CITY OF MARCO ISLAND

RESOLUTION 10-27

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MARCO ISLAND, FLORIDA, APPROVING AND ADOPTING THE CITY OF MARCO ISLAND POLICY FOR NAMING OF CITY FACILITIES AND PARKS, AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, pursuant to Section 166.041, Florida Statutes, and Section 1.03 of the Charter of the City of Marco Island, Florida ("City"), the City shall have all governmental, corporate, and proprietary powers to enable it to conduct municipal government, perform municipal functions, and render municipal services; and

WHEREAS, the City Council of the City of Marco Island ("City Council") finds that the City of Marco Island has lacked a policy to guide staff and the City Council in the naming of City facilities, including City buildings, support facilities, parks and recreation facilities, as well as markers and memorial objects located within such City parks and facilities; and

WHEREAS, the City Council desires to adopt policies governing the naming and re-naming of City parks and public facilities, to enable the naming process to be applied in a fair, objective and consistent manner and to provide for public involvement; and

WHEREAS, the City Council finds that the adoption of the City of Marco Island Policy for Naming of Facilities and Parks, as attached hereto in Exhibit "A", is in the best interest of the citizens and residents of the City.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF MARCO ISLAND, FLORIDA, AS FOLLOWS:

SECTION 1. Recitals. The foregoing "Whereas" clauses are hereby ratified and confirmed as being true, correct and incorporated into this Resolution.

SECTION 2. Adoption. The City of Marco Island Policy for Naming of Facilities and Parks, as attached hereto in Exhibit "A", is hereby adopted.

SECTION 3. Effective Date. This Resolution shall take effect immediately upon adoption.

The foregoing Resolution was adopted this 16th day of August 2010.

Attest:

By: _____
Laura M. Litzan, City Clerk

CITY OF MARCO ISLAND, FLORIDA

By: _____
Frank Recker, Chairman

(SEAL)

Reviewed for legal sufficiency:

By: _____
Alan L. Gabriel, City Attorney

Naming Facilities/Parks Policy

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NAMING FACILITIES/PARKS POLICY

1. PURPOSE

To provide guidelines and procedures for the naming of City facilities and City parks and specific facilities in parks or on City owned property.

2. BACKGROUND

The City of Marco Island has lacked a policy to guide staff and the City Council in the naming of City facilities, including buildings, support facilities, park sites and recreation facilities. As a result, City facilities have been named in honor of public officials, citizens or in association with geographic locations without the benefit of a City Council approved policy to guide the naming process. The development of a Policy/Procedure to guide the naming of City parks and facilities is intended to enable the process to be applied in a fair, objective and consistent manner.

3. DEFINITIONS

A. Parks/Park Sites/Strip Parks: Owned and managed by the City, used for public recreation purposes and include developed and undeveloped park areas and designated open space areas.

B. City Buildings/Facilities: City owned facilities used to conduct City business. Buildings may include but are not limited to City Hall, Fire and Police Buildings, Utilities, Water Treatment, Community Center, Racquet Center, and meeting rooms.

C. Recreation Facilities & Amenities: Facilities/amenities located within a park or part of a facility. These include, but are not limited to athletic fields, baseball fields, bike trails, gymnasiums, pavilions, meeting rooms, picnic shelters, tennis and basketball courts, playground equipment, racquet center facilities or other recreation centers.

D. Support Facilities: City owned facilities that are used to support field operations. Support facilities may include, but are not limited to, maintenance yards and pump stations.

4. POLICY

A. The policy of the City is to name facilities and parks in a manner that will provide an easy and recognizable reference for the City's customers. Therefore, names involving the facility's geographic location will always take precedence in consideration. However, the policy also establishes conditions for the consideration of naming options based on other factors.

B. The City Council finds public involvement essential in considering naming of public facilities and lands. It is the intent of this policy that advertised public meetings and individual citizen recommendations provide ample opportunity for citizen input prior to developing recommendations for City Council consideration.

