

Memorandum

To: Programs, Projects and Operations Subcommittee

From: John Winkler, General Manager

Date: November 1, 2018

Re: Naming of NRD Reservoirs, Recreation Areas and Other Property

Over the course of the last year Directors have expressed a strong desire to retain naming rights of District owned and constructed property. Therefore, per direction of the Papio Missouri River NRD Board of Directors, the attached draft policy language was crafted to formalize in District policy the process utilized for naming of NRD Reservoirs, Recreation Areas and Other District Property.

Policy 16.7 does cover naming facilities if an individual makes a donation. Consequently, in an effort to make the policy more user friendly the attached draft policy combines language in an amended 16.7 which the donation language is retained and incorporated into the policy so that it is all in one section.

In addition, it would be appropriate to simultaneously amend Policy 9.3 (attached) to include Naming Rights as a listed responsibility of the PPO Subcommittee.

- **Management recommends that the Subcommittee recommend to the Board of Directors that the proposed amended language to District Policy 16.7 and Policy 9.3 are hereby approved.**

16.7 District Property – Donation Recognition and Naming of NRD Reservoirs, Recreation Areas and Other Property:

It is the policy of the NRD to provide opportunities on certain projects for financial donations (non-public funds) to be recognized by the “naming” of an identifiable component in honor of the donor. Eligible projects will be those with full public access and public use, and as designated by the Board of Directors.

The NRD shall identify and describe the separable components of the project which would be appropriate for donor recognition. The NRD shall develop and estimate full implementation cost for each separable component.

Donors may select and fund separable components on a first-come basis. The Board of Directors shall, singly, or jointly if it is a project with other co-sponsors, consider each donation and the proposed "name." Recognition shall continue permanently or for the life of the component, and shall survive an assignment of the project to a successor public agency. The District and the donor shall enter into a written agreement on the terms of the donation. To the extent practicable, such agreement shall be binding on both parties.

Eligible donors shall include individuals, corporations, organizations and not-for-profit organizations, irrespective of their site of business or residence. Recognition may be for any persons, living or deceased, organizations, corporations, and the like. The Board of Directors must approve of the recognition “name.”

Naming of NRD Reservoirs, Recreation Areas and Other Property.

It shall be the general practice of the Papio-Missouri River NRD to name reservoirs, recreation areas and other District owned property and facilities that the District constructs to ensure their proper identification for public utilization. It is the policy of the NRD Board of Directors to consider naming proposals, seek citizen input, allow input per written contracts or agreements and formally decide on proposed names of NRD constructed or to be constructed reservoirs, recreation areas and other District owned property and facilities.

A Papio-Missouri River NRD Board member or a Board appointed created naming ad hoc subcommittee can request the naming of a NRD reservoir, recreation area, or District owned property or facility. The request shall be submitted to the Programs, Projects and Operations (PPO) Subcommittee and the request should include the proposed name of the property or facility and a description of why the naming is being proposed. The PPO Subcommittee shall then vote, upon a motion, to recommend a proposed name of the property or facility to the Board of Directors. To ensure that sufficient opportunity exists for citizen input, the Board of Directors will review the PPO Subcommittee recommendation, allow for public comment and input, and then vote on the naming resolution motion at the next regular scheduled Board meeting. The naming resolution shall be approved by a majority vote.

It shall be the general practice of the District to not consider politicians in this naming policy. General categories to consider:

a. Historical Naming – Due to the historical significance to the area being evaluated.

b. Geographic Naming – Refers to naming an area after local geographic features that are associated with the site.

c. Individuals – Those individuals who have had a significant role in current or past accomplishments for the benefit of Nebraska and/or the District.

All naming recognition must be consistent with the NRD’s mission and role as a public entity. In this regard, due attention shall be given to both long-term and short-term appropriateness of naming.

[July 13, 2000, December 13, 2018]

9.0 Programs, Projects and Operations Subcommittee - Appointment. (See Policy 5.0)

[December 5, 1986; March 3, 1988; May 9, 1991; March 12, 1992; July 13, 1995]

9.1 Programs, Projects and Operations Subcommittee - Term. (See Policy 5.1)

[December 5, 1986; May 9, 1991; March 12, 1992; July 13, 1995]

9.2 Programs, Projects and Operations Subcommittee - Officers. (See Policy 5.2)

[December 5, 1986; March 12, 1992]

9.3 Programs, Projects and Operations Subcommittee - Jurisdiction. The Programs, Projects and Operations Subcommittee shall have jurisdiction with respect to:

- A. Formulation of District goals and objectives;
- B. establishment of District projects and programs;
- C. implementation and administration of existing District projects and programs;
- D. purchase and disposal of equipment, supplies and other personal property;
- E. acquisition of services; ~~and,~~
- F. coordination of District activities with the activities of other governmental entities; ~~and,~~

G. Naming of NRD reservoirs, recreation areas and other property and facilities.

[December 5, 1986; March 12, 1992; December 13, 2018]

9.4 Programs, Projects and Operations Subcommittee - Meeting. Meetings of the Programs, Projects and Operations Subcommittee shall be called by the Chairperson or by the Subcommittee Chairperson.

[December 5, 1986; May 9, 1991; March 12, 1992]