



MILWAUKEE
PUBLIC LIBRARY

Paula A. Kiely
Director

April 28, 2016

To: Library Building & Development Committee of the
Milwaukee Public Library Board of Trustees:
Chairperson Michele Bria, Sharon Cook, Ald. Nik Kovac, Dir. Mark Sain, John Gurda
All trustees are welcome to attend.
MPL: Joan Johnson, Sam McGovern-Rowen, Jennifer Meyer
City Attorney's Office: Mary Schanning
Gorman & Company: Ted Matkom
Redevelopment Authority of the City of Milwaukee (RACM): Dave Misky

Fm: Paula A. Kiely, Library Director

Re: Library Building & Development Committee Meeting
May 5, 2016, Thursday, 8:00 a.m.-9:00 a.m.
Central Library Meeting Room 1

MEETING NOTICE AND AGENDA

1. **Mitchell Street Project Developer Agreement.** The committee will approve the final Mitchell Street Library Purchase, Sale & Development Agreement.

Library Board Building & Development Committee members may vote to convene in Executive Session, pursuant to Wisconsin Statutes 19.85(1)(e) for the purpose of "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session," for the purpose of negotiations related to the Mitchell Street Library Purchase, Sale & Development Agreement. The Library Board may reconvene in open session at the conclusion of its closed session.

2. **Mill Road Redevelopment Architect Selection.** The committee will discuss the process and timeline for selecting an architect to design the new library.
3. **Naming Policy.** The committee will consider a revised Naming Policy that applies to the naming of individual libraries and areas and rooms within a library.

Attachment A, page 2

Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code of Ordinances are required to register with the City Clerk's Office License Division. More information is available at www.milwaukee.gov/lobby or by calling (414) 286-2238.

Please be advised that members of the Milwaukee Common Council who are also members of this body will be in attendance at this meeting. In addition, Common Council members who are not members of this body may attend this meeting to participate or to gather information. A quorum of the Common Council or any of its standing committees may be present, but no formal Common Council action will be taken at this meeting.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities. Make requests to the Library Director's Office at (414)286-3021, 286-2794 (FAX), or Central Library, 814 W. Wisconsin Ave., Milwaukee, WI 53233 Attn: Accommodation Request.

**MPL Building & Development Comm-
AGENDA 05/05/16**

**NAMING MILWAUKEE PUBLIC LIBRARIES & FACILITIES AND
DESIGNATED AREAS OF WITHIN LIBRARIES FACILITIES**

Naming a Milwaukee Public Library library facility or designated area within a facility a library is the responsibility of the Board of Trustees of the Milwaukee Public Library. The name given to any Milwaukee Public Library facility should be representative of the mission and goals vision of the Milwaukee Public Library and, where possible, aid in identifying the location of the facility. The name should be universal in terms of recognition by the general public and should be expected to meet the test of time in terms of that recognition.

Other naming opportunities are available within the new buildings or existing buildings undergoing significant renovation and expansion. These opportunities are identified by the Library Director in consultation with the Library's design team and the Milwaukee Public Library Foundations Campaign Committee for that facility, and could include such areas as meeting rooms, auditoriums, reading lounges, special use areas, collections, equipment, gardens or other interior and exterior spaces.

The following additional guidelines are to be followed in naming Milwaukee Libraries: library facilities or portions thereof:

1. The name of a LANDMARK may be used if it helps to identify the locations of the library. (e.g. Washington Park Branch Library)
2. ~~2.~~ Whenever an individual's person's name is may be used, if the individual must have has made a significant contribution to library service on the local, state or national level. Persons of state and national renown must, at the time of the naming, be well-known and immediately recognizable as having made positive contributions to the development of library service or the quality of life for all citizens. (e.g. Clement J. Zablocki Branch Library; Martin Luther King Jr. Branch Library)
- 2.3. ~~3.~~ An individual's name may be used if theys must have been responsible for a major development in improving the quality of library service either through a personal financial contribution to the Milwaukee Public Library or through specific, identifiable actions in support of library service over a sustained period of years.
4. When the Board chooses to accept the gift of a donor (or donors) who requests naming rights, the contribution shall be a minimum of 51% of the total project costs, including land purchase, design, construction, equipment, furnishings, and collections for the building.
- 3-5. The Milwaukee Public Library Board of Trustees has the sole authority to name a library and may change the name of any library facility, but it shall also be the Board

policy to recognize past designees and contributors in perpetuity and to retain the name of the Central Library.

~~3. Persons of state and national renown must, at the time of the naming, be well-known and immediately recognizable as having made positive contributions to the development of library service or the quality of life for all citizens.~~

The following guidelines are to be followed in naming areas or rooms within a Milwaukee Public Library:

1. Naming opportunities are available for individuals, families, foundations and corporations making a significant contribution to the project, as determined by the square footage costs of the specific area of interest, plus the cost of new equipment or collections for that area. No naming opportunities will be considered for religious entities.

~~2. 4. In recognition of significant actions, service or financial contributions on behalf of the Milwaukee Public Library, r~~Rooms or areas within a library may be named to honor individuals, corporations, or foundations in recognition of significant actions, service, or financial contributions on behalf of the Milwaukee Public Library. . The individual, corporation, or foundation must have been responsible for a major development in improving the quality of library service either through a financial contribution to the Milwaukee Public Library or through specific, identifiable actions in support of library service over a sustained period of years.

3. When the Board chooses to accept the financial gift of a donor (or donors) who requests naming rights, the contribution shall be a minimum of 51% of the total project costs, including land purchase, design, construction, equipment, furnishings and collections for the building.

4. The term for the naming of an area or room within a library shall be 25 years, after which the area or room could be renamed, based on the above criteria.

~~5. The Milwaukee Public Library Board of Trustees has the authority to change the name of any library facility or portion thereof, but it shall also be the Board policy to recognize past designees and contributors in perpetuity and to retain the name of the Central Library.~~

The Library Director, in consultation with the Library design team and the Milwaukee Public Library Foundation's Campaign Committee for that facility, will be responsible for determining the manner in which the name is recognized (e.g. signage.)

A list of the interior naming opportunities and costs for each facility under construction will be submitted to the Library Board for approval.

(The above policy was unanimously passed by the Milwaukee Public Library Board of Trustees at their regular meeting on ~~October 16, 1996~~ May 24, 2016.)