



Item No. 15 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: JULY 15, 2020

SUBJECT: ACCEPTANCE OF DONATION NAMING REQUEST CHANGE FROM A SPECIFIED DONOR; AND FOLLOW-UP AND DIRECTION ON PRIOR NAMING REQUESTS

RECOMMENDATION

Consider acceptance of a naming request change from a specified donor; and follow-up and direction on prior naming requests.

BACKGROUND

At the May 20, 2020 City Council meeting the City Council accepted a naming request from Rick DeGolia for the Environmental Dashboard in the new Library at the \$100,000 level. This naming request was accepted on the condition that the donor could change the naming request if the Town opted not to move forward with the Environmental Dashboard.

At the same meeting, the Council discussed the naming request of Bonnie Uytensu for one of three small library conference rooms or the Redwood Grove. All of these naming requests were at the \$100,000 level. Because Ms. Uytensu's request was undetermined, the Council opted to provide an additional 30-days for Ms. Uytensu to decide and asked that a member of Council reach out to Atherton Now to assist.

Lastly, the Council discussed naming opportunities and options for the three \$1 million donors and asked that a member of the Council reach out to Atherton Now to assist with a determination of acceptance.

Mayor DeGolia and Council Member Widmer served as the points of contact to Atherton Now.

ANALYSIS

Environmental Dashboard - \$100,000

Naming Request Acceptance

July 15, 2020

Page 2 of 3

As noted, the Council awarded the naming request for the Environmental Dashboard to Donor Rick DeGolia. This was awarded with the caveat that should the Town opt not to move forward with the Environmental Dashboard that the donor could select an alternative.

The Library includes an environmental display dashboard that provides a public-facing educational tool inside the Library that shows real-time monitoring of the Library's environmental and energy systems. While a photovoltaic system would be considered a large component of the dashboard's educational opportunity, the dashboard remains a part of the Library project and will provide educational opportunity for the Library's other systems (electrical, gas, water, weather, and energy system monitoring). However, because photovoltaic is no longer a part of the Library system, the donor feels that the system would not be as representative as they had hoped and has asked that they be provided the opportunity to select another naming request.

The donor would like the opportunity to name and theme the Medium Conference Room (listed at \$200,000), or if an additional funding partner can be found, the Large Conference Room (listed at \$500,000) in the Library. The donor has advised that the Conference Room would be named after Willie Mays and that Mr. Mays has generously offered to provide appropriate memorabilia for the space. If the donor is unable to find a funding partner, the donor would like to have the Medium Conference Room opportunity at the donor's existing donation level of \$100,000.

Specific direction and/or acceptance of the donation naming request is required.

Small Conference Rooms (3) or Redwood Grove - \$100,000

The City Council requested that Ms. Uytensu be provided 30 days to advise the Council as to the specific desire for a naming request (conference room or Redwood Grove). A member(s) of the Council reached out to Atherton Now to clarify the request. At the time of this staff report, staff is not aware of a specific response. Mayor DeGolia and Council Member Widmer served as the points of contact to Atherton Now and can report out as to the status of their contact.

Specific direction and/or acceptance of the donation naming request is required.

Million Dollar Donors

The City Council discussed naming opportunities and options for the three \$1 million donors and asked that a member of the Council reach out to Atherton Now to assist with a determination of acceptance. Correspondence was sent to Atherton Now by Mayor DeGolia and Council Member Widmer regarding the Council's discussion of naming opportunities in the Town Center. At the time of this staff report, staff is not aware of a specific response; however, Mayor DeGolia and Council Member Widmer can report out as to the status of their contact.

Specific direction and/or acceptance of the donation naming request is required.

FISCAL IMPACT

None.

POLICY FOCUS

Approval of naming requests rest with the City Council as a policy decision.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town’s electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town’s electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service provides (water, power, and sewer), and regional elected officials.

COMMISSION/COMMITTEE FEEDBACK/REFERRAL

This item ___ has or X has not been before a Town Committee or Commission.

- ___ Audit/Finance Committee (meets every other month)
- ___ Bicycle/Pedestrian Committee (meets as needed)
- ___ Civic Center Advisory Committee (meets as needed)
- ___ Environmental Programs Committee (meets every other month)
- ___ Park and Recreation Committee (meets each month)
- ___ Planning Commission (meets each month)
- ___ Rail Committee (meets every other month)
- ___ Transportation Committee (meets every other month)

ATTACHMENTS

Naming Opportunities List

**ATHERTON TOWN CENTER
NAMING OPPORTUNITIES
January 2020**

This list represents the various “Naming Opportunities” in return for donations made to the Atherton Town Center Project. If you are interested in securing one (or more) of these naming opportunities, please contact the Town’s City Manager, George Rodericks for more information, 650-752-0504, or log onto Town’s website:

Naming Opportunity	\$ Amount
New Road from Fair Oaks to Ashfield	5,000,000
Historic Town Hall Renovation	3,000,000
Civic Court	3,000,000
Children’s Room in New Library	1,000,000
Photovoltaic Arrays on Buildings and Carports	1,000,000
New Café/Catering Kitchen	500,000
Glass Enclosed Adult Quiet Room in New Library	500,000
Digital Lab and Maker’s Space in New Library	500,000
Large Conference Room in New Library	500,000
Water Fountain feature near Library	Donated! 300,000
Heritage Room in renovated Historic Town Hall	Donated! 250,000
Adult Reading Deck at New Library	Donated! 250,000
Water Feature at Fair Oaks Court off of Fair Oaks	Donated! 250,000
Medium-sized Conference Room in New Library	200,000
Heritage Tree Reading Area in New Library	150,000
Small Conference Rooms in New Library (3)	100,000
Historic Display Area in renovated Historic Town Hall	Donated! 100,000
Environmental Dashboard in New Library	Donated! 100,000
Redwood Grove behind New Library	100,000
Native Species Garden – 20,000 sq.ft.	Donated! 100,000