

MONTEREY PENINSULA REGIONAL PARK DISTRICT
BOARD OF DIRECTORS MEETING

DATE: March 2, 2022
TO: Board of Directors
FROM: Jackie Nelson, Environmental Education Supervisor
REVIEWED BY: Rafael Payan, General Manager
SUBJECT: Review and Approval of District Naming Policy

SUMMARY:

Staff respectfully requests the Boards consideration and approval of the attached Monterey Peninsula Regional Park District's (MPRPD) Naming Policy, as presented or in substantially similar form (**ATTACHMENT 1**).

FISCAL IMPACT:

There is no fiscal impact associated with approving this new policy document.

FUNDING SOURCE:

Not applicable, this is a policy document.

FUNDING BALANCE:

Not applicable, this is a policy document.

DISCUSSION:

The naming or renaming of regional parks, parklands, preserves and open spaces, and their facilities and programs is complex and sometimes emotional since assigning a name is a powerful and often permanent identity for a public place, facility, feature, and/or program. The naming and renaming of parks and facilities often requires significant resources in terms of construction, and changing names on signs, maps, and collateral literature, and vetting related to the nominated name. Furthermore, frequent name changing can be the source of confusion to the public.

The purpose of a naming policy is to provide guidance and protocols for those who may have an interest in nominating the naming or renaming of MPRPD's parks, facilities, features, and programs.

Celebrating 50 years, MPRPD has been systematic in its planned development of parks and open space. Recent land acquisitions, numerous nascent habitat and cultural protection and restoration projects, provisions of programs and recreation opportunities for visitors of all abilities, and capital improvement projects have increased support from private and government parties committed to providing aid to advance MPRPD's mission, goals, and objectives. Thus, a naming policy will help the Board when considering the

potential appropriate naming or renaming of MPRPD's real properties, facilities, and programs.

MPRPD has not previously adopted policies which address donations, advertising, endorsements, and sponsorships, nor formalized the naming of facilities, features, trails, or programs. The guidelines presented herein will address these matters and are developed to ensure that all donors and sponsors are treated equitably, inclusively, and appropriately. It is important that a comprehensive level of research, vetting, coordination, and oversight be institutionalized and consistently applied.

A naming policy is often associated with, yet different from, a gifting policy. Staff will present a proposed gifting policy at an upcoming Board meeting.

RECOMMENDED ACTION:

Staff recommends the Board approve the MPRPD Naming Policy substantially in the form presented.

ATTACHMENTS:

1. [Draft Naming Policy](#)