

Key Peninsula Metropolitan Park District
Dba Key Pen Parks



Resolution No R 2012-06

A RESOLUTION OF KEY PEN PARKS ADOPTING DONOR RECOGNITION POLICY

WHEREAS, the Board of Park Commissioners for Key Pen Parks desires to adopt donor recognition policy; and

WHEREAS, the Board of Commissioners have met and made adjustments and changes deemed necessary and proper to the donor recognition policy, now, therefore be it,


RESOLVED by the Board of Park Commissioners that Key Pen Parks adopts donor recognition policy (attachment A).

PASSED AND ADOPTED by the Board of Park Commissioners for Key Pen Parks at a regular meeting this 11th day of June 2012.

Attest:



Greg Anglemyer, President

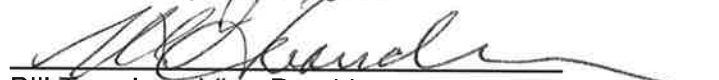


Kip Clinton, Clerk



Mark Michel, Member at Large

Key Pen Parks
Board of Commissioners
Pierce County, Washington



Bill Trandum, Vice-President



Edward Robison, Member at Large

Key Pen Parks		Policy & Procedure	
Subject: Donor Recognition Policy	Resolution Number R 2012-06	Date Approved June 11, 2012	Supersedes the following Resolutions and Policies NA

Donations:

1.0 Purpose:

The purpose of this policy is to establish guidelines, standards and procedures for the installation of donated park improvements, either as a result of a cash or physical equipment/accessory donation. These donations may include, but are not limited to, park benches, bicycle racks, picnic tables, public art, monuments (by exception only), drinking fountains, flags, and other types of park and trails accessories. This policy does not apply to buildings or land. Key Pen Parks desires to encourage donations while at the same time manage aesthetic impacts and mitigate on-going maintenance cost.

The development of public facilities is expected to be the result of careful planning and quality construction. In addition, public facilities are expected to be maintained to a standard acceptable to the community.

Guidelines established by this policy will apply to all donations made after the effective date of this policy. Donations made prior to the adoption of this policy shall be subject to applicable sections of this policy. This policy is also designed to provide guidelines for individuals or groups should they desire to embellish, landscape or adorn a donation, such as a tree, bench, or picnic table on Key Pen Parks owned property.

Standards established by this policy will apply to purchased equipment, installation techniques, donation acknowledgements, and personalization of all donations made after the adoption of this policy.

2.0 POLICY

Section 1 Guideline for Existing Donations

Definition of Existing Donations:

For the purpose of this policy, existing donations are those donations installed prior to the adoption of this policy.

Appearance and Aesthetics:

No decoration, ornamentation, or adornment of donations that adversely interferes with routine maintenance or appearance shall be permitted.

Materials:

Only landscaping installed approved by Key Pen Parks is permitted.

Section 2 Standards for New Donations

Definition of New Donations:

New donations are those made after the adoption of this policy.

Acquisition or Purchase:

Key Pen Parks and the community have an interest in ensuring that park elements purchased and installed be of high quality related to style, appearance, durability and ease of maintenance. All items shall be approved by Key Pen Parks prior to purchase and installation.

Appearance and Aesthetics:

Key Pen Parks and the community have an interest in ensuring reasonable appearance and aesthetic quality of their public facilities. Park elements and/or their associated donation acknowledgements should reflect the character of the park or facility. All park elements will be installed in a manner that is consistent with the park plan.

Maintenance:

Donated park elements and/or their associated donation acknowledgement, become Key Pen Parks property. Accordingly, Key Pen Parks has the duty to maintain the donation only while economically reasonable.

Repair:

The community has an interest in ensuring that all park elements remain in good repair. In addition, the public has an interest in ensuring that the short- and long-term repair costs are reasonable. Repair parts and materials must be readily available. Donated park elements must be of a material, finish and quality appropriate for public use and the environmental conditions.

Section 3 Procedure for Making a Donation

Key Pen Parks will manage all donations located on Key Pen Parks park property.

Application:

The donor must contact Key Pen Parks office to determine whether a donation may be accepted based upon criteria contained in this policy. If a donation can be accepted, the donor will complete an application form. Applications are available through the mail, on-line at www.keypenparks.com or in person at the Key Pen Parks office with the exception of donations permitted through the Key Pen Parks and Recreation Foundation.

Section 4 Criteria for Acceptance

Park Plan:

To accept donation of a park element for a specific park facility, a park plan must exist, showing the available locations for park elements. If no plan exists, then a donation may be made to another facility. If a plan exists, but does not identify a particular park element proposed for donation, Key Pen Parks may accept the donation under certain conditions. Under this circumstance, the donation must: 1) meet a true need of the facility; 2) not interfere with the intended current or future use of the facility; and 3) not require the relocation of other equipment or infrastructure to accommodate the donation. If in the opinion of Key Pen Parks a facility may be determined to be fully developed, and the opportunity for donations would not be available.

Donation Acknowledgements/Memorial Plaques:

Donation acknowledgements and memorial plaques may be directly affixed to the donation, be made of bronze or a similarly durable material and approved through Key Pen Parks. Donation acknowledgements/memorial plaques will be a maximum 5 x 7 (pending application) inches in size, utilize "Cheltenham light" lettering and numbers, have a leatherette background, be of light brown type "A" color (subject to change, due to availability) and manufactured by a Key Pen Parks approved vendor to ensure highest quality, life and durability. In cases where bronze plaques are not feasible, Key Pen Parks staff may suggest alternative types. These types will be

in character with the intent of this section and acknowledgements shall be tasteful and subtle. Key Pen Parks shall approve all text for donation acknowledgements/memorial plaques.

