



CITY COUNCIL

Work Session Meeting Minutes March 25, 2024

Mayor Drotzmann called the work session meeting to order at 6:00pm. Present were Councilors Hardin, Primmer, Duron, Linton, McCarthy, Peterson, and Myers. Councilor Barron was not present. Staff in attendance included: City Manager Byron Smith, Assistant City Manager Mark Morgan, City Attorney Rich Tovey, Chief Edmiston, Planning Director Clint Spencer, Finance Director Ignacio Palacios, HES General Manager Nate Rivera, Parks and Recreation Director Brandon Artz, and City Recorder Lilly Alarcon-Strong.

Discussion of Naming Rights for City Facilities

City Manager Smith gave information (PowerPoint Presentation attached), as well as presented an updated proposed policy (attached) that had been previously emailed to the City Council with language revisions from when it was published in the agenda packet regarding possibly allowing donors to have naming rights for certain city facilities that they contribute to. City Manager Smith stated this discussion recently resurfaced as a potential donor has had conversations with the HEROS Fundraising Committee to possibly donate \$1 million to complete their lighting system and other possible misc. items in exchange for their name on the facility. The HEROS Fundraising Committee is in support of this proposal as well.

The Council reviewed and discussed the updated proposed policy and asked for further updates to include items such as addressing the separation of Facilities and Parks and Non-Facilities. City Manager Smith addressed concerns regarding the possible risk of inappropriate or offensive naming possibilities regarding donors, including businesses or products that do not align with the values of the City, stating all proposed renaming contract will ultimately be the discretion of the Council as the City Council will vote to approve or deny each proposal, and addressed other questions from the Council.

City Manager Smith stated suggested changes to the proposed policy received from this work session meeting will be promptly made and presented during the regular city council meeting under item 14,B- Possible Action to Adopt a Facility Naming Righty Policy.

Adjournment

Mayor Drotzmann adjourned the work session meeting at 6:27pm and stated the Council will take a short recess before starting the special council meeting at 7:00pm.

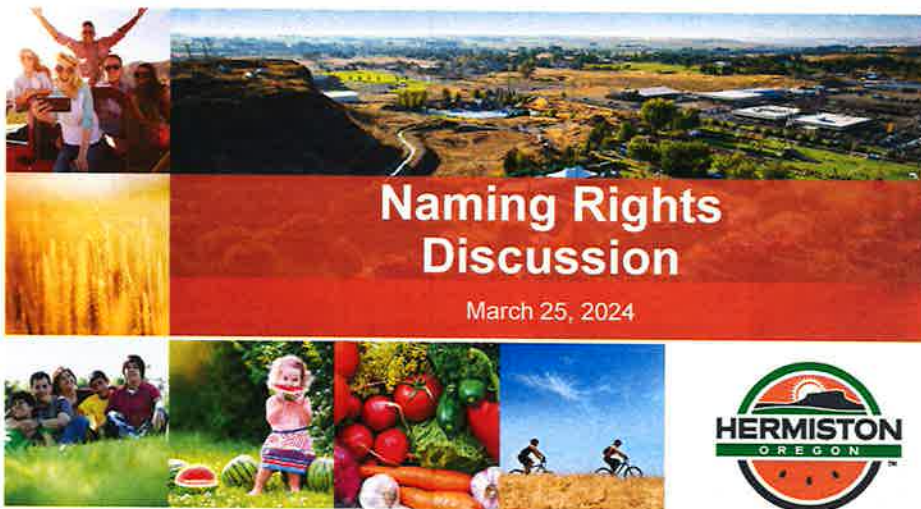
A POLICY FOR NAMING/RENAMING CITY FACILITIES AND PARKS INCLUDING COMMERCIAL NAMING RIGHTS

1. Definition: A facility refers to any structure or designated area that supports recreational/educational activities and amenities for public use. These can include buildings (including community centers), rooms in buildings, parks, garden areas, playgrounds, sports fields (like soccer, baseball, or football fields), courts, picnic areas, shelters or pavilions, walking or cycling paths, restrooms, and swimming pools. The purpose of facilities is to enhance the recreation, provide spaces for physical activity and community gatherings, and promote the overall well-being of community members.

Items or features within an area or park that do not fall under the definition of a facility typically include natural features and landscaping elements such as trees, lawns, natural bodies of water (lakes, rivers, ponds), undeveloped land, and general open space areas. Additionally, small, non-structural amenities like park benches, signage, waste receptacles, and minor decorative elements are not considered facilities.

