HILLSDALE FREE PUBLIC LIBRARY
NAMING AND RECOGNITION OPPORTUNITIES POLICY

Adopted by the Hillsdale Free Public Library Board of Trustees, Inc.
on December 13, 2021

Acknowledged by the Friends of the Hillsdale Free Public Library, Inc.
on May 16, 2021

Acknowledged by the Hillsdale Free Public Library Foundation, Inc.
on January 14, 2022

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SECTION 1
PREAMBLE

The Hillsdale Free Public Library (the “Library”), as managed by the Board of Trustees of
the Hillsdale Free Public Library, Inc. (the “Board”), lauds the past, continuing and future
contributions of individuals, families or groups of individuals, corporations, foundations, and/or
others to the Library, both by way of a record of distinguished service to the Library, or by a
substantial philanthropic donation. The Library welcomes support of its mission through service and
financial contributions, directly or through its supporting organizations, the Friends of the Hillsdale
Free Public Library and the Hillsdale Free Public Library Foundation (together, the “Supporting
Organizations”). Accordingly, the Library may from time to time recognize such contributions by
creating a specific naming or recognition designation for a tangible or intangible item, program,
collection, or interior or exterior room, space, facility, structure or building or other asset, or a
portion thereof (further defined herein as a “Library Asset”, solely for purpose of this Policy).

A Library naming opportunity presents a unique chance for individuals, families and
businesses to write an enduring chapter in the history of the Hillsdale Library, and to become a part
of the Library’s legacy. Likewise, the Library considers these naming opportunities to be one of the
greatest distinctions it can bestow, and treats the manner of their bestowal with extreme care.

The purpose of this document is to establish general guidelines for the implementation of
naming or recognition opportunities for the Library. However, the Library recognizes that the
circumstances of service contributions and donations are unique and changing, and the Board
reserves the right, in its judgment and consistent with the best interests of the Library, to modify its
policies from time to time, or as individual circumstances require, and to reach agreement as to
naming and recognition opportunities on a case-by-case basis. The naming opportunities described
herein apply to donations to the Library and its Supporting Organizations. Namings and recognitions
in existence as of the date of adoption of this Policy are not affected by this Policy.
SECTION 2
BOARD AUTHORITY FOR NAMING AND RECOGNITION

It is the Library’s policy that the Board has the sole right, upon conformance to its established procedures and in its discretion, to name, rename, or remove a name or recognition from, the Library Assets. Any statement, promise or representation of naming of Library Assets is expressly void unless approved by the Board.

SECTION 3
THE LIBRARY ASSETS

The items which are the subject of the naming and recognition opportunities in this Policy may include, but are not limited to, the following (the “Library Assets”):

A. PHYSICAL SPACES, including: (1) exterior spaces, such as parking areas, patios, walkways, green areas, and the like; (2) interior spaces, such as Library rooms, reading areas, study rooms, meeting rooms, special use areas, technology centers, business services, studios, staff areas, and the like; and (3) offsite spaces;

B. FACILITIES AND EQUIPMENT, including computers and technology equipment, printers, tablets, laptops, software, specialized equipment (such as laser cutters, 3-D printers, and the like), emerging technologies, staff equipment, networking materials, fixtures, furnishings, wall displays, artwork, and the like;

C. VEHICLES, including support vehicles used in connection with Library services;

D. COLLECTIONS AND BOOKS, including themed collections, sections of the main collection, rare books, books of significant historical or community value, and the like;

E. PROGRAMS, including long-running, multiple-session, or possibly single events held at the Library or sponsored by the Library offsite;

F. ENDOWMENTS OR LONG-TERM FUNDS, established through written agreement with the Library; and

G. OTHER EXISTING OR NEW PHYSICAL OR NON-PHYSICAL ITEMS, within the discretion of the Board.
SECTION 4
NAMING IN RECOGNITION OF SERVICE TO LIBRARY

A. DESCRIPTION. The Board may choose, on its own motion or that of a request by a third party, to name a Library Asset for an individual, family or group of individuals, or entity who or which has demonstrated a record of service to the Library and/or who or which has advanced the Library’s mission. The depth and breadth of the contributions should be obvious and compelling, reflecting a dedication and beneficence to the Library over a substantial period of time.

B. SUI GENERIS NATURE OF NAMING OPPORTUNITIES. The Library advises that decisions to recognize contributions based upon service are based upon a range of factors, and are inherently unique to the individual, the circumstances, and the time. The decision to confer recognition upon an individual or organization who made a particular contribution, or for a particular period of time, does not establish a precedent or standard for future naming considerations.

