



MONTGOMERY COUNTY DEPARTMENT OF PARKS
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

MCPB Agenda July 28

July 20, 2011

MEMORANDUM

To: Montgomery County Planning Board

Via: Mary Bradford, Director of Parks
Mike Riley, Deputy Director of Parks 
Kate Stookey, Chief, Public Affairs and Community Partnerships 

From: David Tobin, Liaison, Montgomery Parks Foundation
Public Affairs and Community Partnerships Division

Subject: Montgomery Parks Foundation Briefing
Proposed Amended Park Naming and Dedication Policy Guidelines

Please find attached a memo from Parks Foundation Executive Director Debbie Rankin updating you on the progress of the Foundation. What follows herein is the staff recommendation and background related to the proposed amendments of the 1998 Parks Legacy Naming Rights and Dedication Policy.

Planning Board Action Requested

Staff Recommendation: Approve proposed amendments to the 1998 Park Legacy Naming Rights Policy and Guidelines.

Background

In January 2011, the Montgomery Parks Foundation (MPF) hired a new Executive Director (ED) with the financial support of M-NCPPC Montgomery Parks. Over the past few months, staff of M-NCPPC Montgomery Parks have been working closely with the MPF ED to identify and develop effective revenue-generating programs to support M-NCPPC Montgomery Parks. One of the initiatives the MPF will be implementing on behalf of M-NCPPC Montgomery Parks is a Naming Rights and Dedications program. This program will offer prospective donors the opportunity to name, dedicate, or rename M-NCPPC Montgomery Parks' assets appropriately in return for significant financial contributions.

For more than a decade the naming or dedication of parks and park assets has been guided by a policy and guidelines adopted in 1998 (see Attachment A). Over thirty

parks and/or facilities have been named or dedicated to individuals under this policy, and only in rare and recent instances have financial contributions been made in exchange for these rights (see Attachment B).

Requests for the naming, renaming, or dedication of parks and M-NCPPC Montgomery Parks assets are received regularly. In order to respond appropriately to these requests M-NCPPC Montgomery Parks and MPF staff need a policy that:

- a) clarifies which assets can and cannot be named, renamed or dedicated,
- b) outlines the criteria for making those decisions,
- c) provides prospective donors with suggested contribution amounts needed to secure those naming or dedication rights, and
- d) defines the oversight and approval responsibilities of the Foundation Board and the Planning Board.

Proposed Revisions

The following recommended policy statement and guidelines accomplish the following objectives:

1. Provide needed guidance to Parks and Foundation staff;
2. Clarify the respective roles of the Montgomery Parks Foundation, Montgomery Parks staff, and the Planning Board with respect to:
 - the development of naming rights opportunities for prospective donors,
 - administration of the naming rights and dedications program, and
 - Foundation Board and Planning Board oversight.

The Park Naming Rights and Dedications policy was approved as proposed by the MPF Board of Trustees on May 25, 2011.

M-NCPPC Montgomery Parks Park Naming Rights and Dedications Policy

The purpose of this policy is to establish the criteria to assist staff of both M-NCPPC Montgomery Parks and the Montgomery Parks Foundation (MPF) identify which Park assets can be considered for naming, renaming, dedication, or memorials and clearly outline the expectations and guidelines for these types of agreements.

Policy Statement (new language is underlined)

Montgomery County parks and areas and facilities within parks are generally named for a geographic area or a natural historic feature, but, as appropriate, parks and areas and facilities within parks may be named to reflect local folk usage, or significant historic, material, or financial contributions to the Commission, or persons of historic or exceptional civic service. ~~Markers may be placed in parks and on park facilities honoring or memorializing individuals and organizations.~~

Existing parks may be dedicated to honor or memorialize individuals and groups of individuals. New or existing parks or park areas and facilities within parks may be dedicated or renamed to acknowledge exceptional civic service or in return for significant financial contributions that will further the capacity to address the needs of Montgomery Parks. Markers may be placed in parks and on park facilities to recognize those individuals or groups of individuals being honored or memorialized.

Goal

The goal is to provide naming, renaming and dedication rights to individuals or groups of individuals in exchange for financial contributions that cover or contribute towards the upkeep, maintenance and operation of the specified asset(s). Any agreements with corporations that provide recognition or advertising in exchange for financial support are addressed in the Corporate Sponsorships Policy.

Exceptions

Exceptions to the financial contributions requirement will be considered in cases where the proposed individual being honored has provided historic or exceptional civic service to the County or the Commission.

