
Punta Gorda City Council

POLICY # 08-01
DATE: June 11, 2008
SUBJECT: Naming Rights
EXHIBIT: Excerpt June 11, 2008 CRA Minutes

NAMING RIGHTS

As a result of an individual's offer to fund the proposed entertainment stage at Laishley Park in return for naming it after his deceased son, CRA members concurred with the need to adopt a policy for similar requests. The components of this policy are:

1. Continuation of our intent not to rename City property or streets for honorariums or memorials.
2. Allowance that individuals who have made special contributions to the history of the City may, in unique instances, be recognized with a plaque. Each request would be considered on its own merits.
3. An individual or group underwriting the entire cost of a proposed City facility may name the facility after an individual or group. The only visual recognition would be a plaque, no larger than 16 X 24 inches located at or affixed to the facility.
4. All requests would be brought to staff; after, investigation and documentation, staff would bring requests, with their recommendation, to Council/CRA for their approval. If appropriate, staff will present the request to the applicable advisory board for a recommendation prior to presentation to Council/CRA.

EXHIBIT EXHIBIT EXHIBIT EXHIBIT

CITY OF PUNTA GORDA, FLORIDA
COMMUNITY REDEVELOPMENT AGENCY MINUTES
SPECIAL MEETING - JUNE 11, 2008

MEMBERS PRESENT: Friedman, Albers, Wallace, Goldberg, Sturges, Smith-Mooney, Weikel

CITY OFFICIALS PRESENT: Executive Director Kunik, CRA Attorney Levin, Recording Secretary Foster

Discussion on Policy regarding Philanthropic Naming Rights

Chairman Friedman explained the discussion related to consideration of a policy rather than the specific request which brought same to the forefront.

Commissioner Albers stated he supported the continuation of the policy not to rename City property or streets for honorariums or memorials, and to continue the program of recognizing those who in a special way contributed to the City, noting same would be determined on a case by case basis. He stated he did however feel that if a person or group wished to underwrite the cost of a new City facility, they should be recognized with a plaque as the only visual element. He further stated he felt the size of the plaque should be limited.

Commissioner Wallace concurred.

Commissioner Goldberg concurred, adding there was a difference in honorary naming rights and philanthropic naming rights. He stated he felt the City should take advantage of philanthropic offers provided they met the requirements.

Chairman Friedman clarified there would be no renaming of property or streets, great contributions to the history of the City could be recognized by a plaque and philanthropic donations would be recognized by a plaque of a specific size, such as the one utilized by the Spirit of Punta Gorda.

Commissioner Albers **MOVED** to establish a policy as stated, **SECONDED** by Commissioner Wallace.

Commissioner Smith-Mooney stated she had heard comments from others who indicated if they were aware same would have been possible, they may have donated funding in order to name same after someone who had contributed to the City's history. She suggested in future incidents if more than one offer was made, members would be required to make a decision.

Commissioner Wallace opined the funding of a structure for the public amounted to a contribution to the City.

Commissioner Goldberg clarified approval of the policy would provide for approval of the stage funding.

Ms. Dawn MacGibbon pointed out the Historical Preservation Advisory Board had not been offered the opportunity to discuss a naming policy, adding she felt public input should be requested. She then read a statement in opposition of allowing a person with no connections to the City to have a structure named after them in exchange for funding same. She opined same negated the contributions of citizens past and present if there was no money attached.

Ms. Marilyn Thorndycraft stated while she appreciated Ms. MacGibbon's opinion, she felt with the present budget constraints it was appropriate to accept the offer to provide a much needed amenity.

Mr. John Benande commented doing so did not diminish the manner of naming things of historical significance, adding providing the funding for a public amenity was a contribution to the City.

Mr. Steve Fabian spoke in favor of the motion, adding the use of the plaque simplified things.

Commissioner Goldberg reiterated there was a difference in honorary and philanthropic naming rights, adding he also had been somewhat confused by same. He stated he had spoken with Mr. Whalley to clarify what was desired, explaining it was a genuine offer to fund a public amenity.

Commissioner Smith-Mooney reiterated her concern that the public had never been aware this was possible.

Commissioner Goldberg countered the fundraising effort had been covered in the local press.

Mr. John Shattuck spoke in support of accepting the offer.

MOTION UNANIMOUSLY CARRIED.

Commissioner Albers **MOVED** to accept the generous offer of Mr. Whalley to construct the stage according to the new policy, **SECONDED** by Commissioner Sturges.

MOTION UNANIMOUSLY CARRIED.