



**Peterborough
Public Library**

To: Peterborough Public Library Board of Trustees

From: Jennifer Jones, Library CEO

Meeting Date: August 29, 2017

Subject: Report PPL17-051
Naming Rights – Foundation and Friends of the Library (FOL)

Purpose

A report to inform the Library Board on the status of the Peterborough Public Library Foundation and Friends of the Peterborough Public Library naming rights at the Peterborough Public Library.

Recommendation

That the Library Board approve the recommendation outlined in Report PPL17-051 dated August 29, 2017, of the Library CEO, as follows:

That Report PPL17-051 of the Library CEO be received for information,

Budget and Financial Implications

There is no budget or financial implications associated with the recommendations of this report.

Background

As a follow up to the June 27, 2017 Library Board meeting, the Library CEO was directed to investigate options relating to the Library Foundation naming right request (from Report PPL17-023) and maintaining the name of the FOL Auditorium. Jennifer Jones, Library CEO met with Ken Doherty, Director of Community Services and Scott Elliot, Corporate Sponsorship Coordinator to further discuss the naming right opportunity for the Foundation, the naming/renaming of the Friends of the Library space, and what type of contracts and financial commitments these would entail.

In 2012 the Library Board passed a motion to honour the FOL by naming the Auditorium on their behalf. As this was done prior to the City having a Sponsorship and Naming Rights policy in place, and the fact that it was done by the Library Board and not at the FOL's request, the named space will be grandfathered into the current policy. The FOL will retain their name on the Auditorium space in the renovated library. To ensure clarity, there will be a simple contract drafted to identify the named room and to provide the option for the Library Board to rename the room at a future time should the FOL disband. There will be no required annual financial contribution for the FOL to retain the naming right of the room. Should the room be renamed at a future date, then it would be subject to the current sponsorship and naming rights policy in place.

The Library will continue to have the Foundation Donor Wall displayed in the renovated space and staff will discuss marketing and promotional opportunities with the Foundation as they arise. Should the Foundation wish to have a room in their name, they would be subject to the current terms of the policy.

Submitted by,

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Library CEO

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