

San Antonio Public Library Board of Trustees

Item # 15 Review and consider approval of revisions to Library Facilities Naming Policy, a Board policy. Action. [Linda Nairn, Chair, Naming Committee] (7 min.)

February 22, 2017 Meeting

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# **LIBRARY FACILITIES NAMING POLICY**

## **I. PRINCIPLE**

It is the policy of the Library Board to name Library buildings for the geographic areas or neighborhoods they serve in order to promote community identification with the Library and increase residents' sense of ownership.

In addition to a Library's geographic name, the Library Board may consider naming Library buildings and spaces in honor of individuals or families whose achievements or support represent a lasting legacy to the mission of the San Antonio Public Library, provided that the existing geographic name remains a prominent part of the name. Library buildings shall not be named for corporations or other organizations, but corporations or organizations making significant donations may be recognized through the naming of spaces in and around Library buildings.

In the event that a non-geographic name is considered, the Library Board will take great care to ensure that the honoree embodies the ideals of the San Antonio Public Library and is of such character and integrity that the name will endure as a tribute. Any costs associated with adding an honoree's name to the Library's geographic name or to naming a Library space will be the responsibility of the person or group making the nomination or of the donor.

Library buildings in existence before the implementation of this policy do not require a name change, even though they may not be consistent with this policy.

## **II. CRITERIA FOR NON-GEOGRAPHIC NAMES**

### **A. Personal Names**

It is the policy of the Library Board to name Library buildings for the geographic areas or neighborhoods they serve. However, the Library Board may consider including the name of an individual or family in the name of a Library building or naming a space in or around a Library building in honor of an individual or family upon the recommendation of a resident served by the Library or other stakeholder of the Library. The Board will consider this honor only for individuals or families meeting at least one of the following criteria:

1. Regional leaders with strong identifiable ties to the Library.
2. San Antonians with strong identifiable ties to the Library who have distinguished themselves in education, literature, library service, or the world of ideas.
3. San Antonians who have demonstrated support for the Library and whose names, publications, reputations, or public service reflect credit on the San Antonio Public Library.

4. Individuals nominated for dedication of a Library facility by a donor who gives:
  - a. At least 51% of the total cost or value of the Library building, whichever is greater, donated at the time of construction;
  - b. At least 51% of the total cost of major renovation or upgrade donated at the time of renovation or upgrade; or
  - c. The land comprising the building site or the cost of the land, donated at the time of purchase.
5. Individuals nominated for dedication of a Library space by a donor who makes a significant financial contribution to the Library.

#### B. Corporate/organizational Names

Library buildings shall not be named for corporations or other organizations. However, the Library Board may consider naming spaces in and around Library buildings for organizations donating a minimum of:

1. 51% of the total cost of the Library building, donated at the time of construction; or
2. 51% of the total cost of major renovation or upgrade, donated at the time of renovation or upgrade, or
3. the land comprising the building site or the cost of the land, donated at the time of purchase.

### III. NAMING LIBRARY BUILDINGS

#### A. New Buildings

1. At a regular Board meeting at least fourteen (14) months prior to the scheduled opening of a new Library facility, the Library Board's Naming Committee will propose a geographic name for the new facility and initiate a two-month public comment period regarding the proposed name.
2. After the close of the public comment period, the Naming Committee will consider all names submitted during the public comment period that are in compliance with this policy, with the greatest consideration given to geographic names relating to the area served by the facility.
3. At the first Board meeting after the close of the public comment period, the Naming Committee will recommend a name to the Library Board. The recommendation will include the rationale for the committee's choice. Unless further deliberation is needed, the Board will vote on the recommendation.
4. If additional deliberation is needed, the vote will be postponed until the next regular Board meeting. The Naming Committee will clarify its recommendation before that Board meeting and re-present its recommendation to the Board for approval.

