Minneapolis
Park & Recreation Board

TO: Minneapolis Park and Recreation Board

FROM: Jennifer Ringold, Deputy Superintendent

DATE: 4/24/2024

SUBJECT: NAMING POLICY AND PROCEDURE STUDY ITEM

BACKGROUND

Citywide surveys conducted in 2015, 2019 and 2022 revealed strong support among residents for the Minneapolis Park and Recreation Board to pursue additional funding through naming rights. Staff began developing a naming policy that would include naming rights related to monetary donations in 2016 and completed a draft policy in 2018. Work on the draft policy was suspended in 2018. Commissioners have indicated renewed interest in a new naming policy that would include naming rights. On August 16, 2023, staff presented work that had been done through 2018, articulated a potential path forward to finalizing a new policy, identified items that need to be further considered for the draft policy, and sought Commissioner feedback. Since that time, Commissioners have expressed interest in reviewing the policy and procedure for non-monetary naming as well. This study item will focus on gathering Commissioner input for non-monetary naming and seeking any additional input for monetary naming rights. Staff anticipate providing a draft policy for community review and comment later in 2024.

The MPRB's current policy and procedure is attached (*Attachment A*) and is available on the MPRB website at the following location: Public Policies - Minneapolis Park & Recreation Board (minneapolisparks.org)

The 2018 Draft Naming Policy and Procedure is also provided for discussion purposes only (*Attachment B and C*). This draft will be updated based on Commissioner feedback prior to being shared with the public for input.

This discussion items supports the following goals and strategies in Parks for All, the MPRB Comprehensive Plan 2021-2036.

Goal:	**Strategy:**
01. Foster belonging and equity	1.23: Share narratives and elevate voices beyond dominant cultural context through a public art and memorial collection, creative placemaking and cultural programs that reflect the diverse history and current cultural context of our city and park lands and that

Minneapolis
Park & Recreation Board

educates and employs community to increase public art offerings in our parks.

Attachments
Attachment A – MPRB Naming Policy and Procedure
Attachment B – 2018 Draft Policy and Procedure – For Discussion Only
Attachment C – Draft Design Standards for Donation Recognition

Jbr 4.24.2024.