



RESOLUTION NO. 2023-345

A RESOLUTION ESTABLISHING A CITY DONATION POLICY PROGRAM

WHEREAS, It is the City's desire to accept donations that enhance and improve the City for its citizens; and

WHEREAS, The City depends upon and values the time, money, property and expertise donated by volunteers; and

WHEREAS, It is the City's desire to establish guidelines for a consistent decision-making process related to the acceptance, placement and naming of donated items and amenities; and

WHEREAS, It is the City's desire to establish a formal written policy for the sustainable management and maintenance of donated items and site-appropriate amenities, so as not to detract from the visual esthetics of the surrounding natural environment or place an undue burden on the City; and

WHEREAS, the City Council of the City of Carlton has established as a Council goal for 2023 providing volunteer opportunities for community members; and

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Carlton as follows:

Section 1. Purpose:

To establish guidelines for a consistent decision-making process related to the acceptance, placement, naming and long-term maintenance of donations and public requests for memorials in City-owned facilities, parks, natural areas and trails. This policy is not intended to address donations of real property.

Section 2. Background:

Gifts of land and other enhancements have augmented City facilities and recreational programs. Historically, the City accepted these donations without a formal written policy. Guidelines are needed for sustainable management of site-appropriate amenities, so as not to detract from the visual esthetics of the surrounding natural environment or place an undue burden on the City.

Section 3. Definitions:

- a. Donation. Gift of funds, plant materials, physical object, or structure.
- b. Donor. Individual, group, association, company or organization, providing donation.
- c. Manager. The Carlton City Manager or designee.
- d. Memorial. A donation offered in recognition or remembrance, generally consisting of a plaque, bench, plant material, or related items.

- e. Unrestricted. Having no restrictions or obligations placed on the design, use or placement of the donation.

Section 4. Management Philosophy:

- a. The protection of the natural environment is a high priority. To this end, the City may limit or reject donations in order to promote resource management, sustainability of natural landscapes, and the overall aesthetic of the area surrounding the location where donated material is to be established.
- b. The integrity, natural and architectural features of parks, natural areas and facilities will be preserved and not detract from a user's experience.
- c. Design specifications will be compatible with existing management and operations plans.
- d. Final decision on the placement of memorials and use of donations will be made by the City, in the City's sole discretion.
- e. Donations and memorials shall not have a commercial appearance or theme.

Section 5. Approval Criteria:

- a. General Criteria:
 - 1. Donations must be compatible with and meet a specific City facility or amenity need identified in an applicable master planning document.
 - 2. In facilities and areas not covered by master plans, compatibility with existing facilities and local conditions shall be considered as long as the donation meets a specific need.
 - 3. Donations shall not detract from or overpower the scenic or architectural values of the existing environment.
 - 4. Age and anticipated general condition of the donation.
 - 5. Anticipated maintenance requirements.
- b. Cash Donations. Unrestricted cash donations may be used to build, repair, or upgrade existing or new facilities at the City's sole discretion.
- c. Structures and Site Furnishings.
 - 1. The City has established general aesthetic standards for furnishings in parks and other City facilities. Donations of structures or furnishings shall maintain and support this aesthetic.
 - 2. The Manager will offer Donors a list of pre-approved furnishings and approximate associated costs that they may choose from. The list shall include the following items, and may be added to as necessary: bench, drinking fountain, picnic table, plaque, flowering plants, and tree.
 - 3. Other furnishings or structures outside of the pre-approved list such as fountains, plazas, and landscapes will be reviewed on a case by case basis.

- d. Artwork. Donations of art, or cash donations to purchase or commission art must be preapproved by the Manager.
- e. Plant Material.
 - 1. Donation of plant material is allowed as long as the donation is purchased from a nursery or other approved vendor.
 - 2. Acceptance of plant material by the City is based upon whether the plant material furthers the design theme established in the facility and a need exists for the material.
 - 3. The City's ability to hold quantities of plants until needed is limited. Therefore, only plant materials that can be immediately used will be accepted.
 - 4. Plant material occasionally must be relocated or conditions may lead to the demise of some plants. Therefore, donations will only be accepted if Donors acknowledge that plants may be relocated and that the City may not replace plant material that does not survive.
- f. Corporate Logos. City parks and facilities are not considered appropriate venues for advertising, and it is therefore desirable to minimize the use of corporate names, logos, and slogans. The use of corporate logos may be permitted in conjunction with approved special events. Corporate names and logos (but not tag lines or slogans) may be used in a form of recognition for donations. In all cases, corporate names and logos shall be unobtrusive and subordinate to the donation or memorial message, and shall not contain corporate tag lines or other marketing-oriented phrases.
- g. Memorial and Donor Recognition. Individual memorial or donation plaques may be placed directly on donated items (i.e. benches, drinking fountains, etc.). Memorial or donation plaques will not be placed on landscape materials. Plaques shall be of a size and design approved by the City and shall not detract from the item or environment.
- h. Existing On-site Recognition. A range of Donor recognition and memorials currently exist throughout City parks and facilities, some of which may not be in conformance with these guidelines. Out of respect for these Donors and their families, existing on-site recognition established prior to the enactment date of this policy shall be allowed to remain until such time as they are removed or replaced in accordance with these guidelines.