Process

Consistent with the existing MOU between M-NCPPC and the MPF, the process for naming, renaming, or dedicating M-NCPPC Montgomery Parks assets in exchange for financial contributions shall be administered by the MPF. The naming, renaming, or dedication of Park assets and the amounts of the contributions necessary shall be determined by the MPF in collaboration with the Parks Director or his/her designee and subject to the approval of the Planning Board. Financial contributions associated with naming rights or dedications shall be held in endowment funds by the MPF or their assigns to be utilized for the upkeep, maintenance and/or operation of the specified asset(s).

Determining Criteria

Decisions regarding the naming of a new park or the naming or renaming of an area or facility within a park, and/or the dedication of a park or an area or facility within a park shall be guided by the following considerations, all of which may not have to be satisfied in deciding on the naming or renaming under consideration:

- Currently recognized geographic names.
- Natural historic features.
- Folk usage.
- Significant historic, material, or financial contributions made relative to the site.
- Recognition of persons who have provided historic or exceptional civic service to the County or the Commission.

In all cases involving dedications of park sites or the dedication, naming or renaming of areas or facilities within parks, the park name shall remain unchanged.

Recommendations regarding the establishment of memorials in parks and on park structures and facilities will be guided by the following considerations:

- The location, design, and configuration of a proposed memorial shall be in keeping with the park purpose and usage and shall not interfere with public use of a park or park facility.
- M-NCPPC Montgomery Parks staff shall participate in and approve the planning, design, and construction of a memorial in a reasonably timely manner.
- All costs associated with a proposed memorial, including planning, design, construction, utilities, and maintenance shall be the sole responsibility of the person(s) or organization(s) requesting the memorial.

General Guidelines

Length of Term – Legacy naming rights will be assigned for a minimum of 20 years and maximum of 100 years, subject to certain conditions that allow for the life cycle of the asset or changes in facility use or design. The naming rights may be continued by the MPF trustees at their discretion at the completion of the 100 years, subject to the approval of the Planning Board. When the assigned period concludes the asset will be returned to the “inventory” of naming opportunities.

Facility/Program Elimination – In the event that it becomes unnecessary, undesirable, or impractical to continue operating and maintaining the named facility or program, the MPF shall coordinate the naming of a similar facility with the Parks Director, donor or donor designee if possible for the remainder of the approved naming rights. Should the donor or designee be unavailable, the MPF shall have the right to utilize the fund for facilities or programs most similar to those identified by the donor, and the MPF may appropriately continue an alternative naming/ memorial as determined by the trustees.

The renaming or re-dedication of parks or park amenities will be subject to the terms of the Planning Board approval established at the time the park or park amenity was named or dedicated. In the absence of any documented agreement or approval a renaming of a park will be subject to public notification and comment as part of Planning Board approval.

Amount and Use of Contributed Funds – Funds will be received by the MPF and must be sufficient to cover:

- naming rights expenses (which include design, production and installation costs for plaques, signage, and other recognition benefits) and renovation (if applicable).
- an MPF administrative fee of up to 12% allowable under the MOU between M-NCPPC and MPF, and
- annual maintenance and/or program expenses for the full term of the agreement. The annual revenue generated from the endowment will be managed by MPF and made available for the upkeep, maintenance, and/or operations of the specified asset or program.

In the event that the donor wishes to contribute toward renovation or construction in addition to the maintenance endowment this contribution will go directly to upgrade or renovation and not placed in the endowment.

Donor Agreement – A customized donor agreement between the donor and MPE (~~see Attachment C~~) will be executed with each donor when naming rights or dedications are

applied. The agreement will recognize M-NCPPC as the owner and/or manager of the property and stipulate the agreement is subject to approval of the Planning Board. The agreements will outline the details of the naming or dedication rights, the gift and recognition benefits.

Legacy Plaque and Signage Guidelines - The MPF places permanent naming plaques and signage on facilities, and in some cases, programs for appropriate irrevocable donations and gifts. The policy and procedures are flexible to meet the needs of the donor. In the naming of programs, plaques are placed in general areas where the program takes place. The following represents the current guidelines:

- Signage must be in accordance with all park signage and policies.
- Plaques are cast bronze, all weather, and are permanently installed.
- The M-NCPPC has final approval of all script, font style, font size, location, size of plaque, and content of memorial messages placed on plaques. The Foundation Director and the Foundation Liaison Officer will work closely with donors to assure that donor interests are reasonably served.
- In general, plaque sizes reflect gift amounts.
 - The smallest permanent plaque on benches is 2" X 5" and requires a minimum gift of \$2,500
 - The majority of plaques are 9" X 12" with donations ranging from \$25,000 to \$100,000
 - Gifts over \$125,000 and that are facility-specific may require larger plaques sized 12" X 15" or 12" X 18". Plaques of this magnitude require major gifts and must be appropriate for the facility or building
 - Certain "Capital Campaigns" for facilities may have donor recognition in a "ladder" plaque with donors being recognized by the same plaque size but in different categories based on donation. Ladder plaques would vary in size based on appropriate location and facility.
 - Although guidelines have been established there is some flexibility and all donor requests are taken into account and reviewed accordingly.

