



RECOGNITION AND NAMING POLICY

PURPOSE

Longview Public Library (LPL) welcomes private support from individuals, families, corporations, foundations, and organizations, and celebrates the extraordinary generosity of private donors with a range of opportunities for naming and recognition. The purpose of this policy is to establish conditions for installation of recognition plaques and signage, and honorary naming of LPL programs and collections, in a way that reflects appreciation for donors while also respecting the people of the City of Longview who are the owners of our public facilities, and the Cowlitz people who are the traditional stewards of the land our facilities occupy.

APPLICABILITY

This policy covers the practices of (1) displaying physical recognition, such as a plaque or signage; (2) naming a program or collection to honor a significant donor, volunteer, or community member; and (3) naming a facility, room, area, outdoor space or feature. The policy supersedes any previous LPL policy related to naming and recognition.

Support organizations: An organized group whose purpose is to promote and support LPL such as the Longview Library Foundation and Friends of the Library.

POLICY

Authority

Recognition and naming a program or collection are at the discretion of the Library Director, with input from the Library Trustee Board and the support organizations. LPL has the right to decline any gift and/or reject naming proposals.

(1) Recognition

LPL may create opportunities for recognition of donor and volunteer contributions, such as plaques, signage or art pieces that are displayed near the sponsored area or item. This is generally done as part of a fundraising campaign through the Longview Library Foundation or the Friends of the Library volunteer program, where the size and placement of the recognition are determined in advance as part of the campaign. Standard language for plaques which recognize financial contributions will read, "This <XXXX> was <partially> funded by a generous contribution by <NAME(S)>."

Recognition may not obstruct or otherwise inconvenience patrons, staff, and normal operations; must conform to all applicable LPL, municipal, state, or federal rules and regulations; and must be consistent with LPL signage standards.

Placement of a plaque or other recognition will be based on the recommendation of support organizations with input from the Library Trustee Board. The Library Director will have final approval and placement responsibility.

(2) Naming – Programs and Collections

Naming of programs and collections, including events, are at the discretion of the Library Director, with input from the Library Trustee Board.

LPL may solicit and accept sponsorships for events, programs, and operations, with a benefit being program naming rights, such as the “Acme Corporation Live at the Library Concert Series.” The timing, size and scope of the sponsorship may be negotiated on a case-by-case basis and must conform to this policy.

A collection accepted under LPL’s Collection Management Policy may be given name recognition, determined by the size and disposition of the collection. Collections will be maintained as long as they are relevant to the needs of the community.

(3) Naming – Public Locations

LPL may recommend naming based on financial, staff, or volunteer contributions which is reserved for extraordinary circumstances.

To seek honorary naming of a space, the sponsoring organization may submit a written proposal to the Library Director. The Library Director, with input from the Library Trustee Board will make a decision.

Terms

Donor recognition opportunities do not extend beyond the useful life of the spaces or facilities within which they are located. LPL reserves the right to expire recognition plaques or signage, and program or collection names after ten (10) years, or upon closure, redesign or replacement of the item that is named.

LPL reserves the right to terminate or alter a naming designation under unusual or extraordinary circumstances, including but not limited to cases where the donor’s character does not reflect positively on LPL; and/or the donor has engaged in illegal or unethical conduct, as determined by the Library Trustee Board.

The granting of named recognition pursuant to this policy confers no property rights or interest upon the donor, individual or entity, either in law or equity, actual or implied, real, or personal, whether past, present or future. Maintenance, restoration, repair and/or security of items will be assumed by the Library. Donors or organizations who wish to assist the Library and ensure that recognition is maintained or secured on a level that is deemed necessary by the donor may include these costs as part of the donation.

This policy shall be shared with all donors and volunteers who have been recognized or named. This policy shall also be posted on LPL’s website.

Recommended for approval: Jacob Cole, Library Director

Approved by: Library Trustee Board, 01/09/2023