# The Naming of Library Buildings, Spaces and Collections

### **Purpose**

The purpose of this policy is to establish the process for naming Albuquerque Bernalillo County Library buildings located within the City boundaries. Specific recognition may also be given to donors with named interior or exterior spaces and collections associated with a Library building. These include, but are not limited to: rooms, areas, features, furnishings, fixtures, collections, patios, plazas, gardens, donor walls or paths, and other items that commemorate a gift.

### **Authority**

All requests for naming buildings shall be submitted to the Library Director for review. The Library Director will present a recommendation to the Library Advisory Board at their next meeting which occurs at least 4 weeks after the request is received. The Library Advisory Board shall discuss a recommended naming at two scheduled meetings before voting on a recommendation at a third meeting. The approved name will then be passed on to the Council and the Mayor for approval or disapproval.

The naming of interior or exterior spaces and collections associated with a Library building shall be presented to the Library Advisory Board by the Library Director for the Boards approval.

## **Building Name Criteria**

The most important function of a Library building name is to help the citizens find the Library building. This primary name should also maintain a sense of community.

- 1. Therefore, it is the preferred policy to name each Library building according to geographic location, starting with the major streets or intersection, a nearby landmark, or, lastly, the local neighborhood if that name is inclusive of the entire service area.
- 2. A Library building may also be named after a significant author who lived in Bernalillo County and wrote about Albuquerque or New Mexico. This honors the memory of a significant local author who contributed to the preservation of our culture, the literary growth of our communities, or the international standing of

- Albuquerque and New Mexico. However, no Library building can be named after an author deceased for less than 5 years.
- 3. No Library building may be re-named in less than 20 years unless it is relocated, no longer used as a Library, or undergoes a major renovation or reconstruction impacting more than 50% of the building.

## **Secondary names for Library buildings**

A Library building may be given a secondary name in honor of a donor or entity who has given at least 50% of the total construction costs for the building. This name will not be used as the primary identifier for the library.

- 1. This secondary name shall be commemorated on the building, under the primary name.
- 2. The secondary name will be used in formal Library documents: these would include, but not be limited to: legal agreements, annual reports, plaques, etc.
- 3. The secondary name will not be used in any documents or online references providing library information for the general public. These would include, but not be limited to: maps, hours listings, brochures, etc.
- 4. The logo of the entity shall not be used on the exterior of a Library building but may be included on the main building plaque. A signed gift agreement, associated with the naming opportunity, shall spell out the specifics on a case-by-case basis.
- 5. No Library building may be given a new secondary name in less than 20 years unless it is relocated, no longer used as a Library, or undergoes a major renovation or reconstruction impacting more than 50% of the building.

Approval for secondary naming shall follow the same process as naming of a Library building noted above.

# Naming of library spaces and items

Library spaces and items may be named in honor of a significant financial contribution to the Library by an individual, family or entity, in honor of an outstanding Library staff member, or to recognize a local community member or family who supported the Library system or branch through distinguished effort.

Individuals who are currently working for local government or are currently elected officials are not eligible to have any area of a Library named after them until they have

ceased working for local government or being an elected official for a minimum of 5 years.

Spaces and items may be named after foundations, corporations or individual donors, who have made significant contributions to the Library—equal to at least 50% of the average cost of construction for that area or at least 50% of the actual cost of the named item.

Naming rights for families, individuals and non-commercial entities shall be for the useful life of the space or item. The useful life of the space ceases upon a major renovation or reconstruction of that space—equivalent to more than 50% of the space. The useful life of an item ends when it ceases to be useful to the Library. Commercial enterprise names shall have a set number of years attached, not to exceed 10 years or the useful life of the space or item, whichever comes first. The Library shall not be responsible for updating the name of a space or item to match any changes in name of the commercial entity. A signed gift agreement associated with the naming opportunity shall spell out the specifics on a case-by-case basis.

#### **Endowed collections**

Endowment proposals such as those for a collection may also include naming rights. After receiving the recommendation of the Library Director, collections may be named or renamed by the Library Advisory Board to recognize a donor. Appropriate contributions for such naming opportunities must be able to sustain at least 50% of the annual collection cost over a 10 year period.

### Plaque

During the useful lifespan of a named room, area, fixture or space, it shall have a plaque, approved by the Library Director, to commemorate the donor, individual, family or entity designated.

## Factors to consider when naming a Library or Library space

Is and will the name continue to be a positive reflection on the Library? Are there any conflicts of interest? What is the impact on future giving by the donor or others? Are

there other factors that could reflect on the Library? Does the name detract from the Library's use or the Library's reputation as a public entity?

Extra caution should be used when considering naming in recognition of a commercial enterprise.

### Name removal

If an individual, family or entity is considered to have violated the community standard exemplifying the attributes of integrity and civic leadership, the Advisory Board may address and act upon a recommendation to remove a name. If it is recommended to remove the primary or secondary name of a Library building that recommendation will be passed to the City Council for appropriate action. If removal of a name is approved by the City Council and the Mayor, then the 20 year restriction on renaming a building shall be considered void.