Minute No. 793
Report - Standing Policy Committee on Protection and Community Services - September 11, 2006

Item No. 2 Millennium Library - Facility Naming Opportunities
File L(32.1)

COUNCIL DECISION:

Council concurred in the recommendation of the Standing Policy Committee on Protection and Community Services and adopted the following:

1. That the following naming opportunities for the Millennium Library be approved, namely:

   A. Local History Room - The Rotary Clubs of Winnipeg
   B. Reading Garden - The Jim Pattison Foundation
   C. Children's Library - Maria J. DeFehr
   D. Children's Audiovisual Area - Cargill Limited
   E. Reference Magazine Area - Karen & Alvin Keppler
   F. Tutorial Rooms 1 & 2 - CanWest Global Foundation Raise a G.
   G. Children's Computer Work Station (1) - Early Childhood Educators Council of Manitoba
   H. Children's Computer Work Station (2) - Winnipeg Teachers Association
   I. Computer Work Station (1) - Gertrude Mitchell
   J. Computer Work Stations (2) - Paula Mitchell & Arnold Leventhal

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Report - Standing Policy Committee on Protection and Community Services - September 11, 2006

DECISION MAKING HISTORY:

Moved by Councillor Steeves,

That the recommendation of the Standing Policy Committee on Protection and Community Services be adopted by consent.

Carried

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On September 21, 2006, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Protection and Community Services and submitted the matter to Council.

STANDING COMMITTEE RECOMMENDATION:

On September 11, 2006, the Standing Policy Committee on Protection and Community Services concurred in the administrative recommendation and submitted the matter to the Executive Policy Committee and Council.

Further on September 11, 2006, the Standing Policy Committee on Protection and Community Services requested the Administration to consider honouring an outstanding citizen's contribution as a volunteer in the City of Winnipeg when future naming opportunities arise at the Millennium Library.

RE: Approval of Additional Naming Opportunities at the Millennium Library

FOR SUBMISSION TO: Standing Policy Committee on Protection and Community Services

ORIGINAL REPORT SIGNED BY: Clive Wightman, Acting Director Community Services Department

REPORT DATE: August 18, 2006

RECOMMENDATION(S):

1. That City Council approves the attached list (Appendix 1) of naming opportunities for the Millennium Library.

2. That the proper officers of the City of Winnipeg be authorized to do all things necessary to implement the intent of the foregoing.

REPORT SUMMARY:

Key Issues:

- The Millennium Library Project is a private-public partnership established to achieve the goal of improving library service for the citizens of Winnipeg.

- The private sector, through the Winnipeg Library Foundation, has made a significant financial contribution of almost $7 million towards the cost of the Millennium Library Project.

- Several large donations have been made by private sector individuals and/or companies.

- In recognition of these significant financial contributions, the Winnipeg Library Foundation would like to name several rooms, areas, counters and other items after these private sector individuals and/or companies (See Appendix 1). This list is in addition to the Millennium Library naming opportunities previously adopted by Council on September 28, 2005 (Appendix 2).

Implications of the Recommendation(s):

General Implications

	None
	For the organization overall and/or for other departments
X	For the community and/or organizations external to the City of Winnipeg
	Involves a multi-year contract

Comment: The attached list of naming opportunities (Appendix 1) would result in private sector individuals and/or companies having their name attached to rooms, areas, counters or other items in the Millennium Library, as well as on the donor wall in the library.

Policy implications

X	No
	Yes

Regulatory Implications

X	None
	Eliminates or reduces regulatory impact
	Proposes regulatory impact

Environmental Implications:

X	No
	Yes

Human Resources Implications:

X	No
	Yes

Financial implications

X	Within approved current and/or capital budget
	Current and/or capital budget adjustment required

Comment: The Winnipeg Library Foundation will purchase appropriate signage to recognize the names of individuals and/or companies.

Report

REASON FOR THE REPORT:

City Council approval is required for all facility naming opportunities.

HISTORY:

In 1997, the Winnipeg Library Foundation was created as the fundraising arm of the Winnipeg Public Library Board to raise funds in support of capital projects for the Winnipeg Public Library system.

In July 2001, Council approved the Millennium Library Project and Term Sheet that outlined the terms and conditions of the partnership between the City of Winnipeg and the Winnipeg Library Foundation. This document identified the naming opportunity procedures for the project.

Since 2001, the Winnipeg Library Foundation has been actively soliciting funds from private sector individuals and/or companies for the Millennium Library Project.

On September 28, 2005, Council approved a number of naming opportunities (See Appendix 2) prior to the opening of the Millennium Library.

In November 2005, the Millennium Library reopened to the public.

