of Parks and Recreation will determine the size, type, design, and construction of benches.

Benches will be installed within the individual parks in accordance with the park's Development Plan, Master Plan or an approved list of suitable bench locations as developed by the Director.

.Plaque wording should follow one of the following four formats (year is the year donation was made):

In Loving Memory of
John Doe
1997

In Memory of
The Doe Family
1997

In Honor of
John Doe
1997

Dedicated to
the Doe Family
1997

Other wording may be approved by the Director on a case by case basis. In cases where nonstandard wording is requested by the donor, the Director may decide that such changes are appropriate and provide one or more alternative compositions acceptable to the Department for the donors' selection. The Director may submit the wording commemorating a historical event to the City of Belmont Historical Association for review and comment. The Director should have the

discretionary authority to accept, reject or edit the content of any commemorative plaque as he or she may deem necessary and may seek Parks and Recreation Commission review.

Commemorative benches shall be maintained for a period of 10 years. After 10 years the benches will be maintained in accordance with normal park maintenance, which may include removal if funds are not available for repairs or replacements.

Commemorative benches may also be relocated or removed if new improvements are made to the area which requires moving the bench. All efforts will be made to find a suitable alternative location.

All bench memorials donated prior to the adoption of a formal bench memorial program are subject to sunset after five years has passed from the date of adoption of that program. A bench memorial program should include provisions that may or may not provide for renewal, or upgrading prior donations.

The Director will set the fee for memorial benches to include all acquisition, installation, and administrative costs. The Director may, from time to time, adjust the required minimum donation for dedication of a bench, or alter or otherwise change the terms of dedication after notifying the Park and Recreation Commission. Such change will only effect bench donations made after such changes become effective.

This information may be included in a donation or gift catalog developed by the Department

RECOGNITION ON DONATIONS OF ITEMS AND ARTIFACTS

Often donations are made of specific items to be used in City facilities. It is preferred that Formal Acknowledgement (non-installed) forms of recognition be used to acknowledge such donations, in order to prevent the proliferation of obtrusive signs and visual clutter. However, in extraordinary circumstances (such as with donations of exceptional nature or of substantial value or scale), recognition may be inconspicuously and appropriately done in a manner which does not detract from the image of the City or the appearance of the donated item and is otherwise consistent with other City directives, rules, and regulations. Such exceptions must be reviewed by the Parks and Recreation Commission.

Recognition of artifacts displayed in facilities, even with the most appropriately placed exhibit labels, adds to the visual clutter of the display and distracts the visitor from the object at hand, and/or the interpretive message. Gifts of artifacts may be recognized by

letters of appreciation, publicity, events, awards, gifts of commemorative or memento items, or interpretation when the artifact or the donor is closely associated with the park. Under ordinary circumstances, the donor of artifacts will not be recognized on exhibit labels.

RECOGNITION ASSOCIATED WITH SPECIAL EVENTS

Provisions for advertising, promotions or corporate slogans are covered by the City's sign policy, with the limited exception of special events. Special events are a recognized fund raising activity for many organizations and a popular source of recreation for a large portion of the population. Special events are considered to fall generally into two categories; non-City events allowed under special event permit, and events in which the City is at least a co-sponsor.

Non-City Events

For non-City events, notices may be placed within the park only in close proximity (both in time and location) to the event. Where donations or sponsorship of a special event will require some form of on-site recognition, and to ensure against any appearance of endorsement, a pre-event written agreement shall spell out the responsibilities of the parties and any conditions on the offering or acceptance of the gift. This documentation may be a special event permit, a Memorandum of Understanding, an exchange of letters or other written material which documents the event relationship. Sponsors may be permitted a hospitality area at sponsored special events.

Staff should closely monitor such events to assure that signage does not give the impression that the event is sponsored by the City, especially those events that include sales of products, services, investments, etc.

In order to provide recreational opportunities, corporate sponsors may be recognized by limited use of corporate logos and names on event facilities, signs and literature at all such special events at the discretion of the Director. The size, scale, and location of corporate logos and names should not dominate the event facilities or area. Under no circumstances shall corporate logos and or names be displayed in a manner which would in any way suggest the endorsement of the City.

