



Item No. 4 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: JULY 27, 2020

SUBJECT: ACCEPTANCE OF DONATION NAMING REQUEST CHANGE FROM A SPECIFIED DONOR

RECOMMENDATION

Consider acceptance of a naming request change from a specified donor.

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.

ANALYSIS

Environmental Dashboard - \$100,000

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 a Small Conference 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. 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

Letter of Request from Donor

After getting a summary of the discussion at the last Council meeting regarding my request to name a conference room after Willie Mays, I realized that the summary in the staff report didn't accurately convey my request or the background information that you needed. This comes before you today because I've been asked by Mr. Mays for a decision. I apologize for not providing this to you sooner and for your need to spend more time on this.

First, my request is that I be awarded a Naming Opportunity associated with a small conference room in the new library. Karen and I have donated \$100,000 to the Town Center project and that is the amount that the Council attributed to the small conference rooms. As a way of creating excitement about a conference room, I had the idea to approach Mr. Mays about honoring him with this Naming Opportunity. I had been involved on two separate occasions working with residents on Mt. Vernon Lane to rename that road for Mr. Mays, who lives on it. To change the street name required the consent of 100% of those living on the street and that couldn't be achieved on either attempt. That failure was very disturbing to Willie, to me and to others. I think that this Naming Opportunity would be a great way to honor Mr. Mays.

Second, the way that I came to propose this as my Naming Opportunity was that I had hoped to use my Naming Opportunity to name the Environmental Dashboard because that dashboard had the potential to show how the operations of the new Town Center were doing relative to the potential to be Zero Net Energy. I had always thought it was a wonderful ambition and would be a great achievement for Atherton to build the first Zero Net Energy civic center in California. However, the decision has been made not to deploy solar panels at the Town Center at this time, so the Town Center will not achieve Zero Net Energy. That is when I decided to change my request from the dashboard to a conference room.

Third, I was told there was objection to my naming a conference room after Mr. Mays because of the "Legends of Atherton" room concept. The Legends idea was conceptualized in a meeting among my wife, myself and Kim Young. I suggested that to attract donations, we could suggest that someone could name a room after Willie Mays, Ty Cobb, Joe Montana or author Gertrude Atherton. Karen or Kim said, "why not just create a Legends of Atherton room". Karen and Kim Young then developed that idea and included it as a suggestion to attract donors to invest in the Town Center project. Of course, Mr. Mays would likely be included in a Legends room, but certainly there could be both a Willie Mays room AND a Legends of Atherton room. One doesn't take away from the other. Unfortunately, no one has stepped forward to make the donation to pursue the Legends of Atherton room. I encourage one of you to do that.

Finally, the only reason that the middle sized conference room was included in the last discussion is because when I approached Mr. Mays to see if he would support my proposal to name a room after him, he quickly embraced the idea since it didn't require additional fundraising and offered to contribute some historic photos that depicted his most glorious moments on both the NY Giants and the San Francisco Giants. If, in fact, that occurs, I thought that a larger conference room would enable the display of more of his photos, which I believe would be appreciated by Atherton residents. However, that is only a possibility, so it isn't an appropriate request at this time. Again, I am sorry for any confusion that this has caused.