



## AGENDA

### LIBRARY NAMING RIGHTS SUBCOMMITTEE MEETING

**Monday, October 16, 2023**

**6:00 PM**

**Virtually - Sierra Madre Public Library**

**440 W. Sierra Madre Boulevard**

**Sierra Madre, CA 91024**

*Susan Gallagher, Chair; Diane Sands, Vice Chair; Julie Bencosme, Committee Member; Pete Siberell, Committee Member; Dawn Denison, Committee Member; Lori Garza, Committee Member; Leila Regan, Committee Member; Jeanne Martin, Committee Member (alternate)*

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**THIS MEETING WILL BE CONDUCTED IN COMPLIANCE WITH THE MOST  
CURRENT LOS ANGELES COUNTY PUBLIC HEALTH OFFICER'S ORDER**

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**1. CALL TO ORDER / ROLL CALL**

**2. APPROVAL OF AGENDA**

**3. APPROVAL OF MINUTES**

**4. COMMUNITY INPUT**

Public Comment Public comment may be made by e-mail to [lgarza@cityofsierramadre.com](mailto:lgarza@cityofsierramadre.com) with the subject heading PUBLIC COMMENT by 5:00 pm on October 16, 2023. Emails will be acknowledged at the Naming Rights Subcommittee meeting and read with a limit of three minutes per person.

**To watch the meeting live, please access the live Zoom call  
by visiting one of the following links:**

<http://bit.ly/3ZXy6bK>

**OR**

<https://cityofsierramadre.zoom.us/j/81033968205?pwd=bU9peXovcXN2U2xvSlI5SnkxNWpPZz09>

For more information, please contact Management Analyst, Lori Garza via email at [lgarza@cityofsierramadre.com](mailto:lgarza@cityofsierramadre.com) or by telephone at (626) 355-7186.

**5. DISCUSSION**

Discussion with the goal of creating a final version to present to Trustees at their next meeting on October 23, 2023

**6. ITEMS FOR FUTURE AGENDA**

**7. NEXT COMMITTEE MEETING DATE OR DATES**

**8. ADJOURN TO NEXT SUBCOMMITTEE MEETING**



## MINUTES

### LIBRARY NAMING RIGHTS SUBCOMMITTEE MEETING

Wednesday, September 27, 2023

6:00 PM

Sierra Madre Public Library  
440 W. Sierra Madre Boulevard  
Sierra Madre, CA 91024

*Susan Gallagher, Chair; Diane Sands, Vice Chair; Julie Bencosme, Committee Member; Pete Siberell, Committee Member; Dawn Denison, Committee Member; Lori Garza, Committee Member; Leila Regan, Committee Member; Jeanne Martin, Committee Member (alternate)*

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**THIS MEETING WILL BE CONDUCTED IN COMPLIANCE WITH THE MOST  
CURRENT LOS ANGELES COUNTY PUBLIC HEALTH OFFICER'S ORDER**

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**1. CALL TO ORDER / ROLL CALL at 6:02 PM**

Present are: Chair Gallagher, Vice Chair Sands, and members: Bencosme, Denison, Siberell, Garza, and Regan

**2. APPROVAL OF AGENDA**

Sands moved to approve, Siberell seconded and all were in favor

**3. APPROVAL OF MINUTES**

Sands moved to approve, Siberell seconded and all were in favor

**4. COMMUNITY INPUT**

Public Comment - None

**5. BROWN ACT PRESENTATION AND MEETING GUIDELINES**

City Clerk Laura Aguilar gave a presentation on Brown Act. Naming Rights Subcommittee is not strictly a Brown Act group. Aguilar recommends we have an agenda and minutes made available to the public for transparency and credibility, but does not have to be on the website. Gallagher asked if we can do a field trip and was answered yes.

We can email each other but should be minimal and sent to everyone. Most discussions should happen at the meeting level. What you could do is print out those emails and create a line item on your agenda and make it a part of your meeting.

Siberell asked the structure of the project. Aguilar explained the subcommittee will give recommendation to Trustees for them to approve. Trustees provide feedback and guidance to the City Council but at the end of the day the City has final decisions for the project. Aguilar thanked the subcommittee members for volunteering for this subcommittee.

City Librarian Regan made the Announcement that the Grant has been extended to:  
March 31, 2026

## **6. DISCUSSION**

Members discussed the examples that were included in the Naming Rights Subcommittee Research Compilation report of 9/27/2023. Member comments:

Siberell – mentioned the Cancer Support & Glendora for the procedures

Denison – make sure it is always compatible with our mission and our vision. Make sure we conform with any IRS regulations. In terms of the gift what is a gift vs money vs art how do we define and what is the reciprocal benefit of that. Terms/dissolution of terms – exemplify the attributes, etc. Whatever you think the expense is going to be multiple it by 3 and that's the price for the naming rights. Also, look at the life of the item. We need to define the life or usefulness of the building, equipment, or room. Build it correctly the first time so you don't have to do it again.

Sands – some of these the scopes was so large they got into naming buildings, plural, I did like the Wesley and Cancer Society policies.

Siberell – Not allowing anyone living to be named

Regan – to help avoid possible issues of scandal associated with living people

Denison – some have a pay schedule. Something like, we have to have this much in hand before we give the recognition

Garza – a lot had flexibility of acknowledgement so it wasn't tied in to a specific location/design of acknowledgement. If need to move existing acknowledgments or design no longer available can refurbish with flexibility.

Denison – Some specified if you want an update to the name or a change, the individual must pay for the changes themselves.

Siberell – but in regards to specific rooms, that's something we can decide

Garza – they do specify that if a room is updated with a new donor they will be honored in another way or in a different location.

Gallagher – even something electronic or modern would work. I like the cancer support naming and recognition policy. There were quite a few additions, we really need to pay attention to all of those.

Bencosme – we can put stuff in there and have it re-written in chat GPT.

Gallagher – we like the cancer policy one. The intro, the definitions and then the guidelines.

Denison – Naming Rights policy and a Gift/Donation policy seem to tie in to each other. Joilette policy.

Garza – up to Leila regarding if we want to develop both policies.

Regan – yes both policies exist side by side. Because if we want specific items they will need to be donated directly to the library as a gift in kind

Bencosme – Everyone sends their suggested portions and then we cut it down. We can do a google doc and everyone throws in their favorite parts of each policy.

Denison – Middleton Public Library naming rights carry no direction. Indexation, the level of amount might adjust based on inflation as in Joilette section 4.

Start with the Cancer Society policy. Take your time look through all the policies and copy and paste sections you like for the SM Naming Policy. Leila/Lori will condense and organize the document at the next meeting we will continue editing

## **7. ITEMS FOR FUTURE AGENDA**

Will continue discussion and editing

**8. NEXT COMMITTEE MEETING DATE OR DATES**

October 16 6:00PM – Zoom - Final Policy Writing meeting – ON ZOOM

October 23 5:00 PM – City Council Chambers – presentation of policy to the Library Board of Trustee

October 26 – 6:00 PM – ZOOM – Post BOT meeting to incorporate any changes

November 6 – 5:00 PM – Tentative Special Board of Trustees meeting. If trustees would like to discuss changes to the policy, will happen at this meeting. Finalized policy will be forged in this meeting.

November 14 – 5:30 PM - City Council Chambers – present finalized policy to City Council

**9. ADJOURN TO NEXT SUBCOMMITTEE MEETING**

Meeting Adjourned at 7:02 PM