B. Existing Buildings

1. At any time after a library building opens to the public, residents served by the Library or other stakeholders of the Library may propose the addition of a non-geographic name to the building's name by submitting a written request to the Library Board, provided that the building is not already named in honor of another individual or family.
2. The Naming Committee will follow the same process for consideration as for new facilities, initiating a two-month public comment period at the Board meeting following the submission of a naming suggestion.

**IV. NAMING AREAS WITHIN LIBRARY BUILDINGS AND GROUNDS**

- A. Unless named in accordance with Section V of this policy, *Naming Opportunities During Fundraising Campaigns*, spaces in and around Library buildings shall remain unnamed until after new buildings are operational.
- B. At any time after a library building opens to the public, residents served by the Library or other stakeholders of the Library may suggest personal, family, or corporate/organizational names for unnamed spaces in and around Library facilities by submitting a written request to the Library Board.
- C. The Library Board Chair will refer the suggested name(s) to the Naming Committee, which will meet to review any suggestions.
- D. The Naming Committee will announce the request at a regular Board meeting no more than two months after it receives the request, initiating a two-month public comment period
- E. If multiple suggestions are made for the same Library space, the Naming Committee shall select one name to recommend for approval after considering all public comments, but may recommend the other suggested names for other spaces in the facility.
- F. At the third Board meeting after the initiation of a public comment period, the Board will hear the Naming Committee's final recommendation and, unless further deliberation is needed, will vote on the recommended name.
- G. If additional deliberation is needed, the vote will be postponed until the next regular Board meeting. The Naming Committee will clarify its recommendation before that Board meeting and re-present its recommendation to the Board for approval.

**V. NAMING OPPORTUNITIES DURING BOARD-APPROVED FUNDRAISING CAMPAIGNS**

- A. The San Antonio Public Library Foundation, the Friends of the San Antonio Public Library, and other stakeholders may occasionally hold fundraising campaigns in conjunction with Board-approved construction and renovation projects. Naming opportunities can be an important part of such campaigns, as donors often desire a permanent connection with projects they have funded.
- B. The Facilities Committee, during a construction project's planning and design approval process, will identify desired, unfunded building amenities and other potential naming

opportunities, such as meeting rooms, and identify project scope, and determine appropriate donation levels for each naming opportunity.

- C. The Naming Committee will review the proposed naming opportunity plan and coordinate any necessary revisions with the Facilities Committee.
- D. The Naming Committee and Facilities Committee will jointly present the naming opportunity plan to the Board for approval.
- E. Upon Board approval of a conceptual design and required funding amount, the fundraising entity will be authorized to actively seek donors and offer the naming opportunities identified in the Board-approved plan. All donors, individuals, or corporations recognized in a naming opportunity must be of a character that reflects credit on the San Antonio Public Library System.
- F. At each monthly Board meeting during the campaign, the fundraising entity will report on the progress of the campaign and the names that have been proposed. The Board may reject the naming recognition of any donor, individual, or corporation whose principles are in conflict with those of San Antonio Public Library or whose character does not reflect credit upon San Antonio Public Library.
- G. No public comment period regarding these names is required.
- H. Once the Board has approved a naming opportunity and the fundraising entity has secured funding, the donation will be transferred to the Library. The project will be managed and administered through the standard Board and Library process.

## **VI. RENAMING LIBRARY BUILDINGS AND SPACES**

- A. The Library Board shall not rename Library buildings or Library spaces which have been dedicated in honor of an individual, family, or corporation unless the name no longer embodies the ideals of the San Antonio Public Library.
- B. In the event that an individual, family, corporation, or organization for whom a Library building or Library space has been named no longer embodies the ideals of the San Antonio Public Library due to illegal or unethical conduct, the Library Board will rename the building or space in accordance with this policy.

