

MANAGEMENT REPORT

Date: September 20, 2022
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Meeting Date: September 28, 2022

TO: Library Board

FROM: Kurt Heinrich, Chair, CRPD Committee

SUBJECT: Naming Library Spaces Policy – Implementation Considerations

SUMMARY

The interim Naming Library Spaces policy was approved by the Board in June 2022. During the policy discussions, trustees and staff identified that operational guidelines are needed to support the successful implementation of this new policy. The purpose of this report is to solicit committee feedback on considerations for implementing the interim Naming Library Spaces policy.

PURPOSE

This report is for decision.

RECOMMENDATIONS

1. That the Board approve:
 - A. That in any one VPL location, up to 50% of spaces can be given a philanthropic name;
 - B. That the VPL Foundation seeks approval for naming recognition after the donor, donation, and space details have been identified.

COMMITTEE DISCUSSION

The CRPD Committee agreed with the recommendation that up to 50% of spaces can receive a philanthropic name, and discussed issues related to timing and adjacency with community naming. They discussed the impact of changes to the approval process, and how this addressed

past concerns raised by the Board about the two step approval process for naming. The Committee agreed to establish a Naming subcommittee, including: a member of the CRPD Committee; the Chief Librarian & CEO; the VPL Director, Planning & Communications; and the Executive Director of the VPL Foundation, which would begin its work in 2023 for Oakridge Branch and future naming. They further discussed areas that would need to be included in Terms of Reference for the Naming Committee, and that would staff would bring a draft forward to the Committee at a future meeting.

POLICY

The interim Naming Library Spaces policy was approved by the Board on June 22, 2022. Following this, staff reviewed the existing Donor Recognition policy, and have provided an updated version for consideration at this meeting in a separate report. The guidelines under discussion are being considered to support the implementation of the interim Naming Library Spaces policy.

INDIGENOUS CONSIDERATIONS

VPL's Naming policy supports the implementation of UNDRIP's Article 13: *Indigenous peoples have the right to revitalize, use, develop and transmit to future generations their histories, languages, oral traditions, philosophies, writing systems and literatures, and to designate and retain their own names for communities, places and persons, as well as Article 11: Indigenous peoples have the right to practise and revitalize their cultural traditions and customs. This includes the right to maintain, protect and develop the past, present and future manifestations of their cultures, such as archaeological and historical sites, artefacts, designs, ceremonies, technologies and visual and performing arts and literature.*

The City of Vancouver is working with the Musqueam, Squamish, and Tsleil-Waututh Nations on a process for Indigenous language naming and commemoration. The interim Naming Library Spaces policy will apply while this process unfolds, and should naming be required in this period, VPL will work with the local Nations in a way that is consistent with these UNDRIP articles, and provides opportunities to reinforce cultural presence and public awareness of the local Nations and their languages through naming of VPL spaces.

STRATEGIC IMPLICATIONS

Within VPL's 2020-2023 Strategic Plan, Strategic Priority 2 relates to shared spaces and experiences. Within this, two goals relate to physical spaces:

- Goal 2.1 Reflect and celebrate Indigenous cultures and history, where the strategic initiative is to collaborate with Musqueam Indian Band and the City of Vancouver to plan and design the new Marpole library and civic centre

- Goal 2.2 Develop welcoming, accessible, and sustainable facilities, where the strategic initiatives focus on revitalization of the Children’s Library at Central, and branch revitalizations including Oakridge, Collingwood, Joe Fortes and Britannia.

BACKGROUND

Naming of assets in the public sector has taken on increased prominence over the past year, as societies are re-evaluating the impact of some historical figures after which many public assets are named. As background research for developing the interim Naming Library Spaces policy, VPL staff undertook a review of other institutions, cities, and libraries to identify common issues and approaches to naming and renaming.

Philanthropic donations are an important source of funds for VPL, often enabling the Library to create spaces that would not otherwise be possible, such as the Montalbano Family Theatre at Central and the Early Learning Spaces at both Renfrew and Britannia. Donor recognition, often through naming, is an important tool to attract and retain donors.

At the CRPD committee meeting in July 2021, the Committee discussed naming considerations extensively, and provided feedback to guide the development of the draft naming policy. The interim Naming Library Spaces policy was approved by the Board in June 2022.

DISCUSSION

During the policy discussions, trustees and staff identified that more specific guidelines are needed to support the successful implementation of this new policy. These guidelines would be incorporated into administrative policies or procedures to support VPL’s work associated with naming. Following are areas for the committee’s consideration:

Recommendation 1A: That in any one VPL location, up to 50% of spaces can be given a philanthropic name.

The Policy identifies that library branches are not available for philanthropic naming, but that donor recognition may include naming of rooms or spaces within a VPL branch. Practically, permitting up to 50% of spaces to receive a philanthropic name means:

- For smaller branches, with only one or no spaces or rooms that could practically be named, there will be no philanthropic naming of spaces.
- For mid-sized branches, with two or three meeting rooms or spaces appropriate for naming, only one space or room can be given a philanthropic name.
- For large branches, with many meeting rooms and spaces appropriate for naming, up to half of them can have a philanthropic name.

The floorplan of the new Oakridge branch is provided in Appendix A to support discussion of naming impact in large branches. Spaces and meeting rooms appropriate for naming are highlighted. Please note that Oakridge project staff will provide a presentation on the branch redevelopment progress and answer questions at the Board meeting on September 21, 2022.