C. APPROVAL. When a proposal involves the use of the name of a deceased person, approval is contingent on the agreement of that person’s legal or estate representative, or next of kin.

SECTION 5
NAMING IN RECOGNITION OF PHILANTHROPIC DONATION TO LIBRARY

A. DESCRIPTION. The Board may choose to name a Library Asset for an individual, family or group of individuals, or entity who or which has made a substantial philanthropic contribution to the Library or its Supporting Organizations and thereby has advanced the Library’s mission. The impact of the contribution should be obvious and compelling, reflecting a meaningful dedication and beneficence to the Library.

B. SUI GENERIS NATURE OF NAMING OPPORTUNITIES. Decisions to recognize contributions based upon philanthropic contributions are based upon a range of factors, and are inherently unique to the individual, the circumstances, and the time. The decision to confer recognition upon an individual or organization who made a particular contribution, or for a particular period of time, does not establish a precedent or standard for future naming considerations.

C. ELIGIBLE DONATIONS. Only donations which meet the criteria of the Library’s Gift and Donations Policy may qualify for naming recognition. The Board retains the right to decline any gift or donation.

D. INDEPENDENT ADVICE. Donors are advised to consult independent tax and/or legal counsel before making any donations to the Library. The Library makes no representations apart from those which are contained in a written agreement subscribed by the parties and/or to the extent not plainly appearing therein, in this Policy or its Gifts and Donations Policy.
E. COMPLETE PERFORMANCE. The naming of a Library Asset shall be finalized only after the financial commitment by the Donor has been made the subject of a written agreement or received in full, and not merely on the basis of a pledge.

SECTION 6
PROCEDURES

A. SUBMISSION OF PROPOSALS. All proposals for naming of Library Assets or other recognition subject to this Policy should be submitted to either the Director or the Secretary of the Library Board, who shall forward the proposal to the entire Library Board for processing and consideration. Such requests may relate to a potential donation, or be based upon the prior service of the beneficiary of the proposed naming or recognition. The proposal should: identify the Library Asset to be named; provide details of the proposal; and include a description of any costs associated with it. The Board may request to meet with the proponent or potential Donor to review, clarify or modify the submission.

B. ADHERENCE TO POLICY. All donations must adhere to the requirements of this Policy, unless specifically excepted in a written agreement signed by the Donor and the Board and are excepted only to the extent of such written agreement.

C. BOARD PROCEDURES. Subject to any necessary modifications of the Library By Laws, (1) approval of this Policy, and all decisions to modify the terms of this Policy, shall require a 2/3 vote of the Board; and (2) all decisions to approve naming a Library Asset in perpetuity or for a period envisioned to be longer than 20 years, or to rename or rescind the naming of any Library Asset, shall require a 2/3 vote of the Board.

SECTION 7
FUNDRAISING ACTIVITIES EXCLUDED FROM THIS POLICY

The requirements of this Policy do not apply to ordinary-course fundraising activities of the Library or its supporting organizations which may incidentally or expressly confer naming or recognition opportunities upon individuals or organizations participating in such fundraising activities such as book donations, individual bookplates, and “Brick Programs”. Participation in such fundraising activities is considered exempt from the requirements and benefits of this Policy unless otherwise determined by the Board. Other fundraising activities may be exempted from the requirements of this Policy upon express determination of the Board on an ad hoc basis.
SECTION 8
CONFIDENTIALITY AND WAIVER THEREOF

A. REQUESTS FOR ANONYMITY RESPECTED. The Library recognizes that a Donor may wish to remain anonymous. In such case, the Library will abide by that wish and maintain such confidentiality to the extent permitted by law. Donors who wish to remain anonymous or decline a naming recognition at the Library may be offered, depending upon Board approval, a recognition piece for their home or office.

B. CONFIDENTIALITY OF DISCUSSIONS. It is also explicitly recognized that the potential for a donation which would confer naming rights may involve both confidential matters and delicate negotiations. Therefore, all communications regarding naming proposals are to be kept confidential between the Library and the person originating such communications, or a potential Donor or beneficiary of such naming recognition, except: (a) to the extent required by law; and (b) to the extent that the Library Board or its duly authorized representatives permit further disclosure, and then only upon the terms allowed by such disclosure.

C. EXCEPTIONS. Nothing in this Policy shall prohibit the Board, its Staff, or the Library’s Supporting Organizations from soliciting donations as to which naming rights may be a condition, provided that the Board is advised in advance of and approves such solicitation.

