



# TOWN OF CHAPEL HILL

Town Hall  
405 Martin Luther King Jr.  
Boulevard  
Chapel Hill, NC 27514

## Legislation Details (With Text)

**File #:** [20-0857]      **Version:** 1      **Name:**  
**Type:** Consent      **Status:** Passed  
**File created:** 11/17/2020      **In control:** Town Council  
**On agenda:** 12/9/2020      **Final action:** 12/9/2020

**Title:** Revise Sections III. D. and III. E.1. of the Council Procedures Manual Regarding Naming Policies and the Acceptance of Gifts and Donations.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Draft revisions to Sections III. D. and III. E.1 12\_09\_20, 2. Summary of Revisions to Council Procedures Manual, 3. Town Manager's Marketing Partnership Policy, 4. Council Questions with Staff Response, 5. A RESOLUTION TO REVISE SECTIONS III. D. AND III. E. 1. OF THE COUNCIL PROCEDURES MANUAL (2020-12-09/R-2)

Date	Ver.	Action By	Action	Result
12/9/2020	1	Town Council	adopted	Pass

### Revise Sections III. D. and III. E.1. of the Council Procedures Manual Regarding Naming Policies and the Acceptance of Gifts and Donations.

**Staff:**

Susan Brown, Executive Director

**Department:**

Community Arts & Culture

**Overview:** This item is moving forward on the recommendation of the Council Naming Committee. It proposes revisions to sections III. D. and III. E.1. of the [Council Procedures Manual](https://www.townofchapelhill.org/government/mayor-and-council/mayor-council/council-procedures-manual) <https://www.townofchapelhill.org/government/mayor-and-council/mayor-council/council-procedures-manual> regarding Council Naming Committee, naming rights, and gifts and donations to the Town. The intent of this revision is to:

1. Confirm the role of the Council Naming Committee in naming and renaming facilities and streets, and making additions to the marker(s) at Peace and Justice Plaza
2. Confirm the Council and Manager's roles regarding the acceptance of monetary gifts and donations
3. Clarify the policy and procedures by which Naming Rights may be granted and donor acknowledgements may and may not be granted to potential donors, and align those policies and procedures with criteria outlined in the Manager's Marketing Partnership Policy:
  - i. In general, Naming Rights, memorial plaques, donor acknowledgments and labels may be permitted in the name of individuals or organizations that:
    - a. Advance the Town's mission of "Learning, serving and working together to build a community where people thrive."
    - b. Support or promote Town goals of diversity, equity, and inclusion, environmental stewardship and conservation, and historical and cultural awareness.
  - ii. No Plaque or Marker will be permitted in the name of parties:
    - a. Whose business is substantially derived from the sale or manufacture of tobacco products or electronic cigarettes.
    - b. Whose business is substantially derived from the sale or manufacture of guns.
    - c. Whose primary functions include engaging in political speech.

- d. Whose primary functions are in support of or opposition to a religion, denomination, creed, tenet, or belief.



**Recommendation(s):**

That the Council approve these revisions to Sections III. D. and III. E.1. of the Council Procedures Manual.



**Attachments:**

- Resolution
- Draft revisions to Sections III.D. and III.E.1 of the Council Procedures Manual
- Summary of Revisions to Council Procedures Manual
- Manager's Marketing Partnership Policy
- Council Questions with Staff Response

**A RESOLUTION TO REVISE SECTIONS III. D. AND III. E. 1. OF THE COUNCIL PROCEDURES MANUAL (2020-12-09/R-2)**

WHEREAS, Section III. D. of the Council Procedures Manual establishes the Council Naming Committee and governs the naming or dedicating of Town facilities, and the placement of permanent markers or plaques on Town property; and

WHEREAS, Section III. E. 1. of the Council Procedures Manual governs the acceptance of gifts and donations to the Town; and

WHEREAS, the Manager's Marketing Partnership Policy guides business agreements between the Town and potential sponsors; and

WHEREAS, the Town wishes to provide opportunities for community members to make monetary donations in honor of others to the Town; and

WHEREAS, the Town wishes to appropriately acknowledge monetary donations made in honor of others and in support of Town programs, services, and activities; and

WHEREAS, donor acknowledgements for a defined period of time to recognize the financial contribution of a donor may be distinct from naming.

NOW, THEREFORE, BE IT RESOLVED by the Council of the Town of Chapel Hill that the Council revise Section III D. and III E.1. of the Council Procedures Manual as described in the December 9, 2020 meeting materials.

This the 9<sup>th</sup> day of December, 2020.

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**The Agenda will reflect the text below and/or the motion text will be used during the meeting.**

By adopting the resolution, the Council adopt revisions to Sections III D. and III E.1 of the Council Procedures Manual.