## **VII. PUBLIC COMMENT PERIODS**

- A. The purpose of a public comment period is to give residents the opportunity to propose names in accordance with this policy and to ensure that any name proposed by the Board is supported by the community served by the Library.
- B. During the public comment period, the Library will notify the public of the proposed name through a variety of effective means of communication. Any notification will contain:
  - 1. A description of the facility or space to be named, its location, and its proposed name.
  - 2. The means by which residents served by San Antonio Public Library may submit their comments, either in writing or in person.
  - 3. The deadline for submitting comments, which will be the second Board meeting after presentation of the Naming Committee's proposal to the Library Board.

4. The dates, times, and locations of the two consecutive Board meetings to be held during the public comment period, at which residents served by San Antonio Public Library may comment on the proposed name(s).
5. The date, time, and location of a public Naming Committee meeting to be held at or near the site affected by the proposal, during which citizens served by San Antonio Public Library may comment on the proposed name(s).

Approved: Library Board of Trustees  
September 22, 2010

  
Jean Brady, Board Chair

# Library Facilities Naming Policy

## I. Purpose

The purpose of this policy is to establish the San Antonio Library Board of Trustees' (hereafter, "the Board"), process for naming San Antonio Public Library (hereafter, "the Library") locations and spaces (interior and exterior) associated with them with the exception of the Central Library. This policy provides for a transparent public process, consideration of names that reflect the mission of the San Antonio Public Library and identity of the community it serves, and recognizes major financial contributions to new or existing library building improvements.

## II. Authority

Charter of the City of San Antonio, Article X, Section 126: "The board of trustees of the public library shall be exclusively responsible for the management, care, control and maintenance of its properties of every description."

Municipal Code, Chapter 6, Division 1 (Section 6-661): "A library facility shall be named in accordance with the process established by the city's public library system's board of trustees."

## III. Definitions

**Facilities Committee**—an appointed committee of the Board, appointed by the Chair and approved by the Board

**Geographic Name**—a name associated with a street, intersection, landmark, or neighborhood (see appendix)

**Naming Committee**—an appointed committee of the Board, appointed by the Chair and approved by the Board

**Naming gift**—a substantial financial gift of not less than the amount approved by the Board for a specified building project or of real property sufficient to provide a library and grounds.

**Organization**—a business, society, association, or other organized group

## IV. Location Name Criteria

1. Library facilities may be named for their geographic locations, including nearby streets or intersections, landmarks, or neighborhoods.
2. Library facilities may be named for individuals (deceased for at least one year) or families whose reputations reflect the mission of the San Antonio Public Library in tribute for naming gifts.



- 39 3. Library facilities may be named in honor of individuals (deceased for at least one year)  
40 or families whose reputations reflect the mission of the Library *and* who meet one of  
41 the following criteria:
- 42 a. Recognized as a regional leader with strong ties to the Library;
  - 43 b. Recognized as distinguished in the areas of library service, education, science,  
44 literature, or in other aspects of the world of ideas.
- 45 4. Library facilities will not be named for organizations, including corporations or  
46 companies.

47  
48  
49 **V. Process and timeline—name of the library location**

50 **A. New library**

- 51 1. After the passage of a bond issue and/or approval of other funding supporting a new  
52 library facility and representing initiation of a planned City project, the Naming  
53 Committee shall recommend to the Board a project name for the facility. The Board  
54 will take action to select a name for the building project and to define the level  
55 considered “naming gift” for the project. This action will begin the donor campaign  
56 for a land donation or for a substantial gift that would allow consideration in honor  
57 of that gift. This element of the donor campaign will conclude at the time of site  
58 acquisition in the case of a land donation or at the time of preparation of the Council  
59 action item for the construction contract in the case of a naming gift.
- 60 2. If a naming gift toward the completion of the library facility is secured or if real  
61 property sufficient for construction of a library facility is secured and the donor  
62 requests a name:
- 63 a. The Naming Committee will hold one public meeting to consider a name for  
64 the Library facility in honor of that gift within 90 days of the notification to the  
65 Board of the gift. Public notice shall be given of the meeting not less than 30  
66 days before the date of the meeting. Notice shall include the proposed name,  
67 date, time, and location of the meeting. Notice shall also indicate a means of  
68 responding to the name in writing. At the Board meeting following the public  
69 meeting, the Naming Committee will make a recommendation to the Board  
70 regarding the name. The Board has the final authority to determine if the  
71 name will be selected.
  - 72 b. At the time the preparation of the Council action item for the construction  
73 contract is completed, if no name has been selected in honor of a substantial  
74 gift or land donation, the Naming Committee will hold a public meeting  
75 regarding the final name of the library. Public notice of the meeting shall be  
76 given not less than 30 days before the meeting. The notice will include the