Name Guidelines – Names with connotations that by contemporary community standards are derogatory or offensive will not be considered.

Exclusive right – In the case of a Park facility being operated by a third party, the M-NCPPC will retain the exclusive right to name or dedicate the facilities or assets. This reference will be included in all leases or similar agreements that involve Park assets that are potential candidates for naming or dedication. The M-NCPPC will also retain the right to refuse or revoke a naming, re-naming, or dedication in the event the individual or group of individuals recognized is or becomes identified with a crime or is otherwise deemed inappropriate for public recognition.

Donor Walls – The MPF will develop a vehicle that will provide M-NCPPC Montgomery Parks a structure to honor or memorialize persons or groups of individuals of historical significance and outstanding civic service in exchange for modest contributions. These Donor Walls will be placed in select, significant public areas within the parks system.

Asset Menu – The MPF will develop a comprehensive, but not exhaustive asset menu that identifies parks, meadows, facilities, and programs throughout the parks system that lend themselves to naming or dedication. Each asset will be assigned a recommended contribution based in part on:

- a) the duration of the naming or dedication (for example: 20 years/50 years/100 years),
- b) the type of signage/recognition agreed upon,
- c) the annual maintenance costs or OBI, and
- d) whether the donor is receiving a dedication or a naming right.

The asset menu is subject to the approval of the Planning Board.

Review and Approval - All naming or re-naming of parks or park assets and all proposed memorials will be subject to the approval of the Planning Board in open session with adequate notice to the public. Dedications will be reported to the Planning Board but will not be subject to the prior approval of the Planning Board.



MONTGOMERY COUNTY DEPARTMENT OF PARK AND PLANNING

THE MARYLAND-NATIONAL CAPITAL
PARK AND PLANNING COMMISSION

8787 Georgia Avenue
Silver Spring, Maryland 20910-3760

MCPB Lunch-time Item
October 22, 1998

MEMORANDUM

To: Montgomery County Planning Board
From: Donald K. Cochran
Subject: Park Naming Policy. Guidelines Recommendation
Date: October 22, 1998

The Policy

Montgomery County parks and areas and facilities within parks are generally named for a geographic area or a natural historic feature, but, as appropriate, parks and areas and facilities within parks may be named to reflect local folk usage, or significant historic, material, or financial contributions to the Commission, or persons of historic or outstanding civic service. Markers may be placed in parks and on park facilities honoring or memorializing individuals and organizations.

Approved: September 10, 1998

GUIDELINES RECOMMENDATION

Guidelines for Naming or Renaming Parks

Guidelines for Naming or Renaming Areas in Parks and Facilities in Parks

Guidelines for Memorials and Dedications in Parks and on Park Structures and Facilities

Requests for naming or renaming parks, and naming or renaming areas and facilities in parks, and establishing memorials in parks and on park structures and facilities, shall be reviewed by staff of the Department of Park and Planning. A report with recommendations shall be presented to the Planning Board within sixty (60) days of the initial request.

Guidelines Recommendation, page 2

2 Staff recommendations regarding the naming or renaming of parks, and areas and facilities in parks, shall be guided by the following considerations:

- A. Recognized geographic names
- B. Natural historic features
- C. Folk usage
- D. Significant historic contributions
- E. Significant material contributions
- F. Significant financial contributions (at least 25 percent of the total project cost)
- G. Persons of historic service to the County or Commission
- H. Persons of outstanding civic service to the County or Commission

3. Memorials or dedications may consist of (a) structures, such as buildings, or facilities such as athletic fields, that may be named in memory of individuals and organizations as co entities, or (b) memorial or dedication plaques or signs on or inside structures and facilities

4. The name of a memorial or dedication must be approved by the Planning Board.

5. Upon approval by the Planning Board, letters of agreement shall be exchanged betw the Commission (or the Montgomery County Parks Foundation, Inc.) and the person(s) or organization(s) requesting a memorial or dedication, authorizing and designating responsib the planning, design, construction and funding of the memorial or dedication.

6. Staff recommendations to the Planning Board regarding the establishment of memc and dedications in parks and on park structures and facilities shall be guided by the followir considerations:

A. The location, design, and configuration of a proposed memorial or dedication s in keeping with the park purpose and usage and shall not interfere with public use o park or park facility.