Section 6. Procedures:

- a. The Donor meets with City staff to share ideas and submits a completed Donation Agreement Form.
- b. City staff will review and determine the appropriateness of the proposal as measured by the applicable approval criteria. City staff will notify the Donor, in writing, within

10 business days of the review decision, identifying any conditions of approval. With a positive review decision, City staff will finalize the Donation Agreement Form between the City and Donor and submit it to the Manager for final approval. The Manager's approval must be received before installation of the memorial may proceed. The City shall be responsible for the installation, maintenance, and reasonable protection of the work, as provided in this policy. Before installation of a memorial, the Donor shall provide the City at least ten percent (10%) of the project budget to be deposited in a maintenance account.

- c. Donations, including memorials, are City property. The City does not guarantee permanency of a donation or memorial. If a donation or memorial must be relocated, City staff will attempt to notify the Donor, in writing, at the address shown on the completed Donation Agreement Form.

Section 7. Damage:

The City will make efforts within budgetary authority to repair damaged donations and memorials. However, the City is not responsible for replacing items, including plaques, due to excessive damage, vandalism, or loss. The City will make reasonable effort to contact the Donor to inform them of the loss. The Donor may replace the item and/or plaque at their own expense, within the confines of this policy.

Section 8. Naming:

- a. To ensure fair and consistent application, naming of park lands, City facilities, and features requiring naming, or for which formal naming is requested, shall be evaluated and processed in accordance with these guidelines. Approved naming or renaming shall not constitute an obligation to provide a sign or other indication of the name.
- b. The establishment of formal legal names of permanent real property owned by the City, including parks, requires legislative action and cannot be accomplished through administrative action. The City Council retains the authority to carry out legislative action to establish legal names. Features or distinct areas within facilities, however, such as rooms, picnic structures or gardens, can be named through administrative action of the Manager as outlined in this policy.
- c. Naming City facilities, park land, or features in recognition of a person, group or entity shall be considered based on the following criteria:
 1. Names referencing a Donor, or a name suggested by a Donor, may be considered in exchange for significant contributions. Naming of donated features constructed using donated funds, may be considered for donations of 51% or more of the feature's construction, acquisition, and/or installation cost. Long-term gifts and endowments are encouraged and may also be

- considered for naming opportunities.
2. For names referencing a living person, if the living person's gifts or services to the community are of a most extraordinary nature.
 3. For names honoring a deceased person, if the naming is to recognize an extraordinary service or gift to the community. Requests for naming in honor of a deceased person may only be considered 2 years or more after the date of death.
 4. For names intended to provide group recognition, if the naming is to recognize an organization or group for extraordinary gifts or service to the community.
- d. In order to respect past community values, a named facility, park, or feature shall not be renamed in its entirety under most circumstances. A name change may be appropriate when, for instance, during public discussions within a plan update process, a general consensus is reached to rename to better reflect current community values or the area's special characteristics, or for similar reasons deemed significant by participating members of the community. A legal change of the name does not occur unless formally adopted by the City Council. A name change for a features or distinct areas within a facility will take place when the plan is adopted, or by other Manager action.

Section 9. Review and Update:

This policy will be reviewed annually by City staff and updated as necessary.

Section 10. See attached DONATION AGREEMENT FORM.

Section 11. See attached MEMORIAL SUGGESTIONS.

Section 12. This resolution shall become effective immediately upon adoption.

PASSED BY THE CARLTON CITY COUNCIL, this 8th day of August, 2023.

ADOPTED by the City Council of the City of Carlton, Oregon, on the 8th day of August, 2023, by the following votes:

AYES: 7


NAYES: 0

ABSENT: 0

ABSTAIN: 0

APPROVED and signed by the Mayor this 8th day of August, 2023.


Linda Watkins, Mayor

ATTEST: 
Aimee Amerson, City Recorder

DONATION AGREEMENT FORM

Donor name:	
Phone Number:	
Address:	
City, State, Zip code:	
Memorial Location:	
Date of Installation:	
Vendor/Supplier:	
Plaque Text Information:	
Life Expectancy of Memorial:	
Value of Donation/Memorial:	
10% of the Value of Memorial	
Maintenance Fee Due:	
Memorial Description (include dimensions, color, material, etc.):	

Donations and memorial gifts to the City of Carlton are considered outright and unrestricted donations. The City of Carlton does not guarantee permanency of the accepted donation. If a memorial must be relocated staff will attempt to notify the Donor in writing at the address shown on this form. Donations may be tax deductible (please consult an accountant). The Donor declares to have read the Memorial Donation Acceptance and Management Guidelines. The Donor understands and agrees with the conditions set forth in this policy and agrees to pay City any donation funds and the 10% maintenance fee within one week of notification of Memorial Agreement approval.

Signature Donor _____

Date _____

FOR OFFICE USE ONLY

Accept

Deny

Reason _____

Supervisor _____ Date _____

MEMORIAL SUGGESTIONS

ITEM	SUGGESTED DONATION	10% MAINTENANCE FEE
Bench	\$1,100-1,300	\$110-130
Drinking fountain	\$2,500 - \$4,000	\$250-\$400
Picnic table	\$600-1,200	\$60-120
Plaque	\$100-300	\$10-30
Flowering Plant	\$30-50	\$3-5
Tree	\$250	\$25