77 proposed final name, criteria for naming, date, time, and location of the  
78 meeting, and a means of responding to the name in writing. At the Board  
79 meeting following the public meeting, the Naming Committee will make a  
80 recommendation to the Board regarding the name. The Board has the final  
81 authority to determine if the name will be selected.

82 B. Existing library with a geographic name (other than the Central Library)

83 1. After the Library has been open to the public for a minimum of 5 years, a new  
84 name may be proposed by either of the following methods.

85 a. A fundraising campaign may be initiated by the Board, after consultation  
86 with the San Antonio Public Library Foundation or other fundraising  
87 organization. The Board would define the level considered “naming gift”  
88 for the project. This action will begin the donor campaign for a substantial  
89 gift that would allow consideration in honor of that gift. The donor  
90 campaign would end at the time specified by the Board. If a naming gift is  
91 received, the Naming Committee will hold one public meeting to consider a  
92 name for the Library facility in honor of that gift within 90 days of the  
93 notification to the Board of the gift. Public notice shall be given of the  
94 meeting not less than 30 days before the date of the meeting. Notice shall  
95 include the proposed name, date, time, and location of the meeting. Notice  
96 shall also indicate a means of responding to the name in writing. At the  
97 Board meeting following the public meeting, the Naming Committee will  
98 make a recommendation to the Board regarding the name. The Board has  
99 the final authority to determine if the name will be selected.

100 b. Following the criteria in Section IV of this policy, proposals may be made by  
101 the public, in writing to the Board. No later than 90 days after a name has  
102 been received, the Naming Committee will hold a public meeting at the  
103 library in question. Notice of the meeting shall be provided not less than 30  
104 days before the meeting. The notice will include the proposed name, date  
105 and time of the meeting, location of the meeting, and a means of  
106 responding to the name in writing. At the next scheduled meeting of the  
107 Board following the public meeting, the Naming Committee will provide a  
108 recommendation. The Board of Trustees has the final authority to name  
109 the library facility.

### C. Permanence

1. Libraries named in honor of individuals or families shall retain that name unless the name no longer embodies the mission of the San Antonio Public Library, conflicts with the ideals of the library, or the building is no longer used as a public library.
2. Upon determining the possibility that the name given in honor of an individual or family may not be retained, the Naming Committee shall hold a public meeting at the library in question or, if unavailable, at a location in the neighborhood served. Notice of the public meeting shall be provided not less than 30 days before the meeting. The notice will include the current name of the library, date and time of the meeting, location of the meeting, and a means of responding to the name in writing. At the next scheduled meeting of the Board following the public meeting, the Naming Committee will provide a recommendation to the Board regarding retention of the name in question. If the name is found not to represent the mission of the Library, the Naming Committee will include a new name in its recommendation. The Board of Trustees has the final authority to determine if the original name will be retained or if the library will be renamed.

### VI. Rooms and spaces associated with libraries

Meeting rooms, special use areas, designated areas for collections, gardens, walkways, playgrounds, and other areas associated with or in Library buildings may be named to honor an individual, family, organization, or corporation.