B. Department of Park and Planning staff shall participate in the planning, design, construction of a memorial or dedication, if relevant.

C. All costs associated with a proposed memorial or dedication, including planning design, construction, utilities, and maintenance (if significant) shall be the sole responsibility of the person(s) or organization(s) requesting the memorial or dedicat Full funding for the memorial or dedication shall be paid to the Commission or to th Montgomery County Parks Foundation, Inc., prior to the start of planning, design, : construction.

E. In all cases involving memorials or dedications, only the memorial or dedicatior may be named. The park name shall remain unchanged.

Named or *Dedicated* Parks or Facilities

May 26, 2011

Pauline Betz Addie Center at Cabin John Regional Park (\$100,000 contribution)

Black Hill Visitor Center

Black Hill Regional Park

Dedicated in honor of former M-NCPPC Chair Norman B. Christeller

Clifford Bland Athletic Area

Darnestown Local Park

Calverton Neighborhood Park (formerly Calverton Neighborhood Conservation Area)

Dedicated to Don Praisner and Marilyn Praisner

Brookside Gardens Visitors Center

Wheaton Regional Park

Dedicated in honor of Elizabeth Turner (bequest funded much of Center)

John Durham Athletic Fields

Long Branch-Wayne Local Park

Opal Daniels Neighborhood Park

Glen Hills Local Park

Dedicated to former Commissioner Jean Cryor

Wayne Goldstein Playground

Kensington Heights Local Park

Moritz Greenberg Equestrian Center (land donation)

Woodstock Equestrian Special Park

Edith Throckmorton Neighborhood Park

Hadley's Playground (aka "Hadley's Park") (in-kind contributions)

Cabin John Regional Park

John Haines Neighborhood Park

Royce Hanson Urban Park

Josiah Henson House
Ken-Gar Local Park

Roberth H. Hill Athletic Field
Olney Manor Recreational Park

Rosemary Hills-Lyttonsville Local Park
(formerly Rosemary Hills Local Park)

Thomas Jennings Athletic Fields
Columbia Local Park

Johnson's Local Park
(formerly Emory Grove Local Park)

Stuart Kaufman Playground
Garrett Park Estates Park

Martin Luther King, Jr. Recreational Park

Kramer Urban Park

Jane Lawton Community Center
(formerly Leland Community Center
Leland Neighborhood Park

Leaman Local Park
(formerly Germantown Estates Local Park)

Becca Lilly Playground
Sligo Creek Stream Valley Park

Little Bennett Golf Course Clubhouse
Little Bennett Regional Park
Dedicated to former Parks Director Jack Hewitt

Joshua Maggin Hiker/Biker trail
Avenel Park

McCrillis Gardens (property donation)

Robert C. McDonell Campgrounds
Cabin John Regional Park

Milton Kauffman Local Park
(formerly Montgomery Village Local Park)

Nike Missile Local Park

Nolte Local Park

Olney Family Neighborhood Park

Owen's Local Park

Dr. William Rickman Equestrian Center (land and \$250,000 donation)
Woodstock Equestrian Special Park

Dr. Robert Parilla Pathway
Rock Creek Regional Park

Ray's Meadow Local Park

Robert Remington Athletic Fields
Strawberry Knolls Local Park

Alvin Robinson Picnic Area
Northgate Local Park

Frank Rubini Complex
Wheaton Regional Park

Shirley Povich Field (in kind construction and maintenance)
Cabin John Regional Park

Wall Local Park

Ed Wilhelm Athletic Fields
Takoma-Piney Branch Local Park



Montgomery Parks
FOUNDATION

MCPB Agenda July 28, 2011

July 20, 2011

MEMORANDUM

To: Montgomery County Planning Board

From: Debbie Rankin, CFRE
Executive Director, Montgomery Parks Foundation

Subject: Montgomery Parks Foundation- Briefing

Action Requested

Approve Meredith Wellington as member of the Foundation Board of Trustees.

Article 3 of the Montgomery Parks Foundation (MPF) Bylaws and Section 3 of the Memorandum of Understanding (MOU) between MPF and M-NCPPC requires Planning Board approval of all MPF Trustees.

Meredith Wellington, a former two term Planning Board member is currently serving as the President of Montgomery Women and has chaired the Recreation Committee for the Citizens Coordinating Committee on Friendship Heights. *(Brief bio attached)*

Summary Remarks

In the last six months, the Foundation has made significant progress toward re-establishing itself as a viable and self-sustaining organization charged with identifying alternative revenue sources to support M-NCPPC Montgomery Parks. While there are numerous challenges, the following items are provided as an overview of the achievements to date and vision for the coming months.