C. No part of this policy shall conflict with any City ordinance, Code or other laws and regulations.

D. The Parks and Recreation Advisory Committee (or other subcommittee appointed by the City Council) shall evaluate proposed names of parks and facilities, and shall make recommendations to the City Council.

E. Whenever possible, all City facilities will be named for their geographic location. The geographic location may be based on the identification of the facility with a specific place, neighborhood, major street, regional area of the City, or the City itself if the facility is intended to serve the entire community or the surrounding areas. A park, facility or specific facility may be named for the school on which it is located or street it is adjacent to. Generally, "mini-parks" or "strip parks" shall be designated on a geographic basis.

F. Consideration of names for facilities may include a prominent form of topography, a prominent plant, bush or tree and historical precedent.

G. Names with connotations which by contemporary community standards are derogatory or offensive shall not be considered.

H. Names must be tasteful and non-controversial.

I. The Parks and Recreation Advisory Committee and City Council may amend the naming procedures at any time to facilitate appropriate levels of citizen involvement.

J. The City Council shall have the final authority to approve names of parks and other facilities, and dedication/memorial object placement requests.

5. NAMING NEW AND EXISTING CITY FACILITIES AND PARKS

Working in cooperation with the Parks and Recreation Director, individuals, groups, and organizations interested in proposing a name for a new or un-named City facility or park must do so in writing by completing the attached form. This proposal shall be filed with the City Clerk, who shall submit the request to the Parks and Recreation Director. Review of the naming request shall follow procedures outlined in Section 10.

6. NAMING CITY FACILITIES AND PARKS IN HONOR OF INDIVIDUALS OR COMMUNITY ORGANIZATIONS

The naming of City facilities and parks in honor of individuals (Deceased or Living) or community organizations (Active or Inactive) may be considered under the following conditions and as outlined in Section 10:

A. The individual, their family or a community organization has made exceptional contributions to the City, including, but, not limited to financial gifts, public service, dedications, contributions, etc.

B. Effort should be made for a well-defined connection associated with the contributions of the individual or community organization and the City facility.

C. If the naming request is based on a financial contribution to the facility by an individual or organization, the significance of the contribution from the individual/organization shall be a minimum of 50% or more of the value of the facility and the individual/organization shall provide facility maintenance cost for a period of ten years, by placing the estimated cost of facility maintenance over a ten year period, as determined by the Parks and Recreation Director, in a City escrow account. Individuals and organizations that have made contributions of regional or community wide significance may be considered for naming of facilities that serve the region or community. Individuals and organizations that have made contributions of area or neighborhood wide significance may be considered for naming of facilities that serve areas or neighborhoods within the City, including recreational facilities and amenities within City parks.

D. The individual was/is a resident of the City of Marco Island, for (15) years or more, or some other combination of residency, service, and extenuating circumstances exist.

E. The individual must not have been convicted of a felony.

F. The person being memorialized died in the line of duty serving the City of Marco Island or the United States of America or died while performing a heroic act (e.g., saving the life of another person).

G. Individual: (Deceased or Living) City will obtain and/or attempt to make contact for approval from family members of individuals recommended for having a park, facility or specific facility named in their honor.

H. Organization: The following procedures shall apply to naming requests associated with

active and inactive organizations:

1. Active Organization: In addition to the nomination process set forth in this policy, the organization shall submit assigned letterhead with approval from Board of Directors stating their recommendation for the naming of a park, facility or specific facility.

2. Inactive Organization: Representatives of an inactive organization shall follow the nomination process set forth in this policy.

Satisfying one or more of the eligibility criteria listed above does not assure a recommendation of approval from the Parks and Recreation Advisory Committee or City Council approval.

7. DEDICATIONS AND MEMORIALS

In addition to the naming of public facilities by using the criteria established, the City may provide for the recognition of individuals, either deceased or living, or active or inactive organizations, by the placement of memorial objects (symbols); such as, living trees, public benches, memorial rocks, memorial flagpoles, sculptures, art, equipment, etc., in public facilities, on public lands or within City parks.

