

BEFORE THE COUNCIL OF THE  
METROPOLITAN SERVICE DISTRICT

FOR THE PURPOSE OF ESTABLISHING ) RESOLUTION NO. 85-604  
CRITERIA AND GUIDELINES FOR NAMING )  
EXHIBITS AND PUBLIC SPACES IN ) Introduced by the  
HONOR OF INDIVIDUALS ) Executive Officer

WHEREAS, From time to time the Council may find it appropriate to name Metropolitan Service District (Metro) facilities, such as major exhibits and public spaces, in honor of individuals; and

WHEREAS, Providing such recognition to individuals who make substantial contributions to Metro's programs or facilities is an important part of the fundraising process; now, therefore,

BE IT RESOLVED,

1. That the Council of the Metropolitan Service District observe the following criteria in naming exhibits and public spaces in honor of individuals:

a. The overriding consideration in providing such recognition shall be the individual's substantial or sustaining effort to improve the quality of Metro or Metro services which may include, but shall not be limited to:

- 1) Donations of funds;
- 2) Donations of time and talent; and
- 3) Provision of other services such as leadership roles in organizations which work directly toward improving the quality of Metro.

b. The nature and magnitude of this recognition shall be proportional to the magnitude of contributed gifts or services.

c. Recommendations for this type of recognition shall be initiated by the appropriate Department Head in cooperation with

the Executive Officer and the Metro Council shall have the sole authority to approve such recommendations.

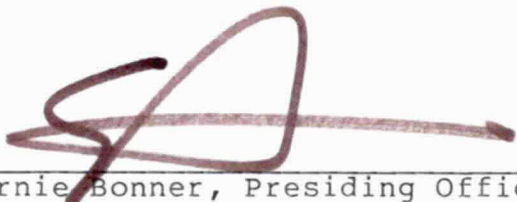
2. That the Metro Council observe the following guidelines in naming exhibits and public spaces in honor of individuals:

a. Recognitions appearing on Metro property shall be in a format consistent with established graphic standards;

b. Staff designated by the Executive Officer shall participate in the design of the memorialization in order to provide maximum coordinating with current or subsequent and continuing recognitions; and

c. Recognition devices, plaques or ornaments shall be consistent with the architectural statement and shall be in context with the visual appeal of the building in or on which the device, plaque or ornament shall be placed.

ADOPTED by the Council of the Metropolitan Service District this 14th day of November, 1985.



Ernie Bonner, Presiding Officer

DEC/AMN/amn  
4548C/435-2  
10/31/85

CONSIDERATION OF RESOLUTION NO. 85-604, FOR THE  
PURPOSE OF ESTABLISHING CRITERIA AND GUIDELINES  
FOR NAMING EXHIBITS AND PUBLIC SPACES IN HONOR OF  
INDIVIDUALS

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Date: October 23, 1985

Presented by: Donald E. Carlson

FACTUAL BACKGROUND AND ANALYSIS

On July 25, 1985, the Council considered criteria and guidelines for naming Zoo exhibits and public spaces in honor of individuals. At that meeting, the Council instructed staff to revise the proposed criteria and guidelines by expanding their application to all Metro exhibits and public spaces and to incorporate them into a resolution for Council consideration. Resolution No. 85-604, attached, contains all criteria and guidelines agreed to by general consensus at that meeting.

It was determined to establish these criteria and guidelines because from time to time the Council may find it appropriate to name Metro facilities such as major exhibits or public spaces, in honor of individuals. Providing such recognition to those who make substantial contributions to Metro's programs or facilities is an important part of the fund-raising process. However, it must be recognized that donations may range in scope from the cost of a bench for the Zoo grounds to the cost of a major exhibit. This form of recognition should be reserved for exceptional contributions including those of time, talent and other services.

In investigating the naming process, staff asked a number of governmental institutions in the state of Oregon, including the League of Oregon Cities, for specific information about the process they use to name public facilities in honor of private parties. The City of Portland generally relies upon a committee to search for proper names. However, the Mayor and the City Council have the final authority to assign the names. Multnomah County, the city of Eugene and the State System of Higher Education rely upon the judgment of their respective governing bodies. Otherwise, there are very few naming models to provide insight.

Since neither state statutes nor Metro policies address this issue, we request the Council adopt the criteria and guidelines listed in Resolution No. 85-604.

EXECUTIVE OFFICER'S RECOMMENDATION

The Executive Officer recommends the Council Adopt Resolution  
No. 85-604.