### VII. Process and timeline--Spaces associated with libraries

#### A. New library

1. During the construction of a new library, the Board of Trustees may designate and approve a fundraising campaign, to be led by the San Antonio Public Library Foundation, the Friends of the San Antonio Public Library, or other organization.
2. During such a campaign, after consultation with the fundraising organization, the Facilities Committee and the Naming Committee of the Board will jointly recommend spaces associated with the new library that are appropriate to be named, with a recommendation of the minimum donation to be considered for this honor.
3. This recommendation will be made to the Board, which may take action to approve its use and to commence the fundraising campaign.
4. Fundraising campaigns for interior space may begin after a building has been designed and, for assured signage on opening day, will end no later than 3 months

before the scheduled opening of the building; however, with fundraising may continue through 3 months after opening, with donor knowledge of the schedule of signage placement.

5. As the fundraising organization receives gifts or pledges appropriate to be honored by the naming of spaces, the name and space designated will be presented to the Board for action. The Board has the final authority to name spaces associated with libraries. Pledges must be received in full before spaces have signage acknowledging the name. Those individuals, families, or organizations honored with a named library space must embody the ideals of the Board.
6. Final approval of signage for named spaces is to be made by the Library Director.

#### B. Existing library

1. Spaces associated with libraries, not already named during an approved fundraising campaign, may be named after the library is open to the public.
2. Suggestions for such names may be made in writing to the Board of Trustees or in person at a public meeting of the Board. Individuals, families, organizations, or corporations may be suggested for this honor. After a suggestion is made, the Naming Committee will hold a public meeting at the library in question. Notice of the meeting shall be provided not less than 30 days before the meeting. The notice will include the proposed name and space to be named, date and time of the meeting, location of the meeting, and a means of responding to the name in writing. At the next scheduled meeting of the Board of Trustees following the public meeting, the Naming Committee will provide a recommendation. The Board has the final authority to name spaces associated with libraries. The Library Director has final approve for signage associated with named spaces.

#### C. Permanence

1. Spaces associated with libraries named in honor of individuals, families, organizations, or corporations shall retain that name unless
  - a. the name no longer embodies the ideals of the Board;
  - b. the building is no longer used as a public library;
  - c. the space is demolished; or
  - d. the use of the space is so altered that the name of the space is no longer relevant.
2. Upon determining the possibility that a name given in honor of an individual, family, organization, or corporation might no longer embody the ideals of the Board, the Naming Committee shall hold a public meeting at the library in question. Notice of

the public meeting shall be provided not less than 30 days before the meeting. The notice will include the current name of the library and the named space, date, time, and location of the meeting, and a means of responding to the name in writing. At the next scheduled meeting of the Board following the public meeting, the Naming Committee will provide a recommendation regarding retention of the name in question. If the name is found not to represent the ideals of the Board, the Naming Committee will include a new name in its recommendation. The Board has the final authority to determine if the original name will be retained or if the space associated with the library will be renamed.

#### **VIII. Effective date**

This policy becomes effective on Month, Day, Year. No personal or family names given under previous policies are changed as a result of this policy.