City Sponsored and Co-Sponsored Events

For officially City sponsored and co-sponsored events, the City may provide appropriate corporate and co-sponsor recognition, but the name of the event shall predominate. Corporate names must not be used in any way that would imply or otherwise suggest City endorsement of a corporate product or company, or be

construed as a commercial solicitation or advertising. The emphasis should be on acknowledging the sponsor(s) versus in-park advertising. On-site notices, such as banners, must be appropriate to the character and scale of the event and may be displayed for a period of time in advance of the event to encourage public attendance.

Distribution of free samples or products may be permitted in conjunction with a special event, by the sponsor or co-sponsor, if the item directly relates to the purpose of the event (e.g., plastic bags for a clean-up day), is consumable at the event or is representative of the contributor. These items may be imprinted with the name of the event and recognize sponsors by name and logo.

CATALOG PROGRAMS

In an effort to raise funds or acquire necessary City related equipment and furnishings, catalog programs may be developed which offer, for an established fee, a variety of items such as picnic tables, benches, equipment, and building materials which help potential benefactors consider what their donation may acquire. These programs may include formal memorial programs which set forth the item, its cost, the method of memorial and the type of acknowledgement. Before such programs are established they are to be reviewed and approved by the appropriate Commission and department director for content, method of programs, and conformance to any applicable City policies. It is preferred that the recognition take the form of non-installed recognition.

EXISTING NON-CONFORMING ON-SITE RECOGNITION

Existing plaques and other recognition that do not conform to City policies should be considered for phase-out. In the process of bringing the parks into compliance with City Council policies, sensitivity toward donors must be exercised. It is important that the City maintain commitments and past contractual agreements, and recognize that some existing recognitions, such as plaques and benches, may have achieved a level of historic or cultural importance of their own. In addition, care needs to be taken to avoid damaging our community relations for the sake of achieving compliance.

CONTRACTUAL OBLIGATIONS

The Director should develop standards to form the basis for contractual obligations of the specific donor programs (such as recognition boards in visitor centers or bench plaques), which carry out City policies. These standards should include provisions for contractual agreements with donors which describe out responsibilities for maintenance,

time frames for removal, et cetera. It should be made clear in the contract that the City is under no legal obligation to maintain in place or replace signs, plaques, structures or dedicated resources if they are vandalized, lost, stolen or are otherwise destroyed, or need to be relocated as a result of necessary City operations. The responsibility of the Department for maintenance or replacement of memorial signs, plaques or donated resources themselves is the same as the administrative responsibility for maintenance and replacement of other Departmental property which is destroyed, vandalized or worn out during its use for City park purposes. Priorities for maintenance or replacement of such property rest with the administrative discretion of the Director unless, as part of the contractual arrangements, the donor has made provisions for replacement.

ACCEPTANCE AND REJECTION OF DONATIONS

The City has the absolute discretion to reject any donation. Some examples include items that:

- Are broken or obsolete;
- Would require maintenance and/or ongoing costs in excess of amounts budgeted;
- Would be considered inappropriate;
- Are dependant on being placed in unacceptable locations;
- Are more than are needed;
- Have installation costs that cannot be accommodated in the current budget;
- Have unacceptable restrictions.
- Are replacing previously donated items that have not survived or lasted at the proposed location or due to types of materials.

REVERSIONS, RELOCATIONS, AND REPLACEMENTS

Donations accepted by the City become the property of the City. The City may keep, use, store, or dispose of the item in any manner.

Donations accepted by the City do not revert to the donor under any circumstances.

Memorials accepted by the City may be relocated due to acts of God or in the event of a significant reuse of the location of the memorial. All attempts will be made to place memorials so that they are relocated in a similarly situated location.

Acceptance of all forms of art must include a contract or agreement that specifies that the City is not obligated to repair or replace artwork that becomes damaged in any way. The contract may specify that the City will remove damaged artwork from public view; however, the City is not obligated to keep or maintain such damaged artwork.

The City reserves the right to decide whether or not to replace an item at City cost that is no longer viable, e.g. a diseased tree.

The City reserves the right to decide whether or not to replace a plaque at City cost that becomes unreadable or missing.

Replacement donations and memorials are treated as new donations, subject to approval according to the policies and programs in place at the time of the replacement.

The Parks and Recreation Department is responsible for maintenance and repair of City facilities, and so must consider replacement cost for plaques and other forms of acknowledgment subject to damage when developing on-site recognition. Priorities for

replacement and repair of such property are determined by the Director of Parks and Recreation, based solely upon public need.