A. The approval, placement, and identification of these dedications will be subject to review and recommendation by the Parks and Recreation Advisory Committee and final approval by the City Council subject to the following review considerations:

1. Dedication may be in recognition of an outstanding service, a donation or contribution to the facility or community.

2. Dedication may be in memory of someone who has contributed to the facility or community.

3. Facilities or portions thereof may be dedicated in memory, or honor of, individuals, groups or organizations. Dedications are encouraged to be in the form of facility improvements or enhancements.

B. The approval, placement, and identification of dedications of objects and memorials shall be subject to the following standards and guidelines for placement and continued maintenance:

1. Any individual, family, group or organization sponsoring a dedication or memorial must provide sufficient funds to purchase, install, and maintain any plaque or other form of label associated with the recognition for a 10 year period. An escrow account shall be established with the City for maintenance cost, providing for the estimated cost of maintenance of the object or memorial over a ten year period.

2. The City will make every effort to preserve any dedication plaque or other dedicated object. If necessary, due to repair of surrounding areas, construction or redesign of a facility, the plaque or dedication object may be relocated. If the Parks and Recreation Director determines that the plaque or other dedication object cannot continue to be reasonably maintained, or after a period of ten (10) years, it may be removed by the City.

3. If the dedication includes the gift of a tree or other plant the City will provide its regular standard of landscape care for the tree. If the tree does not survive, or is negatively impacted by an act of God, the City is not obligated to provide a replacement. If the dedication includes the gift of an object (e.g. memorial flag poles, benches, picnic tables, equipment, art, etc.), the City will provide its regular standard of care and maintenance for the object. If the object is damaged due to vandalism, becomes unusable due to age, wear, and tear, or is stolen, the City is not obligated to replace or repair the object.

4. In all cases involving memorials or dedications, only the memorial or dedication itself may be named. The facility or park name shall remain the same.

5. Dedications and memorial plaques may not be placed in or on City parks and facilities without prior approval in accordance with the policies provided herein.

6. The City will not be responsible for upkeep, repair or replacement of any dedication or memorial plaque whose placement was not sponsored by the City.

C. Working in cooperation with the Parks and Recreation Department, individuals, groups, and organizations interested in proposing to place a dedication or memorial object (including art) in any park area or facility must do so in writing by application provided. The application shall be submitted to the City Clerk for consideration by the Parks and Recreation Advisory Committee.

D. At a minimum, the attached form must be completed. Additional information (photos, brochures, area map, drawings, etc.) is recommended for inclusion. The Parks and Recreation Director shall compile the submitted application materials and forward the application to the Parks and Recreation Advisory Committee.

E. The Parks and Recreation Advisory Committee will consider each application for a dedication/memorial placement request at its regular monthly meeting.

F. The Parks and Recreation Advisory Committee will make a recommendation on each request, except that dedications of living trees and public benches may be approved upon review and approval of the Committee. For all other requests for dedication or memorial placement, if the Committee recommends approval of the request, the recommendation shall be forwarded to the City Council for final approval by majority vote of the members of the City Council.

8. PLAQUES AND MARKERS

Plaques and markers that are requested to be located on City property, including a City facility or on any other City premises, must follow the guidelines set below:

A. Plaques and markers must be in accordance with the policies provided herein. The location, size and writing on plaques shall require approval by the Parks and Recreation Director.

B. Plaques and markers shall be designed to blend with and compliment the existing park or facility.

C. Plaques and markers shall be made of bronze or any other pre-approved material by the City of Marco Island.

D. Each plaque or marker request will be reviewed by the Parks and Recreation Director for compliance with the policies provided herein, prior to submission to the Parks and Recreation Advisory Committee. Requests for placement of plaques on public benches and tree dedication plaques are exempt from Parks and Recreation Advisory Committee review, and shall be approved by the Parks and Recreation Director.

