

Great Falls Public Library Naming Policy:
DRAFT January 2021

AUTHORITY:

The Board of Trustees of the Great Falls Public Library (Library Board) has the final and exclusive authority for the naming of library facilities pursuant to Montana Code §22-1-309. Library facilities include buildings, gardens, outdoor spaces (except Library Park), rooms, spaces, collections, Bookmobiles, vehicles and other facilities.

- a. The Library Park is maintained by the Library but falls under the jurisdiction of the City of Great Falls Parks and Recreation Department. Park renaming would follow the procedures laid out in the Official Code of the City of Great Falls.

II. PURPOSE:

- a. The Library Board recognizes that public libraries and the communities they serve benefit greatly from private funding and encourages the support of Library patrons, friends, corporations, and other organizations interested in contributing to the advancement of the Library.
- b. The Library Board considers naming of library facilities to be a distinct honor.

III. LIBRARY NAMING CRITERIA:

- a. Tribute for Gift(s): Library facilities may be named for individuals, families, organizations or businesses whose actions and reputations reflect the mission of the Great Falls Public Library in tribute for naming gifts.
 - i. The Library Board, in collaboration with the Library Director and the Great Falls Public Library Foundation, will be responsible for maintaining an approved list of commemorative gift opportunities (meeting rooms, reading areas, outdoor spaces, programs, vehicles etc.) and their costs. Donors who wish to name approved facilities must meet the specified funding level. The list shall not be exclusive and the Library Board may consider naming opportunities not included on the list.
 - ii. Naming opportunities are available for outright gifts as well as for long-term pledge agreements with the stipulation that these pledges will be paid over a maximum period of three years. A name conferred in recognition of a pledge is contingent on fulfillment of that pledge. Seventy-five percent of the total pledge must be paid prior to public recognition of the naming opportunity. If the donor does not honor their pledge agreement in its entirety, the Library Board may terminate the naming opportunity or substitute another naming opportunity commensurate with the cash

amount received.

- iii. Naming opportunities are not generally available for gifts of real or personal property until such gifts have been converted to cash, which will then be used as the value of the gift for naming purposes.
- b. Tribute in Honor: Library facilities may be named in honor of individuals or families whose actions and reputations reflect the mission of the Great Falls Public Library *and* who meet one of the following criteria:
 - i. Recognized as a regional leader with strong ties to the Library; or
 - ii. Recognized as distinguished in the area of Library service to the Cascade County community
- c. When a proposal involves the use of the name of a deceased person, approval is contingent on the agreement of that person's next of kin. In the event the deceased person made a bequest in his or her will, the Library Director and Board will obtain approval from the decedent's personal representative in compliance with the will's directives.
- d. In order to avoid any appearance of commercial influence or conflict of interest, or any other potentially adverse consequences, additional due diligence shall be undertaken before recommending the naming opportunities that include a commercial enterprise. Naming opportunities may be assigned that include a commercial enterprise only if the proposed name is appropriate to the public setting of the Library and will not detract from the Library's use or the Library's reputation as a public entity.
- e. Naming agreements may be modified in the event that: 1) the named facility or subunit of a facility is substantially renovated, expanded or designated for another use; 2) the named facility or subunit of a facility is sold, destroyed, removed or abandoned; 3) a named business, organization or entity changes its name and/or focus of operations, or ceases operation.
- f. During their tenure, members of the staff, the Library Board, the Great Falls Public Library Foundation Board, and elected officials are not eligible for naming.
- g. The Library Board reserves the right to terminate a naming opportunity if, in its judgement, there are compelling reasons or circumstances justifying such action.

IV. LIBRARY NAMING PROCESS:

- a. Notification of the Library Board

- i. **Tribute for Gift(s):** Upon receipt of an appropriate naming gift, the Library Director in collaboration with the Great Falls Public Library Foundation or Friends of the Library shall submit a *Tribute for Gifts Naming Proposal* to the Library Board. The *Tribute for Gifts Naming Proposal* shall identify the Library facility to be named, describe the proposed commemorative tribute and confirm receipt of the naming gift as defined in Section III of this policy.
 - ii. **Tribute in Honor:** Members of the public may submit a *Tribute in Honor Naming Proposal* in writing to the Library Board. A *Tribute in Honor Naming Proposal* shall identify the Library facility to be named, describe the proposed commemorative tribute and provide information about the person to be honored including how they meet the criteria described in Section III of this policy.
 - iii. If the *Naming Proposal* calls for the renaming of a Library facility, the Library Director shall also submit a *Director Renaming Report* to the Library Board. The *Director Renaming Report* shall review any agreements or documentation that covers an existing name, the historical significance of that name and costs associated with changing the name.
- b. **Public Consideration:** Within 90 days of receiving a *Naming Proposal*, the Library Board will hold at least one public meeting to consider a name for a Library facility. Public notice of the meeting(s) shall be given not less than 30 days before the date of the meeting, and will include notice to the Cascade County and Great Falls City Commissions for opportunity for the Commissions' input as to the proposal. Notice shall include the proposed name, date, time and location of the meeting. Notice shall also indicate means of responding to the *Naming Proposal* either in person or in writing. The public meeting may take place during a regularly scheduled Library Board meeting as long as the above public notice requirements are met.
- c. **Board Decision:** After review of the *Naming Proposal*, the *Director Renaming Report* (if necessary) and all public comment, the Library Board shall approve or decline the *Naming Proposal* according to the procedures defined in the Library Board by-laws.
- d. **Implementation:**
 - i. Plaques, signage and other recognition vehicles will be placed in appropriate locations and will be consistent with the Library's image and design requirements.
 - ii. Naming timelines will be commensurate with the degree of change for the Library. Timelines will include adequate time for the creation of appropriate logos, signs, website changes etc.