2. Policies and procedures for naming parks/facilities operated by the City.
 - a. Naming Objectives:
 - i. Identify the site/facility/area and create a site image.
 - ii. Provide a geographic location for the site/facility that could assist the public in easily locating a specific site within a park.
 - iii. Recognize those individuals/organizations that develop facilities/areas for public use.
 - iv. Honor a person for historical or commemorative reasons.
 - v. Carry current values into the future.
 - vi. Provide for added or enhanced development through the purchase of naming rights by commercial businesses, private individuals, or civic groups.
 - b. Procedure for naming new facilities/parks/areas or renaming existing facilities/parks/areas:
 - i. Staff or community member(s) propose name or new name.
 - ii. Appropriate city committee with jurisdiction uses guidelines provided in section c below to evaluate proposals for facility/park naming/renaming.
 - iii. Appropriate city committee recommends a name for park/facility.
 - iv. City Council approves name and any naming rights agreement.
 - c. Guidelines and/or considerations to be used for naming or renaming facilities/parks:
 - i. Be imaginative and creative.
 - ii. Utilize names of cultural places or features, i.e. streets, schools.
 - iii. Name after historic sites, events, or persons.
 - iv. Geographic or natural features, i.e. creeks, hills, or vegetation.

- v. Names should express appreciation, educate, or convey historical significance.
 - 1. Living People:
 - a. When 50 percent of the value of the park land, facility, or area is donated, or
 - b. When "substantially all" of the development is donated, or
 - c. When public individuals have made a significant contribution over a long period of time to, or
 - d. When public individuals have special interest in the park and/or other facility.
 - e. When a person is determined to have played an essential role in the evolution of the facility or area.
 - 2. Deceased People:
 - a. When it is appropriate to name a facility/park in honor of a deceased person, it may be a war or civilian hero or a person who has made a major contribution to the community and/or who has been instrumental in acquiring or developing the facility/park area. The name of a deceased person for a facility/park should not be considered until 6 months after the date of the death of that person and should be considered only if deemed appropriate.
 - 3. Organizations:
 - a. When 50 percent of the value of the parkland, facility or area is donated, or
 - b. When substantially all the development is donated.
 - c. When a donation has been "deemed significant" in the development of a facility or area.
- vi. Commercial Naming Rights:
 - 1. When a negotiated percent of the facility/park/area is donated, or
 - 2. When a negotiated amount of funding is provided for the development or enhancement of the park/facility/area.
- vii. Naming rights to facilities and programs will not be allowed for alcoholic beverages, tobacco products and other businesses that do not reflect the wholesome nature of the facility and services provided and do not represent the mission and values of the City of Hermiston.
- viii. Length of rights will be determined through a negotiated contract, which will be approved by the City Council.
- ix. Avoid duplication with other names in the state and surrounding areas.
- x. The City of Hermiston reserves the right to refuse contributions.



Naming Rights Discussion

- Review the History
- Review Draft Policy



Why Naming Rights?

- Maybe started in the U.S. in 1912 with Fenway Park in Boston
- New Trend/Option for City Revenue
- A form of advertising or memorialization



Why Naming Rights?

- Started talking about this a couple of years ago
- EOTEC was probably the beginning of discussion
- Possible HEROS donor brought this to a point



Draft Review

- Started with a focus on parks, etc.
- Worked to broaden to include all types of city facilities
- Used Klamath Falls as primary model but reviewed many others from around the country
- Naming/Renaming



Draft Review

- What's in? (flexible)
 - Buildings
 - Rooms in buildings
 - Parks
 - Garden areas
 - Playgrounds
 - Sports fields
 - Courts
 - Picnic areas, shelters or pavilions
 - Paths
 - Restrooms
 - Swimming pools



Draft Review

- What's out? (Typically)
 - Natural features and landscaping elements
 - Trees
 - Lawns
 - Natural bodies of water (lakes, rivers, ponds)
 - Undeveloped land
 - General open space areas
 - Small, non-structural amenities
 - Benches
 - Signage
 - Waste receptacles
 - Minor decorative elements



Draft Review

- Objectives
 - Identify the site/facility/area and create a site image.
 - Provide a geographic location for the site/facility that could assist the public in easily locating a specific site within a park.
 - Recognize those individuals/organizations that develop facilities/areas for public use.
 - Honor a person for historical or commemorative reasons.
 - Carry current values into the future.
 - Provide for added or enhanced development through the purchase of naming rights by commercial businesses, private individuals, or civic groups.



Draft Review

• Process

- Staff or community member(s) propose name or new name.
- Appropriate city committee with jurisdiction uses guidelines provided in section c below to evaluate proposals for facility/park naming/renaming.
- Appropriate city committee recommends a name for park/facility.
- City Council approves name and any naming rights agreement.



Draft Review

• Guidelines/Considerations

- Be imaginative and creative.
- Utilize names of cultural places or features, i.e. streets, schools.
- Name after historic sites, events, or persons.
- Geographic or natural features, i.e. creeks, hills, or vegetation.



Draft Review

• Guidelines/Considerations pt. 2

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Draft Review

• Guidelines/Considerations pt. 2

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- Length of rights will be determined through a negotiated contract, which will be approved by the City Council.
- Avoid duplication with other names in the state and surrounding areas.
- The City of Hermiston reserves the right to refuse contribution.





Discussion

Where Life is Sweet