9. GUIDELINES ASSOCIATED WITH FUNDRAISING CAMPAIGNS

The naming of facilities or objects in association with fundraising campaigns may be considered under the following conditions:

A. Organizations affiliated with the City that desire to raise funds for a City-sponsored project must receive a recommendation from the Parks and Recreation Advisory Committee and receive final approval from the City Council prior to attaching naming opportunities to the fundraising campaign.

B. Organizations conducting fundraising campaigns with naming opportunities attached must immediately notify City staff when a naming proposal is under consideration in order to facilitate an administrative review.

C. Naming proposals that promote alcohol, drugs, tobacco products or political organizations will not be considered. Naming proposals shall be in accordance with the policies provided herein.

D. Acceptance of a naming proposal by an organization conducting a fundraising campaign must be considered "conditional pending" until a review and recommendation by the Parks and Recreation Advisory Committee and a final approval by the City Council.

10. NAMING NOMINATION PROCESS

1. Working in cooperation with the Parks and Recreation Director, individuals, groups, and organizations interested in proposing a name for a new or un-named City facility or park area must do so in writing by completing the attached form. This proposal shall be filed with the City Clerk, who shall submit the request to the Parks and Recreation Director. The Parks and Recreation Director, after assuring compliance with the guidelines of this policy, shall submit the request to the Parks and Recreation Advisory Committee for review.

2. The nominator should be a resident of Marco Island (part-time or full-time).

3. The Parks and Recreation Advisory Committee will review the naming request at its regular monthly meeting and will allow ~~30~~ 45 days following their meeting for public comment. Notice of naming of a facility or park will be posted on the City's website and advertised in a newspaper of general circulation in the City to offer opportunity for citizen comment.

4. ~~Prior to the meeting of the Parks and Recreation Advisory Committee concerning the naming request, notice of naming of a facility or park will be posted on the City's website and advertised in a newspaper of general circulation in the City to offer opportunity for citizen comment.~~

5. Following the 45 days for public comment, the Parks and Recreation Advisory Committee will make a recommendation on each request. If the Committee recommends approval of the request, the recommendation shall be forwarded to the City Council. ~~following the 30 days for public comment.~~

6. The City Council, after consideration of public input, the recommendation of the Parks and Recreation Advisory Committee, and any other relevant information, will act upon the request to name a City facility or park by a majority vote of the members of the City Council.

7. A temporary name may be designated by the Parks and Recreation Advisory Committee for identification during the "waiting period" of acquisition and/or development of the facility or park area and the completion of the formal naming process in accordance with these policies.

8. This process does not apply to the naming of streets which will continue to be processed through the Planning Department pursuant to Section 42-2 of the Code of Ordinances.

11. RENAMING CITY FACILITIES AND PARKS

The renaming of City facilities and parks will be strongly discouraged and can only be initiated upon City Council approval. If considered, critical examination will be conducted to insure that renaming the park or facility will not diminish the original justification for the name or the prior contributors. Renaming will follow the same procedures as outlined in Section 6. Any application for a renaming of a park or facility must also be accompanied by a petition from the park or facility users as well as the residents surrounding the area.

~~City facilities and parks named after individuals shall never be changed unless it is found~~

~~that because of the individual's character the continued use of such name would not be in the best interest of the community.~~

~~Parks that have been named by deed restriction shall not be considered for renaming.~~

12. NOMINATION ACCEPTANCE

Any nomination received will be forwarded to the Parks and Recreation Advisory Committee within thirty (30) days after receipt of a completed nomination form which is determined by the Parks and Recreation Director to comply with the provisions of this policy and procedure.

