

POLICY NO. P09-02  
ADOPTION DATE: 6/19/2009

SAN DIEGUITO RIVER PARK JOINT POWERS AUTHORITY  
DONATION POLICY AND NAMING GUIDELINES

PURPOSE

The Board of Directors of the San Dieguito River Park Joint Powers Authority receives support from members of the community and from donors that helps to implement the vision and goals of the San Dieguito River Park, and wishes to recognize those contributions appropriately without detracting from the mission of the San Dieguito River Park. The guidance provided in this policy describes procedures for accepting and recognizing such contributions.

POLICY

It is the policy of the San Dieguito River Park Joint Powers Authority (JPA) that in accordance with the protocols described below, the JPA will encourage and accept the support of donors and members of the community in order to implement the mission of the San Dieguito River Park and will recognize that support through appropriate means. The guiding principle for this policy is dedication to maintaining the open space environment and natural beauty of the land within the Focused Planning Area of the Park.

I. Donations

- A. The JPA shall encourage donations from individuals, for-profit, non-profit and public entities, as long as the donations will enhance the Park and are consistent with the Park Concept Plan and mission.
- B. Donations may be in the form of land, or interests therein, money or securities, or equipment or other objects.
- C. Appropriate items for specified donations shall include, but not be limited to:
  - a. Benches
  - b. Picnic tables
  - c. Drinking fountains
  - d. Kiosks
  - e. Interpretive signs and markers
  - f. Trails or portions thereof
  - g. Native gardens or restoration areas
  - h. Bridges and Undercrossings
  - i. Staging areas
  - j. Visitor Center or Nature Center, or portions thereof
- D. When donated items are accepted by the Park, these items will be maintained in their designated locations for a reasonable period of time. Donors will be advised, if possible, when the donated item is to be moved or removed.

- E. Acceptance of a donation is at the discretion of the Executive Director. A donation may be declined if the donor individual or entity is associated with activities that are incompatible with the goals and objectives of the San Dieguito River Park.
- F. The River Park Staff shall be responsible for acceptance, location, usage, maintenance and record-keeping of all donations.
- G. When donations are received, the staff will enter the information into an appropriate Donations Record file, which should include:
  - a. Name of Donor
  - b. Amount of donation
  - c. Date of donation
  - d. Donor-requested use or purpose of donation
  - e. Actual use of donation
  - f. Location of donation if appropriate
- H. Park staff shall send an acknowledgement letter to each donor to thank them for the donation and provide a receipt for tax purposes.
- I. Maintenance
  - a. All items donated to the Park shall become the Park's property and the Park's responsibility to maintain.
  - b. Projects constructed by community or charitable groups may be maintained by the donor group for a time requested by the group if approved by the Park.
  - c. The Park will be under no obligation to maintain in place, or replace signs, plaques, structures, or other donated objects if they are vandalized, lost, stolen or otherwise destroyed, or in need of relocation as a result of Park operations. Maintenance or replacement of said objects will be at the discretion of the Park.
  - d. When donated items are accepted by the Park, these items will be maintained in their designated locations for a reasonable period of time. Donors will be advised (if possible) when the donated item is to be moved or removed. In the latter instance, the donor will have the first right of acceptance of the removed object.
- J. If a member of the public, including the donor, or a member of the CAC, disagrees with the staff's handling of any aspect of a donation, the disagreement should be made known to the staff in writing, and if the disagreement persists, that party may submit an appeal, in writing, to the JPA. JPA's decisions on all appeals shall be made in a timely manner, and shall be final.
- K. Donations accepted by the Park shall be regularly listed on the CAC agenda so that CAC members or other members of the public are informed regarding the donations that the JPA has received and accepted.

## II. Recognition

- A. Recognition for certain donated or funded items such as benches, picnic tables, signs and kiosks (items C.a.through C.e. above) will generally take the form of a commemorative plaque, approximately 4 inches by 6 inches, recording the name of the donor, honoree if any, and the date of the donation, which shall be affixed to the donated item.
- B. Recognition for certain donations such as gardens or staging areas (items C.f, C.g or C.i above) may take the form of a small freestanding sign giving the name of the donor, honoree if any, and the date of the donation.