SECTION 9
DURATION AND EXTENT OF NAMING AND RECOGNITION RIGHTS

A. REQUIREMENT OF WRITING. The duration and extent of naming and recognition rights will be determined in a written agreement at the time of donation or determination, except that where such rights are not specifically set forth in such writing, the following guidelines will apply, except to the extent that the Board determines that circumstances require alternate treatment and to the exclusions and exceptions listed elsewhere herein.

B. PREFERENCE AGAINST NAMING LIBRARY ASSETS IN PERPETUITY. The Board encourages the ongoing support of Donors to revitalize and grow the Library and its collections and facilities, and trusts that Donors understand the importance of successive generations of donation to the continuing life of nonprofit institutions such as the Library. Therefore, as a matter of policy, the Board will generally not entertain a proposal to name an Asset (except for disposable items, such as individual books or items of limited useful life) in perpetuity. Instead, the Board will entertain proposed naming rights for a period of a fixed number of years; or for the lifetime of the Donor and/or his/her children; or for the duration of any endowment; or for other defined periods.
C. EXPIRATION OF NAMING PERIOD. At the expiration of any specified period of naming, the Library has the unequivocal right to rename the Library Asset at any time thereafter, and the failure to immediately do so does not waive, affect or extinguish the Library’s right to such renaming at any point. The Library may, in its discretion, determine to extend the period of naming or recognition but such period is terminable at will by the Library.

D. NAMING AFTER DESTRUCTION, ETC. OF LIBRARY ASSET. In the event of any naming in perpetuity, the Board retains the right, upon destruction or outlived usefulness of the Library Asset named, to terminate the naming recognition (subject to the provisions of any written Agreement). The Board may, in its discretion, offer the Donor or Beneficiary an alternative naming recognition (such as a plaque acknowledging the original donation but not conferring ongoing naming recognition), but such is not required.

SECTION 10
QUALIFICATIONS, EXCEPTIONS AND EXCLUSIONS

A. GENERAL. Subject to specific written agreements with beneficiaries or Donors, the duration and extent of naming and recognition rights is a privilege accorded by the Library and will be managed as deemed appropriate by the Library, the Board, its staff, and supporting organizations. The Library disclaims any obligation to recognize a beneficiary or Donor in any particular circumstance.

B. PERSONS/ENTITIES INELIGIBLE FOR NAMING/RECOGNITION. In the absence of exceptional circumstances which must be made part of the Library Board’s determination, the Library will not permit naming or recognition of: (1) any individual who is currently an employee of the Library, a member of its Board, or a member, officer or director of any of its supporting organizations, or a member of the Borough Council or employed by the Borough; (2) any individual who, at the time of consideration or in the preceding year, is or has been a candidate for political office; or (3) any individual or organization who has transacted business (apart from the normal course of Library membership) with the Library, or business in excess of $10,000 with the Borough, in the three years preceding such determination.

C. BUSINESS DEALINGS WITH LIBRARY. No person or organization who is the beneficiary of a naming recognition described by this Policy may solicit or do business with the Library during the existence of such naming recognition, or for a period of three years following the expiration or termination of such naming recognition, except for incidental expenses incurred in the normal course of Library operations.
D. DISQUALIFICATION FROM NAMING/RECOGNITION. Naming and recognition is provided to individuals, families and entities that exemplify the attributes of integrity and civic leadership, and commitment to the mission of the Library. If an individual or entity for which a naming or recognition commitment has been made violates these standards, or other compelling reasons exist, the Library may elect to remove the individual, family, or entity’s name from the Library Asset. The circumstances which may occasion such action include, but are not limited to: conviction of a crime; substantial allegations of official or moral misconduct; and actions inconsistent with the mission of the Library. Such action shall be taken only upon a vote of the Board as specified herein.

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Adopted by two-thirds vote of the Board of Trustees of the Hillsdale Free Public Library at its regular meeting held on December 13, 2021

Carol [Signature]
Print Name: Barbara Hornstein
Secretary of the Board
PRESIDENT

Acknowledged by majority vote of the Board of Trustees of the Hillsdale Free Public Library Foundation, Inc. on January 4, 2022

[Signature]
Print Name: [Name]
Position: PRESIDENT

Acknowledged by majority vote of the Board of Trustees of the Friends of the Hillsdale Free Public Library, Inc. on May 16, 2022.

[Signature]
Print Name: [Name]
Position: PRESIDENT