

## Richard Salter Storrs Library NAMING POLICY

### **Purpose**

It is the policy of Richard Salter Storrs Library (the Library) to recognize the generosity of a donor(s), an individual's significant service to the Library, or society at large by choosing to create a specific naming designation for a collection, program, facility or portion of a facility.

The Board of Trustees (Board) of the Library has the sole and exclusive right to name or rename collections, programs, facilities or portions of a facility. The Board recognizes that naming a collection, program, facility or portion of a facility is a decision of immense importance; therefore, making these decisions is undertaken with an appreciation for that significance.

While the Board is grateful for and encourages donations from all individuals, businesses and organizations, the Board has the right to decline any gift to the Library pursuant to its Gift Policy and/or reject any naming proposals pursuant to this policy. In order to provide insight into the criteria for a naming opportunity the following language is intended to suggest and include but not be limited to the following naming opportunities:

- A. Meeting rooms, reading lounges, study rooms, special use areas, equipment, green spaces, walkways, other interior and exterior spaces, and facilities or a portion of a facility may be named or renamed by the Board to recognize a donor or an individual's significant service to the library and/or society. Appropriate contributions for such naming opportunities will be at the sole and exclusive discretion of the Board.
- B. Endowment proposals such as those for a collection or program may also be named or renamed by the Board to recognize a donor or an individual's significant service to the library and/or society. Appropriate contributions for such naming opportunities will be at the sole and exclusive discretion of the Board.
- C. The Board may name or rename library buildings or portions of a library building to recognize a substantial gift from a donor(s) or an individual's substantial and significant service to the library and/or society. Appropriate contributions for such naming opportunities will be at the sole and exclusive discretion of the Board.
- D. The specific wording for the naming designation of any collection, program, facility or portion of a facility is the sole and exclusive discretion of the Board and will be determined by vote of the Board.

- E. The Board reserves the right to terminate or alter a naming designation for good cause.
- F. If a distinctively named library facility is relocated, substantially remodeled, or converted to use other than its original use, the facility may be renamed to reflect the association of new donors or community interests related to the changing facility. In such instances, the original name shall be honored in an appropriate manner at the sole and exclusive discretion of the Board.

### **Criteria for Naming Interior/Exterior Spaces**

The Board shall conduct a due diligence review of each naming proposal to carefully consider the overall benefit of such naming to the Library, including whether the name is and will continue to be a positive reflection on the Library. Such due diligence shall include the following:

- Review of any possible conflict of interest issues affecting the Library;
- Evaluation of the impact on future giving by the donor and others;
- Any other factors that could reflect on the Library.

In order to avoid any appearance of commercial influence or conflict of interest, or any other potentially adverse consequence, 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 in the public setting of the Library and will not detract from the Library's use or the Library's reputation as a public entity.

### **Duration of Names and Name Changes**

Naming rights in honor of an individual or individuals, family or non-commercial entity are generally expected to last for the useful life of the Interior/Exterior space or program.

Naming in honor of a commercial enterprise will have a set number of years attached to the naming, which will be determined on a case-by-case basis and included in a signed gift agreement associated with the naming opportunity. The duration of a commercial enterprise name shall normally remain the same. In the event of a name change in the commercial enterprise, the Board may in the exercise of its sole and exclusive discretion elect to remove the established commercial enterprise name or to change the name, if either such action is determined to be in the best interest of the Library.

If an area within the Library System is substantially renovated (providing new useful life equivalent to a new building), it may be renamed, subject to the terms, conditions or restrictions set forth in any gift agreement related to prior naming action.

#### **Prior Procedures and Named Spaces**

Names of interior/exterior spaces in existence at the time of the adoption of this policy shall remain in effect, subject to future renaming consistent with this policy and subject to restrictions in any gift agreements related to prior naming action.

#### **Removal of Change of Name**

Should the Board elect to remove an individual, family or entities name from a collection, program, facility or portion of a facility, the Board shall undertake due diligence, including consultation with counsel, as to any legal ramifications that the Library may have under any pre-existing agreement(s) related to naming opportunities or in regard to any other matter that may have legal bearing upon a proposed change in name. Any naming authorized by the Board can only be revoked by a vote of that body.

Alternatively, unforeseen circumstances may make it impossible for a donor to complete a gift commitment after that commitment has been recognized by placing a name on an interior/exterior space or major program. The Board will make reasonable efforts to work with the donor to create a plan for completion of the commitment. However, in certain circumstances it may be in the best interests of the Library to remove the donor's name from the naming opportunity.

DATE APPROVED: May 19, 2022

EFFECTIVE DATE: May 19, 2022

REPLACING POLICY EFFECTIVE: n/a, new