Recommendation 1B: That the VPL Foundation seeks approval for naming recognition after the donor, donation, and space details have been identified.

The current practice for recommending philanthropic names is for the VPL Foundation to seek two approvals from the VPL Board:

- first approval is sought before potential donors are approached
- second approval is sought when an interested donor and the specific space to be named have been identified.

Seeking approval after the donor, donation and space details have been identified will support the likelihood that the Board making the decisions about naming will have greater understanding of the context for naming and how the name will be received by VPL's communities. Further, it addresses trustees' recent discussions of naming during the second stage of the approval process. During these discussions, trustees expressed concern that the second approval was a formality, as the VPL Foundation and VPL trustees considered the previous Board decision to be the endorsement for naming. The VPL Foundation undertakes due diligence research, often in consultation with the Chief Librarian & CEO, before pursuing any major donors. As not all prospects convert to donors who request naming recognition, seeking approval once the gift agreement is closer to fruition will be more efficient.

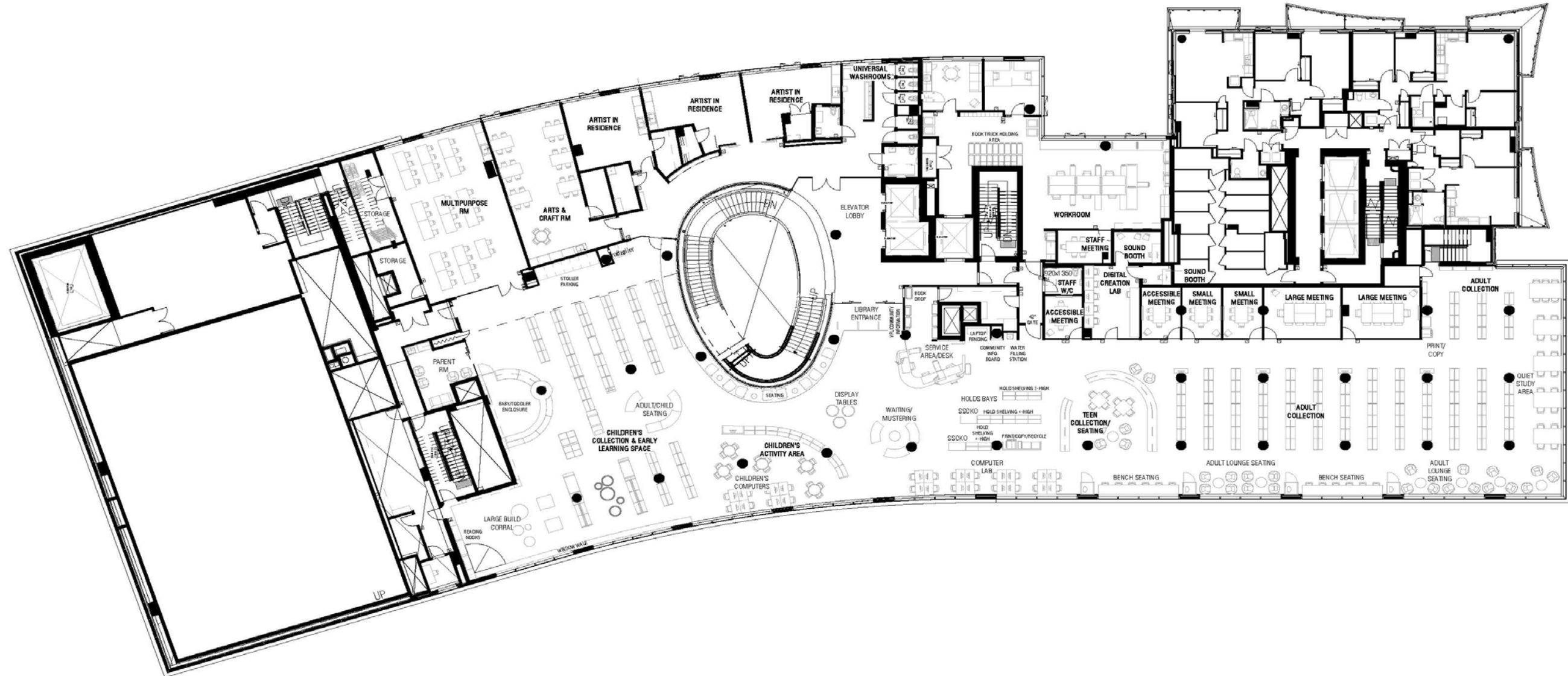
Recommendation 2 (Approved by CRPD Committee): That the CRPD Committee establishes a Naming subcommittee, to include: a member of the CRPD Committee; the Chief Librarian & CEO; the VPL Director, Planning & Communications; and the Executive Director of the VPL Foundation.

The naming policy identifies that the CRPD committee will form a subcommittee to review proposed names and requests for re-naming, and approve its terms of reference. This committee would make recommendations that would be provided to the CRPD Committee.

FINANCIAL IMPLICATIONS

VPL's Naming and Donor Recognition policies can have a significant impact on the ability of the Library to attract larger philanthropic gifts, as these are often associated with visible named recognition, such as the Dilawri Square at Central Library in 2019, or the Terry Salman branch in 2011.

Appendix A: Oakridge Floorplan



Diamond Schmitt Architects

LEVEL 2_FLOORPLAN **B1_L02**
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