- C. For recognition of multiple donations associated with large facilities it will be appropriate to have a plaque or similar display listing all donors, which shall be located in a conspicuous but not distracting location. Size, scale, and material of the sign or other method of display shall be consistent with the number of donors and the structure.
- D. The Executive Director of the San Dieguito River Park has the authority to accept the donations described in Section I.C. above, pursuant to the terms of this Policy. The Executive Director shall use his/her judgment regarding whether a donation has the potential to be controversial, and in such case the Executive Director may consult with an ad hoc committee of the Citizens Advisory Committee for advice and recommendation.
- E. The donated items described in Section I.C. above will be located in appropriate locations in the Park as determined by the Executive Director or his designee. It is important that the placement of items and/or recognition for donated items minimize impacts to native habitat and the wildlife that uses it, preserve and respect views, and preserve and respect the pristine nature of undeveloped areas.
- F. No religious or political statements are allowed on any signage.
- G. Recognition for larger gifts may take the form of Naming Rights consistent with Section III.

### III. Naming Rights and Guidelines

Naming rights may be granted by the JPA in recognition of any significant contribution to the Park that it wishes to honor. These contributions can be financial in nature or for meritorious service not associated with a donation and is at the discretion of the JPA Board in agreement with the party or their representatives. Naming rights will be granted at the sole discretion of the JPA Board in recognition of persons or entities it wishes to honor.

- A. The JPA will not name a geographic feature of the Park, such as a mountain, lagoon or creek, after an individual or other entity.
- B. Historical or geographical names for Park facilities are preferred, with the name of the donor or memorial name secondary to the historical or geographical name.
- C. Naming Park facilities, including trails, after individuals (donors, honorariums and memorials) may be given consideration by the JPA Board and staff, provided that such naming is consistent with the provisions of this policy.
- D. One of the following two criteria must be fulfilled in order for the granting of Naming Rights to be considered:
  - a. Recognition of outstanding service to the Park;
  - b. Recognition of an exceptionally generous financial contribution from a donor (be it by way of donation, bequest, sponsorship, etc.)
- E. Physical Display of Naming Rights
  - a. The physical display of the Naming Rights shall be decided or negotiated by the JPA Board on a case by case basis, with consideration given to appropriateness of the size, style and refinement of the display in proportion to the facility and its setting.
- F. Duration of Naming Rights. The duration of the recognition – whether in perpetuity or for a designated period – will be determined by the JPA Board in consultation with the donor/contributor or a trustee at the time of the donation/contribution. Notwithstanding this clause, any responsibility of the JPA toward the donor regarding

the naming rights is subject to Section I.I.c. and shall be terminated if the named object no longer exists.

- G. Informed Consent. The JPA shall not grant a Naming Right without the informed consent of the named party or the named party's legal representative.
- H. Monetary Valuation of Naming Rights. Monetary valuations may be assigned to Naming Rights possibilities on a case by case basis to aid with making decisions about granting Naming Rights.
- I. Acceptance of a donation in association with naming rights must be approved by the JPA Board, with recommendation from the CAC. Any member of the public may request that the CAC reconsider its recommendation of acceptance or denial before the item is considered by the JPA Board for a final decision.
- J. Naming Guidelines. The JPA will utilize the following guidelines adapted from the U.S. Board of Geographic Names
  - 1. Names should be short and simple.
  - 2. The principal concern in naming a feature is to provide effective, conveniently usable and appropriate reference. All features do not necessarily need a name.
  - 3. Surnames are preferable to full names.
  - 4. Names should be made of two parts, a SPECIFIC NAME and a GENERIC NAME, as in the table below. Essentially a minimum of two words are needed to name a feature. Two word names are generally sufficient and even preferred. While more names have been used, the longer the name the more difficult it is for people to remember them.

SPECIFIC NAME	GENERIC NAME
Coast to Crest	Trail
Crest	Canyon
Dust Devil	Nature Trail
Peter Douglas	Wetland
Bernardo	Mountain
Sikes Adobe	Historic Farmstead
Mule Hill	Trail
Clevenger	Canyon
  - 5. In the event of a conflict, the person or agencies most directly involved should resolve the matter. When a single name has been applied to two different sites, the feature named first generally should retain the name.

IV. This Policy may be amended by majority vote of the JPA Board.

**Adopted by the JPA Board 6/19/09**

**Amended by the JPA Board 2/21/14**