

City of Barre Asset Naming Policy

Section 1: Purpose

The purpose of this policy is to establish a set of standard procedures and guidelines for the naming and renaming of public assets owned and/or operated by the City of Barre. This policy will guide name recognition and establish its uniform application. It is realized that responsibility for naming public assets lies with the City Council. The City Council will rely on the City Manager for input and recommendation of the naming of public assets and endowed staff positions.

Section 2: Applicability

The City of Barre Asset Naming Policy is to assist elected officials in using a consistent naming practice and address concerns from individuals and organizations affected. Decisions about naming shall take into consideration existing names, use patterns, and community partners. The property, building, park, recreation areas, or staff position(s) in consideration should be important to Barre City, as reflected in the Barre City Master Plan or other documents developed through public process. Any affected individuals or organization directly involved with the current name of a public asset shall be notified of the Council meeting at which naming is to occur.

Factors to take into consideration when a city asset is contemplated for naming include:

- Naming of city properties, parks, recreation areas and facilities can enhance a sense of community within the City.
- Ensure that structures and areas are easily identified and located.
- Ensure that names given are consistent with the values and characteristics of the City of Barre.
- Assure the quality of the title/name, so that it will serve the purpose of the City in a permanent manner.
- Encourage public participation and input to fully represent the best interest of the area or position affected.
- Encourage significant financial support of assets owned or planned for the City of Barre and recognize the dedication of these properties, lands, or other donations by individuals or groups.

Section 3: Definitions

For purposes of this policy, the following words and/or phrases shall apply:

1. "Public Asset" means property, buildings, facilities, parks, recreation areas, or streets owned by the City of Barre.
2. "Asset Management" means general maintenance or management of public assets in compliance with federal, state and local laws and regulations and best practice. This includes, but is not limited to, funding, procurement of goods and services, vending, advertising, volunteering and community service.
3. "Honoree" means a person who has reflected long-time service to the community. As such, the City Council may choose to waive a financial obligation to honor an exemplary, dedicated community member.
4. "Donation" means Donated property and property easements, financial, land, buildings, services, and other in-kind contributions, valued at current market rates, provided to the City of Barre by individuals or other entities that are advantageous to the community. Donations may take place without public recognition, at the request of the contributor(s).

5. “Endowment” means a pool of money from which the interest and a de minimus and sustainable amount of principal of this donation is used to provide for the continuing support or maintenance of a specific public asset or staff position using a separate and dedicated account for such purpose.

6. “Endowed staff position” means a staff position of the City of Barre that is funded from a pool of money from which the interest and a de minimus and sustainable amount of principal of this donation is used to provide for the continuing support of the staff position using a separate and dedicated account for such purpose.

Section 4: Qualifying Names and/or Criteria

- Geographical location of the facility including descriptive names.
- An outstanding feature of the area, (e.g. hill, river, street, vegetation).
- Commonly recognized subjects of historical significance such as; event, person, group, culture, or place.
- A person or group who significantly contributed to the acquisition or development of the public asset.
- An individual who provided exceptional service in the interest of the City of Barre or the community as a whole.
- A person referred to as an honoree.
- Public assets that are donated to the City of Barre can be named by deed restriction by the donor. The naming and acceptance of land is subject to approval by the City Council.
- Naming may be considered based on the provision of significant funding that underwrites the cost of renovation or construction of city property. Financial underwriting shall be broadly defined as substantial monetary contributions that completely or significantly enable city projects such as parks, buildings or property acquisition to occur. This may include monetary gifts and/or grants that leverage federal, state and local funding for such projects or complete donation of land.
- Any public asset of the City of Barre shall remain open to the public. The management of public assets will remain in compliance with relevant federal, state, and local regulations as well as follow applicable policies adopted by the City of Barre.

Section 5: Exclusions from This Asset Naming Policy and/or Criteria

- Naming associations, religious organizations, political organizations or candidates is prohibited.
- Naming may not conflict with public grant funding policies established by state and/or federal grant funding programs.
- The dedication of small park amenities with an identifiable lifespan and not intended to be permanent, such as fixed park benches and tables shall be addressed separately.

Section 6: Renaming Criteria

The intent of naming is for permanent recognition. The renaming of public assets is strongly discouraged so as not to diminish the original justification for the name or discount the value of the prior contributors. Renaming may be necessary for, but not limited to, the following purposes:

- Public assets named for subjects, other than individuals, may be changed in name only if the current name is ineffectual or inappropriate.
- The location of the public asset is no longer in existence or becomes blighted.
- The City Council may remove or rename a public asset if an individual or organization is subsequently found guilty of a felony.

- To respond to mergers, marriages, or other potential changes, based on direct communication between the donor or donor's designee and the City Council, regarding the current name of the public asset.

Section 7: Use of Plaques And Markers

The intended use of a plaque or marker is to honor individuals or organizations for or to designate the history of a particular property. All plaques, markers, memorials or monuments placed on public assets must be approved by the City Council as to design and placement.

- All plaques, markers, and memorials are subject to the naming criteria above, as may be appropriate.
- Because of their proneness to vandalism and maintenance, plaques markers, and memorials should be used sparingly.
- Designs to blend with and compliment current plaques, markers and memorials must be reviewed by the City Manager for approval by the City Council.
- If a person or organization, other than those associated with the City of Barre, requests placement of a plaque, marker, memorial or monument on public assets, asset management must be included as part of the request.

Section 8: Procedure

- Staff, city residents, community leaders and organizations interested in proposing naming or renaming of a public asset shall submit written recommendations or petitions for presentation to the City Manager for consideration. Recommendations shall be prepared by the requesting person or entity and shall describe in detail why the candidate asset merits such recognition.
- If asset management is to be included, a written agreement shall be drawn up in advance to outline roles, responsibilities, and lifespan of the agreement between the involved parties.
- When naming for a deceased person or persons, written documentation of approval by next of kin to be honored (if available/possible) is required as part of the proposal.
- The City Manager, or responsible department head with budgetary responsibility for a park and/or facility, shall consider all requests and submit a formal recommendation accompanying each naming request for names deemed worthy of consideration to the Mayor and City Council.
- The City Council will allow for public input and comment.
- The City Council will decide public asset names by majority vote of the Council and documented by a formal resolution of the Council.
- The City Council has final approval and may reject any naming or renaming request.
- If a naming or renaming of a public asset is approved, the public asset shall officially be renamed 30 days after such action is to occur.
- If asset management is to be included, the written agreement shall be reviewed annually between the partners and the City Manager.

Section 9: Acknowledgement

When a new or renovated public asset is available for public use, public and media outreach shall accompany the occasion. The purpose is to bring awareness to the public of a new or revitalized public asset for use. A copy of the resolution as approved by the City Council for naming or renaming of a public asset shall be made available to the staff, city resident(s), community leaders and organizations.

GRANDFATHER CLAUSE: All public assets officially named prior to the adoption of this policy are not necessarily subject to the naming criteria within this policy.

Adopted by Council 6/19/18

ADOPTED this 29th day of January, 2013.

CITY OF BARRE, VERMONT CITY COUNCIL:

Lucas J. Herring, Mayor
Carolyn S. Dawes, Clerk/Treasurer

Councilors:
Brandon Batham
Michael A. Boutin
Sue Higby
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