DEC/AMN/amn  
4548C/435-2  
10/31/85

CONSIDERATION OF CRITERIA AND GUIDELINES FOR  
NAMING ZOO EXHIBITS AND PUBLIC SPACES IN HONOR OF  
INDIVIDUALS

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Date: July 12, 1985

Presented by: Gene Leo

FACTUAL BACKGROUND AND ANALYSIS

From time to time the Council may find it appropriate to name facilities at the Zoo such as major exhibits or public spaces in honor of individuals. Providing such recognition to those who make substantial contributions to the Zoo's programs or facilities is an important part of the fund-raising process. However, it must be recognized that donations may range in scope from the cost of a bench for the Zoo grounds to the cost of a major exhibit and this form of recognition should be reserved for exceptional contributions including those of time, talent and other services.

In investigating the naming process, Zoo staff asked a number of governmental institutions in the state of Oregon, including the League of Oregon Cities, for specific information about the process they use to name public facilities in honor of private parties. The City of Portland generally relies upon a committee to search for proper names. However, the Mayor and the City Council have the final authority to assign the names. Multnomah County, the city of Eugene and the State System of Higher Education rely upon the judgment of their respective governing bodies. Otherwise, there are very few naming models to provide insight.

Since neither state statutes nor Metro policies address this issue, we request the Council consider the following criteria and guidelines in arriving at a policy for naming public facilities in honor of individuals.

The following criteria should be observed by the Metro Council in naming Zoo exhibits and public spaces in honor of individuals:

1. The overriding consideration in providing this recognition will be substantial or sustaining effort to improve the quality of the Zoo or Zoo services. This may include, but is not limited to:
  - a. Donations of funds;
  - b. Donations of time and talent;
  - c. Other services such as leadership roles in organizations which work directly toward improving the quality of the Zoo.

2. The nature and magnitude of this recognition will be proportional to the magnitude of contributed gifts or services.
3. Recommendations for this type of recognition will be initiated by the Zoo Director (or appropriate staff) and the Metro Council will have the sole authority to approve these recommendations.

The following guidelines should be observed:

1. Recognitions appearing on the Zoo grounds will be in a format consistent with established graphic standards.
2. The Zoo Director (or designated staff) will participate in the design of the memorialization to provide maximum coordination with current or subsequent and continuing recognitions.
3. Recognition devices, plaques or ornaments will be consistent with the architectural statement of the building and will be in context with the visual appeal of the building.

#### EXECUTIVE OFFICER'S RECOMMENDATION

The Executive Officer recommends the Council adopt a policy for naming exhibits and public spaces in honor of individuals. If the Council is interested in such an effort, staff will prepare a resolution containing some of these concepts for formal consideration.

GL/DEC/amn  
3944C/236-3  
07/15/85

Presiding Officer Bonner read into the record a statement from State Representative Mike Burton: "As former (and first) Chair of the Bi-State Advisory Committee, I strongly urge you to adopt this Resolution to continue the dialogue that has been established in the interstate region."

Councilor Kafoury asked what could be done to encourage attendance of certain Committee members. Councilor Hansen reported that Multnomah County, by oversight, probably did not assign a representative to the Committee after Gladys McCoy resigned. Presiding Officer Bonner said he would send letters to the City of Portland and Multnomah County urging their active participation on the Committee.

Vote: A vote on the motion resulted in:

Ayes: Councilors Cooper, Dejardin, Gardner, Hansen, Kafoury, Kelley, Waker and Bonner

Absent: Councilors Kirkpatrick, Myers, Oleson and Van Bergen

The motion carried and the Resolution was adopted.

8.3 Consideration of Resolution No. 85-604, for the Purpose of Establishing Criteria and Guidelines for Naming Exhibits and Public Spaces in Honor of Individuals

Motion: Councilor Waker moved the Resolution be adopted and Councilor DeJardin seconded the motion.

Don Carlson explained the Council had previously reviewed the guidelines and had requested staff incorporate them into a Resolution.

Vote: A vote on the motion resulted in:

Ayes: Councilors Cooper, Dejardin, Gardner, Hansen, Kafoury, Kelley, Waker and Bonner

Absent: Councilors Kirkpatrick, Myers, Oleson and Van Bergen

The motion carried and the Resolution was adopted.

In response to Councilor Kelley's question, Kay Rich explained a memorial was being planned in Bruce Etlinger's name to be installed at the Zoo's Entrance.

9. OTHER BUSINESS