In wood park bench and picnic table applications, the donation acknowledgement may be inset on the seat back of the bench or the table top of the picnic table.

In tree installation applications, the donation acknowledgement may be installed in a flush mounted concrete pad.

Section 5 Park Benches, Bicycle Racks, Picnic Tables, and Drinking Fountains

Park benches, bicycle racks, picnic tables, drinking fountains, and playground components may be sited in locations approved by Key Pen Parks in accordance with an available site plan. Items donated must be of a product approved by Key Pen Parks and these items become Key Pen Parks property at time of installation.

Section 6 Trees

Landscaping and plant selection for park facilities are critical due to the varied environmental conditions found on the Key Peninsula. Accordingly, the size and specie of tree or trees donated shall be limited to those determined by Key Pen Parks. Typically the Donor shall maintain trees and any other donated plant materials until established.

Section 7 Monuments

Upright monuments or monuments resembling those typically found in cemeteries may not be installed at any Key Pen Parks park facility. Excepted monuments as approved by Key Pen Parks may/shall commemorate the history and/or dedication of a park facility.

Section 8 Flags

Flags may be sited in locations approved by Key Pen Parks in accordance with an available site plan. Flags deteriorate quickly when exposed to the elements and the size of a flag is determined by the type, size and configuration of the pole on which it is to be mounted. Consequently, donated flags must be of a size and quality suitable for the site and the environment in which it is to be located. Flags may be subject to replacement, paid for by the donor at the time when Key Pen Parks staff determines replacement is needed.

Section 9 Interpretive and Trail Signs

Interpretive signs and trail signs may be installed at sites that are appropriate for describing the history, geology, environment, and flora and fauna of a particular area or are otherwise

instructive/directional by their nature. Interpretive signs shall be of a size that is in keeping with the character of the site. Signs shall be of a design that meets requirements for access to the disabled. Signs shall be designed in such a manner that is consistent with other signs on the site. Signs shall be constructed of materials that are of high quality, vandal resistant, and able to withstand environmental conditions.

Section 10 Other Donations

Other types of donations not expressly listed or contained within this policy may be accepted subject to review by Key Pen Parks. Key Pen Parks Administration may, at its discretion, bring any donation proposal to the Board of Park Commissioners for review and approval with the exception of donations permitted through the Key Pen Parks and Recreation Foundation.

Section 11 Buildings, Structures, and Public Art

Donated buildings, structures (including playgrounds), real property and public art are subject to full review and approval of the Board of Park Commissioners and are not considered as part of this policy.

Section 12 Conditions

Installation:

Installation of donated park elements, including the donor acknowledgement/memorial plaques, will be observed/supervised by Key Pen Parks personnel. The installation will be scheduled at a time and date approved by Key Pen Parks personnel so as not to unnecessarily interfere with routine park maintenance activities.

Removal and/or Relocation:

This section applies to both existing and new donations. Key Pen Parks reserves the right to remove and/or relocate donated park elements and their associated donation acknowledgements/ memorial plaques, when they interfere with site safety, maintenance or construction activities. If within 5 years of installation, Key Pen Parks will send a certified letter to each identifiable donor notifying the donor of any action related to the disposition of the donation. In certain situations, such as safety or emergency situations, the notification may be made after the action taken. In the event a donation must be permanently removed, Key Pen Parks will seek an alternative location consistent with this policy. If no such location can be found, the information contained on the memorial may be, at the donor's request, located on a memorial plaque set aside for this purpose at a designated location.

Section 13 Exception for Donations FROM KEY PENINSULA PARKS AND RECREATION FOUNDATION

1. KEY PEN PARKS has and in the future intends to authorize the "naming" of certain items, rooms, landscape areas, and programs in return for private sector monies donated to and managed by the KEY PENINSULA PARKS AND RECREATION FOUNDATION in accordance with the MOU between KEY PEN PARKS and the KEY PENINSULA PARKS AND RECREATION FOUNDATION.
2. KEY PEN PARKS shall establish the terms of the naming agreements, including necessary gifting amounts, length of memorialization, management of funds and plaque locations and size.
3. The KEY PENINSULA PARKS AND RECREATION FOUNDATION and KEY PEN PARKS philosophically and by policy will not name any asset without the necessary monetary gift.
4. Only those items detailed on the Naming Rights listing are included under this policy.
5. Names with connotations that by contemporary community standards are derogatory or offensive will not be considered. If there is a change where a name at some future date fits into this category the name may be changed by Key Pen Parks.
6. Key Pen Parks shall utilize the KEY PENINSULA PARKS AND RECREATION FOUNDATION to solicit endowments and sponsorships as detailed in the MOU between Key Pen Parks and the KEY PENINSULA PARKS AND RECREATION FOUNDATION. Key Pen Parks will provide the Foundation priority items and programs with financial considerations for naming on an annual basis. These priorities should be reflective of the long term plans of Key Pen Parks.
7. Key Pen Parks will have final approval on all "naming", including wording of plaques, press releases, and any and all factors and details of the Facilities or program naming.