

## MANAGEMENT REPORT

Date: March 15, 2024

Authors: Christina de Castell, Chief Librarian & CEO  
Jenny Marsh, Executive Director, VPL Foundation

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Meeting Date: March 27, 2024

TO: Library Board

FROM: Karens Spears, Acting Chair, CRPD Committee

**SUBJECT: Naming Opportunities for Children’s Library and Oakridge**

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### **SUMMARY**

This report recommends new naming opportunities for the Children’s Library and new Oakridge Branch (branch name to be determined), summarizes what has already been approved by the VPL Board, and describes processes for naming.

### **PURPOSE**

This report is for decision.

### **RECOMMENDATION**

THAT the Board approve:

- A. THAT philanthropic naming recognition be made available for the following spaces in the Children’s Library in addition to the two previously approved, with a maximum of eight (no more than 50% of total 16 spaces) to receive philanthropic names:

Central Library – Children’s Library:  
Hands-on Program Room (1)  
Early Literacy Centre (1)  
Children’s Nooks (4)  
Sensory Space (1)  
Parent Room (1)  
Mountain Hut (1)  
Snack Zone (1)

Stroller Parking (1)  
Tree Cubbies (3)

- B. THAT a fundraising program be developed that will include recognition on a number of boughs/branches on the elevated tree structure in the Children's Library.
- C. THAT philanthropic naming recognition be made available for the following spaces at the new Oakridge Branch, with a maximum of eight (no more than 50% of the total 16 spaces) to receive philanthropic names:

Oakridge Branch:

- Multi-purpose Room (1)
- Small Meeting Rooms (4)
- Large Meeting Rooms (2)
- Digital Creation Lab (1)
- Teen Section (1)
- Children's Play Area (1)
- Baby/Toddler Enclosure (1)
- Parent Room (1)
- Work Pods (4)

### **COMMITTEE DISCUSSION**

The Committee discussed the process for determining the spaces available for naming, and the timing and membership of the Naming Subcommittee. They noted appreciation that this is the first application of the interim Naming Library Spaces Policy and guidelines, and for the inclusion and application of UNDRIP principles.

### **POLICY**

Naming of library spaces, as in recommendations A and C, is guided by VPL's [Naming Library Spaces Policy \(interim\)](#), approved June 22, 2022. This policy provides guidelines that VPL will apply a combination of Indigenous language, commemorative, philanthropic and functional names across and within its physical spaces.

The [VPL Donor Recognition Policy](#), revised September 28, 2022, applies to donations that do not involve naming library spaces, such as in recommendation B. It includes that fundraising programs designed to offer opportunities for naming Library assets other than physical spaces will be approved by the VPL Board, and that the Chief Librarian & CEO may approve recognition of donations which are valued at \$50K or less per year, subject to the naming policy; and have a total multi-year value of \$150K or less.

## **STRATEGIC IMPLICATIONS**

The Children's Library Revitalization campaign is the first phase of the renovation of the lower three levels of Central Library. Large gifts that offer name recognition are critical for the VPL Foundation if it is to reach its goal for both the Children's Library Revitalization and other, future capital fundraising projects.

## **INDIGENOUS CONSIDERATIONS**

VPL's Naming policy supports the implementation of UNDRIP's Article 13: *Indigenous peoples have the right to revitalize, use, develop and transmit to future generations their histories, languages, oral traditions, philosophies, writing systems and literatures, and to designate and retain their own names for communities, places and persons*, as well as Article 11: *Indigenous peoples have the right to practise and revitalize their cultural traditions and customs. This includes the right to maintain, protect and develop the past, present and future manifestations of their cultures, such as archaeological and historical sites, artefacts, designs, ceremonies, technologies and visual and performing arts and literature.*

VPL will work collaboratively with the x<sup>w</sup>məθk<sup>w</sup>əyəm (Musqueam), Sk̓w̓x̓wú7mesh (Squamish) and səilwətał (Tsleil-Waututh) Nations on a process for Indigenous language naming of Library spaces that is consistent with these UNDRIP articles, and provides opportunities to reinforce cultural presence and public awareness of the local Nations and their languages through naming of VPL spaces. For the new Oakridge Branch, the VPL Board has requested the gift of an Indigenous name, and this name is expected to be shared by the civic centre. Staff are following protocols of the local Nations, working in conjunction with staff of the Vancouver Board of Parks & Recreation.

When identifying options for recognition, VPL will consider whether the donor has any historical Indigenous relationships, and how public association with a donor may impact the reputation of VPL in the eyes of Indigenous patrons, communities, and local Nations.

VPL will consider recognition for Indigenous donors that is culturally relevant and respectful of the traditions and protocols of local Nations and Indigenous partners. This could include traditional means of expressing gratitude.

