



Naming POLICY

- Operational** (Approved by SPL Board)
- Administrative** (Approved by SPL CEO)

Date Effective: 2020-07-09

Date Last Reviewed or Revised: 2020-07-02

Review Cycle: Every five years by Director, Strategy & Communication

Purpose

Saskatoon Public Library's *Naming Policy* provides clarity and transparency concerning the authority and processes by which the Library's assets are named.

The Policy ensures Library assets are named in accordance with SPL's vision, mission, values and goals.

In naming Library assets, consideration is given to:

- Ensuring functional or geographical clarity, e.g., findability and consideration of other assets already named that may cause confusion.
- Honouring individuals or organizations who have made outstanding contributions to the community.
- Honouring significant events and groups within the community.
- *The Truth and Reconciliation Commission of Canada: Calls to Action*; the *United Nations Declaration on the Rights of Indigenous Peoples*; and *Reclaiming Power and Place: The Final Report of the National Inquiry into Missing and Murdered Indigenous Women and Girls*.
- Donor and Volunteer recognition.

Policy Statement

SPL assets are not given names that conflict with the Library's vision, mission, values or goals. A Social Responsibility Review is required for all named assets. Naming does not imply endorsement of commercial products, ideological positions or political affiliations.

Assets covered by this Policy include, but are not limited to:

- Physical assets such as buildings, parts of buildings (e.g., rooms, hallways, theatres, lounges, common areas and galleries), fixtures (e.g., benches, shelving and carrels), and outdoor spaces (e.g., walkways, landscape features, trees, plazas and garden areas).
- Scholarships and bursaries.
- Collections.
- Organizational units.

- Positions, e.g., Writer in Residence.
- Services.
- Programs.

All signage relating to named assets conforms to SPL standards and guidelines. In order to protect the integrity of SPL's brand, only the Donor's name and not the Donor's logo are used on any Library signage. SPL takes all reasonable steps to avoid the perception of advertising and endorsement of commercial entities and products. Given that SPL's buildings and website are non-commercial public spaces, corporate Naming, rather than logos, are used in permanent recognition honouring corporate Donors in named rooms, funds, collections, etc.

Assets named for Donor recognition are for a limited time period, defined in the Gift Agreement. Unless there are exceptional circumstances, the named time period does not exceed the life of the named asset.

Naming must conform to Canada's *Income Tax Act* and applicable Canada Revenue Agency regulations, especially in respect to charitable Gifts and official tax receipts.

Naming rights do not confer upon the name holder any rights to manage or control the named asset. SPL will not relinquish any aspect of the Library's right to manage and control its assets, facilities, programs, services and Personnel.

The Executive Team is responsible for following the Board's direction in Naming. The Board and its Building & Grounds Committee are responsible for reviewing and approving the Naming of Library assets.

Named recognition may be revoked if, in SPL's opinion, circumstances respecting the named individual, organization or corporation arise which contradict SPL's vision, mission, values, goals and ethics.

Definitions

- 1) **"Board"**: Saskatoon Public Library Board.
- 2) **"CEO"**: Saskatoon Public Library CEO.
- 3) **"Donor"**: Any individual, partnership, corporation, foundation or other legal entity that makes a charitable Gift to SPL.
- 4) **"Executive Team"**: SPL's CEO; Director, Public Services; Director, Corporate Services & Facilities; Director, Finance & Administrative Services; Director, Strategy & Communication; and Director, Reconciliation.
- 5) **"Gift"**: A voluntary transfer of property without expectation of recognition, acknowledgement or other promotional considerations.
- 6) **"Gift Agreement"**: An agreement between SPL and a Donor that outlines the purpose, amount and recognition requirements of the Gift, and any direction or constraints on the Gift.
- 7) **"Gift in Kind"**: A Gift of property (a non-cash Gift), including Real Property and Personal-Use Property. A Gift in Kind does not include a Gift of Service.
- 8) **"Gift of Service"**: The contribution of a service, e.g., time, skills or effort.
- 9) **"Library"**: SPL and its branches, permanent and temporary buildings, grounds and other spaces, including virtual spaces.

- 10) **"Naming"**: The official naming of a particular SPL asset to recognize and honor a Donor or Sponsor.
- 11) **"Naming Committee"**: An internal SPL committee responsible for accepting or initiating Naming requests.
- 12) **"Personal-Use Property"**: Items that are owned primarily for personal use and enjoyment rather than for business purposes, e.g., furniture, art, books, collectible memorabilia, vehicles and jewellery.
- 13) **"Personnel"**: SPL's term, part-time and full-time employees, Circulation Associates, casuals, security guards, contractors, consultants, Board, and volunteers (Friends of the Saskatoon Public Library).
- 14) **"Policy"**: *Naming Policy*.
- 15) **"Real Property"**: Land and anything permanently attached to land, e.g., houses, buildings, gas, oil and minerals, usually bought for investment purposes or to earn income. It includes owned or leased principal residences, whether they are houses, apartments, trailers or boats.
- 16) **"Revocation of Naming"**: Named recognition may be revoked if, in SPL's opinion, circumstances respecting the Naming arise which contradict the Library's vision, mission, values and goals.
- 17) **"Social Responsibility Review"**: A report that outlines the purposes and benefits of the proposed Naming, as well as identifying any circumstances that are not in alignment with the Library's vision, mission, values and goals, or factors that may be controversial in the community. The report includes, but is not limited to:
 - The reason for and benefit of the Naming.
 - The individual's curriculum vitae and/or the organization's or corporation's history.
 - Identification of any circumstances that are noteworthy, e.g., awards, citations or medals.
 - Identification of issues that may be controversial, e.g., legal action, judgements or public statements outside of societal norms.
- 18) **"SPL"**: Saskatoon Public Library.
- 19) **"Sponsor"**: Any individual, partnership, corporation, foundation or other legal entity that contributes funds or in-kind goods or services to SPL in return for recognition, acknowledgement or other promotional considerations.
- 20) **"Volunteer"**: Any individual or entity that provides a Gift of Service to SPL for little or no compensation.