Any questions regarding this policy and procedures should be directed to:

City of Marco Island, Attn: Parks and Recreation Director
1361 Andalusia Terrace
Marco Island Florida 34145

Public Facility/Park Naming/Memorial Placement Nomination Form

Please Return to:

City Hall, Attn: City Clerk
City of Marco Island
50 Bald Eagle Drive
Marco Island Florida 34145

Completion of this form shall be required in order to initiate the process for naming of a City facility or park, or dedication and placement of an objects or memorial, in accordance with policies provided within the *City of Marco Island Naming Facilities/Parks Policy*. The City of Marco Island recognizes people and organizations which have made significant contributions to the Marco Island community by naming or possibly renaming City buildings, parks, or facilities in their honor, and provides for recognition of individuals and organizations through approval of dedications of objects and memorials. The naming of these City owned facilities, and dedication and placement of objects and memorials, benefits the residents of the city by creating a stronger sense of community; a sense of identity and place; a connection between present and past, and enhancing a sense of history in the community; by creating community role models; and communicating a sense of what the community desires.

This form is provided so that individuals making a nomination provide background information on the person or organization being nominated. Please answer the following questions to the best of your knowledge. It will greatly help the Parks and Recreation Advisory Committee and the City Council during their consideration of the nomination. Use additional sheets of paper if necessary.

€ Naming of Park	€ Naming of Facility	€ Dedication/Memorial Placement

Name of Nominee (Person or Organization)			*Date of Death (if Deceased)*
(Address)			*(City/State/Zip)*
(Phone)		*(Fax)*	*(Email)*
(Year of Residency Total)	*Facility Contact Name*	*(Address)*	*(Phone)*

PLEASE DESCRIBE THE TIME THE NOMINEE SPENT IN COMMUNITY SERVICE AND HIS/HER ACCOMPLISHMENTS (clearly above and beyond the ordinary). IF AN ORGANIZATION, PLEASE DESCRIBE ALL CONTRIBUTIONS MADE BY THE ORGANIZATION.

Elected Office	**City Appointed**		*Description:*
€ City Council € School Board € Board of Supervisor € Special District € State Office € Federal Office € Other			

PLEASE DESCRIBE SIGNIFICANT CONTRIBUTIONS THE NOMINEE MADE TO THE CITY'S HERITAGE.

€ Pioneer	*Description:*

€ Community Leader € Long time resident € Early Settler € Business Leader € Other	_____ _____ _____ _____
IF THE NOMINEE IS OR WAS A RESIDENT OF MARCO ISLAND WHO ATTAINED LOCAL, STATE, OR NATIONAL RECOGNITION, PLEASE DESCRIBE.	
€ Academic € Religious € Philanthropic € Social Service € Public Service € Military Service € Inventor € Business Achievement € Other Achievements	*Description:*_____ _____ _____ _____ _____ _____ _____ _____
NAME OF NOMINATOR (Person or Organizations)	(Relationship to Nominee)
(Title)	(Representing)
(Address)	(City/State/Zip)
(Phone) (Fax)	(Email)
RECOMMENDED NAME OF FACILITY/PARK	
CURRENT NAME OR BUILDING USE (Teen Center, Community Center, Water Treatment Facility, Park, City Hall, Police, Fire-Rescue)	
IF REQUESTING PLACEMENT OF OBJECT OR MEMORIAL, PLEASE EXPLAIN YOUR IDEA FOR SIGNAGE OR MEMORIAL AND DESCRIBE THE OBJECT AND PROPOSED PLACEMENT (i.e. wood sign, bronze plaque, plastic signage, etc.) (Attach drawing or photo if possible) _____ _____ _____ _____ _____ _____ _____ _____ _____ _____	

PLEASE USE THIS BELOW AREA TO PROVIDE A DIAGRAM OF THE AREA REQUESTED FOR PLACEMENT OF MEMORIAL OR PLAQUE. (If Applicable)

CITY STAFF REVIEW RECOMMENDATION		€ Yes	€ No
PARKS AND RECREATION ADVISORY COMMITTEE RECOMMENDATION	Date of Meeting:_____	€ APPROVE	€ DECLINE
CITY COUNCIL ACTION	Date of Meeting:_____	€ APPROVE	€ DECLINE