Library Facilities Naming Policy: Appendix

FACILITY	PROPERTY ADDRESS	ZIP CODE	CONSTRUCTION DATE	OFFICIAL NAME	DATE OF BOARD ACTION TO NAME	GEOGRAPHIC NAME?
Bazan	2200 W. Commerce	78207	July 17, 1977	Isabel G. Bazan Branch Library	3/10/1977	No
Briscoe Library Portal	210 W. Market	78205	April 13, 2005	Caroline B. and John H. Kampmann San Antonio Public Library Portal at the Briscoe Western Art Museum	3/26/2014	No
Brook Hollow	530 Heimer	78232	December 19, 1983	Brook Hollow Branch Library	4/20/1982	Yes
Carver	3350 E. Commerce	78220	August 2, 1930	George Washington Carver Branch Library	2/11/1938	No
Central	600 Soledad	78205	May 20, 1995	San Antonio Central Library	8/25/1993	see Board Policy: Naming the Central Library
Cody	11441 Vance Jackson	78230	April 29, 1984	Ed Cody Branch Library	7/20/1982	No
Collins Garden	200 N. Park	78204	December 17, 1984	Collins Garden Branch Library	7/20/1982	No; named in appreciation of the land donation by Finis Foster Collins
Cortez	2803 Hunter Blvd.	78224	April 13, 1981	Raoul A. Cortez Branch Library	9/19/1978	No
Encino	2515 East Evans Rd.	78259	April 30, 2015	Encino Branch Library	10/22/2014	Yes
Forest Hills	5245 Ingram Rd.	78228	October 1, 1988	Forest Hills Branch Library	2/17/1988	Yes
Great Northwest	9050 Wellwood	78250	October 22, 1994	Great Northwest Branch Library	5/26/1993	Yes
Guerra	7978 Military Dr. West	78227	July 14, 2004	Henry A. Guerra, Jr. Branch Library	3/27/2002	No
Igo	13330 Kyle Seal Pkwy	78249	December 8, 2007	John Igo Branch Library	4/26/2006	No
Johnston	6307 Sun Valley	78227	August 23, 1981	Leah Carter Johnston Branch Library	11/21/1978	No; named in memory of Leah Carter Johnston
Landa	233 Bushnell	78212	April 1, 1947	Hannah Landa Memorial Library	8/8/1946	No

Library Facilities Naming Policy: Appendix

FACILITY	PROPERTY ADDRESS	ZIP CODE	CONSTRUCTION DATE	OFFICIAL NAME	DATE OF BOARD ACTION TO NAME	GEOGRAPHIC NAME?
Las Palmas	515 Castroville Rd.	78237	March 23, 1969	Las Palmas Branch Library	3/16/1967	Yes
Maverick	8700 Mystic Park	78254	February 1, 2006	Maury Maverick, Jr. Branch Library	5/28/2003	No
McCreless	1023 Ada	78223	August 14, 1966	McCreless Branch Library	11/18/1965	No, named for G. Sealie and Sollie E. McCreless
Memorial	3222 Culebra	78228	May 4, 1981	Memorial Branch Library	3/10/1980	No; in honor of San Antonio's war dead
Mission	3134 Roosevelt Ave	78214	April 30, 2011	Mission Branch Library	6/24/2009	Yes
Pan American	1122 Pyron Ave.	78258	March 23, 1969	Pan American Branch Library	4/27/1967	Yes
Parman	20735 Wilderness Oak	78258	May 7, 2011	Parman Branch Library at Stone Oak	3/27/2009	No; in honor of the family of Dan F. Parman
Potranco	8764 TX 151 Access Rd.	78250	November 4, 2016	Potranco Branch Library	5/27/2015	Yes
Pruitt at Roosevelt	5110 Walzem Road	78218	October 1, 2009	Molly Pruitt Library at Roosevelt High School	See Ordinance 2009-09-17-0750	An NEISD facility, named by NEISD
San Pedro	1315 San Pedro Ave..	78212	August 5, 1930	San Pedro Branch Library	Before 5/09/1930	Yes
Schaefer	6322 US HWY 87E.	78222	March 25, 2017	Schaefer Library	4/22/2015	No; in honor of the family of John and Nancy Schaefer
Semmes	15060 Judson Road	78247	November 1, 2005	Julia Yates Semmes Branch Library	12/4/2002	No
Thousand Oaks	4618 Thousand Oaks	78233	November 16, 1987	Thousand Oaks--El Sendero Branch Library	4/15/1986	Yes
Tobin at Oakwell	4134 Harry Wurzbach	78209	March 23, 1969	Tobin Branch Library at Oakwell	2/28/2007	No; Tobin name added to Oakwell Branch Library in 2007
Westfall	6111 Rosedale Court	78201	June 2, 1963	Edward Dixon Westfall Branch Library	5/15/1961	No