## **BACKGROUND**

Following approval of the Naming Library Spaces (interim) policy, the Board determined [implementation guidelines](#) on September 28, 2022:

- That in any one VPL location, up to 50% of spaces can be given a philanthropic name;

- That the VPL Foundation seeks approval for naming recognition after the donor, donation and space details have been identified.

The Naming Library Spaces (interim) policy also identifies that the Community Relations, Planning & Development committee will form a Naming subcommittee to review proposed names and requests for re-naming, and approve its terms of reference. This subcommittee would include a member of the CRPD Committee; the Chief Librarian & CEO; the VPL Director, Planning & Communications; and the Executive Director of the VPL Foundation.

## **DISCUSSION**

The Chief Librarian & CEO, in consultation with the VPL Foundation Executive Director, has conducted a review of possible philanthropic naming opportunities that can be offered to donors supporting the Children’s Library Revitalization project and the new Oakridge branch.

### ***Children’s Library***

For the Children’s Library, detailed design is complete and construction is scheduled to begin in Fall 2024. The project is scheduled to complete in late 2025.

The following spaces were approved by the VPL Board for philanthropic naming in March 2018, at the amount indicated:

Children’s Library	\$2,000,000
Program Room	\$500,000

A \$500,000 gift from the Nicola Family Foundation has been received for naming the program room. This is the existing round program room and adjacent entry area.

In addition to the two approved spaces above, following review of the detailed design, the VPL Foundation has identified 14 additional spaces appropriate for naming, for a total of 16 spaces:

Hands-on Program Room (1)	\$500,000
Early Literacy Centre (1)	\$300,000
Children’s Nooks (4)	\$100,000 each
Sensory Space (1)	\$100,000
Parent’s Room (1)	\$100,000
Mountain Hut (1)	\$75,000
Snack Zone (1)	\$75,000
Stroller Parking (1)	\$75,000
Tree Cubbies (3)	\$50,000 each

### ***New Oakridge Branch (name TBD)***

For the new Oakridge branch, detailed design is complete and construction is underway. The project is scheduled to complete in late 2024.

VPL Foundation has identified 16 spaces appropriate for naming at the new Oakridge Branch. The VPL Foundation has not yet established a fundraising program for the Oakridge branch, however, the following spaces are recommended for approval for potential philanthropic naming by the Board in order to expedite the process if donor interest arises:

- Multi-purpose Room (1)
- Small Meeting Rooms (4)
- Large Meeting Rooms (2)
- Digital Creation Lab (1)
- Teen Section (1)
- Children's Play Area (1)
- Baby/Toddler Enclosure (1)
- Parent Room (1)
- Work Pods (4)

Under the Interim Naming policy, if the VPL Board approves these spaces in the Children's Library and Oakridge as appropriate for naming, the VPL Foundation will be able to proceed with philanthropic naming for 50% of the spaces, a maximum of eight spaces total for each of the Children's Library and Oakridge Branch. Since one space in the Children's Library has already received a philanthropic name, seven additional naming opportunities will be available from those approved by the VPL Board. Identifying a greater number of potential spaces than intended for naming will enable the VPL Foundation to offer potential donors a variety of spaces to choose from.

In addition to the spaces, the VPL Foundation has recommended that VPL offer donor recognition on an number of boughs/branches of the elevated tree structure in the Children's Library, for donations of \$10,000. This recognition program is recommended for approval by the VPL Board. Following approval, the Chief Librarian & CEO would approve naming within the limits of the Donor Recognition policy.

The Vancouver Public Library Foundation believes that proceeding with these additions and changes is necessary to maximize potential gifts from donors.

### **NEXT STEPS**

Following approval by the VPL Board, the VPL Foundation would begin to offer opportunities for philanthropic naming of the approved areas. When donor interest is confirmed, the proposed

names for spaces would be considered by the CRPD Naming Subcommittee, and recommended to the VPL Board for approval. The VPL Foundation would also develop a fundraising campaign offering recognition on the elevated tree structure in the Children's Library.

### **FINANCIAL IMPLICATIONS**

Currently the VPL Foundation has allocated \$2 million from the Dilawri Foundation, and \$500,000 from the Nicola Family Foundation towards the Children's Library Revitalization project; the VPL Foundation is seeking to raise a further \$3 million from potential donors. The VPL Foundation holds undesignated capital funds in reserves (raised in previous years) that can be applied to this project, if necessary, to reach the required commitments. Otherwise, they will be applied to future capital projects, including the renovation of levels 2 and 3 of Central Library.

These additional naming opportunities will create the potential for a further \$450K-\$1 million from naming.

### **FINAL REMARKS**

The additional recognition options and adjustments above increase the flexibility for VPL Foundation staff and volunteers as they continue to raise funds for the library.