Development of Infrastructure

Establishing policies and procedures to protect both the Foundation and the donor is a critical objective. The following policies and documentation have received approval of the Board of Trustees:

- ✓ Board of Trustee job description(s)
- ✓ Advocacy Policy
- ✓ Gift Acceptance Policy
- ✓ Donor Bill of Rights
- ✓ Naming Rights Policy (*pending PB approval 7/28/11*)
- ✓ Development work plan
- ✓ Case Statement (*pending 7/27/11 Board Meeting*)

Accomplishments to Date:

- Identified, secured and implemented donor management software (eTapestry) for the Foundation as well as the Department to ensure smooth coordination and effectiveness
- Integrated donor management software directly to the Foundation accounting software (Quickbooks)
- Identified and hired outsourced non-profit bookkeeping support to assure accuracy and integrity of all financial reporting
- Created an electronic presence (website) which is donor friendly and easily integrated into all software components
www.montgomeryparksfoundation.org
- Identified departmental avenues to import financial support from the Foundation financial structure into the M-NCPPC Montgomery Parks financial structure
- Designed efficiencies by implementing a departmental fundraising process which interfaces directly with the Foundation. This includes streamlining all alternative revenue efforts which are not fee based: donations, grants, capital campaigns, sponsorships, naming rights and special projects, etc. into the Foundation donor management structure.
- Implemented new fundraising programs including the June 2011 launch of the park wide friends group - "Friends of Montgomery Parks"

Learning from the Past

Embracing the organizational history of the Montgomery Parks Foundation has proved to be a challenge of its own. As a 20 year old Foundation with an extensive and public past, numerous community members as well as the staff of Montgomery Parks harbor significant reservations about the integrity and intention of the Foundation. The damage suffered as a result of the efforts of the previous Foundation is palpable. Distrust and doubt are realities that the Executive Director, Board and Administration of the Department must address directly.

Integration and Coordination with Montgomery Parks via the PACP Division

The Public Affairs and Community Partnerships (PACP) Division temporarily hosts the Montgomery Parks Foundation. This coordination has proved very effective in streamlining the integration of fundraising efforts with the Department. PACP is the Montgomery Parks division designated to handle all marketing, public-private partnerships, grants and alternative revenue on behalf of M-NCPPC Montgomery Parks. These efforts are not without their challenges. The strategic thinking and distinctive judgment of this professional division has allowed the thoughtful coordination between the Foundation and the Department and produced a work plan which affords the maximum impact of the Foundation efforts.

Corporate Sponsorship program

After months of discussion and preparation M-NCPPC Montgomery Parks has launched its Corporate Sponsorship program. This month, the Department hosted a kick-off meeting with Active Network, the consultant contracted to identify assets and potential sponsors, and create and bundle appropriate sponsorship opportunities. As the Corporate Sponsorship program develops, the Foundation will play an integral role managing individual contracts. The Planning Board will receive a Corporate Sponsorship Policy for review and approval and a more detailed briefing of the program from Parks staff in coming weeks.

Board Development

The Montgomery Parks Foundation Board of Trustees is a critical element in the success of the Foundations efforts. Fortunately several board members remained in place during the recent multi-year transition of the Foundation. Moving forward, the Foundation Board hopes to increase its membership to 10 by the end of this calendar year (2011). With the approval of Meredith Wellington, there are three remaining seats to fill this year.

In addition, the Board has approved a 12 month calendar of meetings, a Board job description, and on July 27, 2011, the Board (will) elect a full slate of officers. Joseph Isaacs will succeed Royce Hanson as President.

Biography

Meredith Wellington currently serves as the president of Montgomery Women, a non-partisan leadership and political action committee, that brings together women from all cultural backgrounds and every corner of our County to advance common interests and support outstanding women in their quest for elected and appointed positions. She served two terms on the Montgomery County Planning Board from July 1999 to July 2007. The Planning Board is the principal advisor to the County Council on land use and community planning in the County.

Earlier, as the chair of the Recreation Committee for the Citizens Coordinating Committee on Friendship Heights she worked to obtain a community center at Wisconsin Place. That community center—modeled after the Lawton Center—opened in October 2009. On behalf of Bethesda Chevy Chase Baseball, she also secured the inclusion in the Friendship Heights Sector Plan of a Little League ballfield on the GEICO tract. She has a long-standing interest in parks both for conservation and active use.

She is an attorney, and has been in private practice, as well as with the federal government, while raising three sons. She lives with her family in Chevy Chase.