PROCEDURES

All donation and memorial programs should have written procedures and application/approval forms.

Department directors should review proposed donations prior to acceptance to assure they are in conformance with approved donation programs. Any deviations from those programs must be reviewed by the appropriate City commission(s).

Memorial donation requests are to be processed by the Director of Parks and Recreation.

SAMPLE DONATIONS

This list provides some ideas of what could be donated to the City. Specific donation items and programs will be developed (and named) after the policies have been approved by the City Council.

- Cash Donations
 - With categories for various ranges, e.g. Major Benefactor (\$10,000)
- Artificial turf at individual playing field
- Park amenities
 - Examples (generally part of a planned improvement)
 - Fountain,
 - Play structure,
 - Trail signage
 - Picnic table
 - Barbeque
 - Flowers and other plant materials
 - Tree grates
 - Bicycle racks
 - Trash receptacles
 - Acknowledgement letter by Director (of department receiving the donation) up to \$4,999
 - Parks and Recreation Commission Recognition for donations over \$5,000 up to \$9,999.
 - City Council resolution for donations over \$10,000
- Program support
 - Senior programs
 - Youth programs
- Low band AM radio station for broadcasting community information and emergency notifications
 - \$1,700 to \$7,000
- Cash to support BPD
 - Display case for PD lobby
 - 6x6 wall unit book shelf
 - Copier for detectives
 - Fax for detectives
- Landscaping at old police station
- Various park improvements (list them individually), e.g.
 - Semeria
 - Kiosk
 - Etc
- Land and other real property

SAMPLE MEMORIALS

- Tree planting
 - Includes a certificate for the donor indicating the exact location (by GPS) of the tree
 - Master listing of memorial trees maintained
 - Tree type and location may be requested, but subject to approval of Parks and Recreation Director
- Park Bench
 - Includes plaque

- Type of bench and size of plaque to be specified.
 - Location may be requested, but approved by Director.
- General Memorial Donation
 - Acknowledgement letter by Director (of department receiving the donation) up to \$4,999
 - Parks and Recreation Commission Recognition for donations over \$5,000 up to \$9,999.
 - City Council resolution for donations over \$10,000
- Other park amenities (generally part of a planned improvement, such as a new fountain or play structure)
 - Acknowledgement letter by Director (of department receiving the donation) up to \$4,999
 - Parks and Recreation Commission Recognition for donations over \$5,000 up to \$9,999.
 - City Council resolution for donations over \$10,000
 - On-site acknowledgement (e.g. plaque) must be approved by the Parks and Recreation Commission.

RESOLUTION NO. _____

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BELMONT
APPROVING DOANTION POLICY FOR ACCEPTANCE OF COMMUNITY
DONATIONS TO THE PARKS AND RECREATION DEPARTMENT.**

WHEREAS, On May 10, 2005 the directed staff to establish a Donation Policy for acceptance of community donations to the Parks and Recreation Department; and,

WHEREAS, on October 5, 2005 through March 1, 2006 the Parks and Recreation Commission conducted six public meetings at which meetings the Commission considered public testimony and staff reports for the Donation Policy for acceptance of community donations to the Parks and Recreation Department including the following documents: Policy for Accepting Donations to the City, Guide for Implementing Donation Policies and a sample donation and memorials document. The recommendation was then forwarded to the Planning Commission for the June 20, 2006 Commission meeting; and,

WHEREAS, on August 2, 2006 the Parks and Recreation Commission conducted a public meeting at which meeting the Commission reviewed the recommendations from the Planning Commission and considered public testimony for the Donation Policy for acceptance of community donations to the Parks and Recreation Department; and,

WHEREAS, the Guide for Implementing the Donation Policy (Attachment A) will provide direction to staff for implementation of the Donation Policy. The Guide provides direction to address issues that can be resolved through the development of specific donation programs and promotional materials.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Belmont Approve the Donation Policy for acceptance of community donations to the Parks and Recreation Department.

* * * * *

I hereby certify that the foregoing Resolution was duly and regularly passed and adopted by the City Council of the City of Belmont at a regular meeting thereof held on (date of meeting) by the following vote:

AYES, COUNCILMEMBERS: _____

NOES, COUNCILMEMBERS: _____

ABSTAIN, COUNCILMEMBERS: _____

ABSENT, COUNCILMEMBERS: _____

CLERK of the City of Belmont

APPROVED:

MAYOR of the City of Belmont