Policy 7.3.11

COUNCIL POLICY FORM

SUBJECT: Recognition and Plaque Policy

POLICY PURPOSE:

The purpose of this policy is to establish guidelines as to the use and layout of plaques or other appropriate recognition of donations on City property.

POLICY STATEMENT:

Dedication of Buildings

When buildings are dedicated or remodeled through the use of public funds, it is traditional practice to have a plaque installed dedicating the building. When such plaques are desired, the inscription on such plaques shall be limited to:

1. Facility name;
2. An inscription of dedication, if appropriate;
3. The date of dedication;
4. The names of seven Councilmembers in office at the time of dedication, plus the names of the Councilmembers in office since the project was budgeted[1];
5. The title of the Mayor and Vice Mayor at the time of dedication;
6. The name of the City Manager;
7. The name of the appropriate Department Director. If the plaque is for the dedication of major remodeling or expansion of a facility and a previous plaque(s) existed, those plaques will be retained and appropriately displayed in the facility.

Other Occasions

Frequently, requests are made to have plaques placed on buildings, sidewalks, benches, trees, or other public places for various reasons (e.g., in memoriam). City policy is to recognize donations of items with a plaque or other appropriate permanent identification based on the following tiered approach:

---

[1] In this context budgeted means the Council which approved the one-year budget which officially commences a project, even though it may have been planned earlier in the 10-year Resource Allocation Plan.

$1 - $5,000 Donation	A letter from the City Department Director in receipt of the donated gift.
$5,001 - $10,000 Donation	A certificate of appreciation from the Mayor recognizing the donation to the City.
$10,001 - $20,000 Donation	A plaque (approximately 8x10 inches in size) from the City to the donor recognizing the donation.
$20,001 and above	The citizen or group offering a donation of more than $20,000 will be recognized with a plaque or other suitable recognition in an appropriate location, if desired.

In addition to the above, the City Manager has the discretion to publicly recognize smaller donations (such as park benches) with an appropriately sized and located plaque. This would be for cases where there is a discrete item donated that lends itself to a small plaque or marker. In these cases, the plaque or marker would be no larger than 3x5 inches and would simply include the name, occasion and date. *The Library's program in which bookplates are inserted into books donated in honor or memory of people in the community is an example of this policy.* The full cost of any such recognition is to be borne by the donor.

For those donations qualifying for plaques or recognition ($20,001 and above), staff would present a report to the Council suggesting the size, placement and wording of any commemorative plaque, with input from the relevant board or commission. The donor would be consulted as part of the staff recommendation. It is possible that something other than a simple plaque, such as a donor wall, could be an appropriate recognition. A "donor wall" would be a way to recognize multiple contributions of more than $20,000 for a related donation on one plaque or display.

If the item donated does not fall within the jurisdiction of a board or commission, staff would make a recommendation straight to the Council. The City Council has the final authority on all plaques or permanent recognition on public property valued at more than $20,000.

The cost for designing, producing, installing and maintaining a plaque or other recognition qualifying at the $20,001 and above level would be the responsibility of the beneficiary department.

If a plaque or recognition is for something that is no longer in use (for example, a bench that has been destroyed or a building demolished), the department would not be responsible for replacing or maintaining the recognition item in perpetuity.

Council will have the discretion to give additional appropriate recognition for extraordinarily large or serial donations.

Approved per RTC 00-142, May 16, 2000

2/15/01