DISCUSSION:

In July 2001, City Council approved the Millennium Library Project and Term Sheet that outlined the terms and conditions between the City of Winnipeg and the Winnipeg Library Foundation.

The Term Sheet indicated that the naming rights for the library building itself, or designated areas within the facility, would be considered in consultation with the appropriate city staff, and would be determined by the Millennium Library Project Steering Committee and subject to the approval of City Council.

Since 2001, the Winnipeg Library Foundation has been actively fundraising from private sector individuals and/or companies for the Millennium Library Project. Some naming opportunities for specific rooms, areas, counters and other items have already been identified by the Winnipeg Library Foundation and approved by City Council in September 2005 (Appendix 2).

The Community Services Department, Library Services Division is requesting that the attached list of new naming opportunities (Appendix 1) be approved as a way of providing long-term recognition to those donors who have made a significant contribution to the Millennium Library Project. Approval of this report would result in private sector individuals and/or companies having their name attached to rooms, areas, counters or other items in the new Millennium Library, as well as on a donor wall within the library.

The Winnipeg Library Foundation will purchase appropriate signage to recognize the names of individuals and/or companies.

Council approval is needed to proceed with the development of appropriate signage for the rooms, areas, counters and other items in the Millennium Library.

FINANCIAL IMPACT STATEMENT:

The Winnipeg Library Foundation will purchase appropriate signage to recognize the names of individuals and/or companies.

Financial Impact Statement

Date: August 18, 2006

Project Name:

Approval of Additional Naming Opportunities at the Millennium Library

First Year of Program 2006

	2006	2007	2008	2009	2010
Capital					
Capital Expenditures Required		$ -	$ -	$ -	$ -
Less: Existing Budgeted Costs		-	-	-	-
Additional Capital Budget Required	$ -	$ -	$ -	$ -	$ -
Funding Sources:					
Debt - Internal	$ -	$ -	$ -	$ -	$ -
External	-	-	-	-	-
Grants (Identify)	-	-	-	-	-
Reserves, Equity, Surplus, Other	-	-	-	-	-
Total Funding	$ -	$ -	$ -	$ -	$ -
Total Additional Capital Budget Required	$ -				
Total Additional Debt Required	$ -				
Current Expenditures/Revenues					
Direct Costs	$ -	$ -	$ -	$ -	$ -
Less: Incremental Revenue/Recovery					
Net Cost/(Benefit)	$ -	$ -	$ -	$ -	$ -
Less: Existing Budget Amounts					
Net Budget Adjustment Required	$ -	$ -	$ -	$ -	$ -

The Winnipeg Library Foundation will purchase appropriate signage to recognize the names of individuals and/or companies. There is no cost to the City of Winnipeg associated with this proposal.

"Original signed by" Les Dagg, C.G.A.
Acting Manager of Finance and Administration

IN PREPARING THIS REPORT THERE WAS:

Internal Consultation with and Concurrence by: N/A

External Consultation with: Winnipeg Library Foundation

THIS REPORT SUBMITTED BY:

Department Community Services
Division Library Services
Prepared by: Rick Walker, Arthur Cohen
File No.

APPENDIX 1

ADMINISTRATIVE REPORT: Approval of Naming Opportunities at the Millennium Library

Donor Recognition Opportunities

Local History Room	The Rotary Clubs of Winnipeg
Reading Garden	The Jim Pattison Foundation
Children's Library	Maria J. DeFehr
Children's Audiovisual Area	Cargill Limited
Reference Magazine Area	Karen & Alvin Keppler
Tutorial Rooms 1 & 2	CanWest Global Foundation Raise a Reader
Children's Computer Work Station (1)	Early Childhood Educators Council of Manitoba
Children's Computer Work Station (2)	Winnipeg Teachers Association
Computer Work Station (1)	Gertrude Mitchell
Computer Work Stations (2)	Paula Mitchell & Arnold Leventhal

APPENDIX 2

Donor Recognition (Previously adopted by Council on September 28, 2005)

Reading Terrace	Richardson Family
Carol Shields Auditorium	Anonymous
Reader Services	Asper Foundation
Business Directory Centre	Great West Life Assurance Co.
Art Gallery and Exhibit Space	Morley & Marjorie Blankstein
Meeting Room “A”	Abe & Barbara Anhang
Meeting Room “B”	Dee & Harold Buchwald
Reading in the Round Area	Moffat Family Fund
Children’s Services Counter	Wawanesa Mutual Insurance Co.
Children’s Program Room	Mona Gray
Adult Science Area	Monsanto
School-Age Children’s Area	Brian Natch
Pre-School Children’s Area	TD Canada Trust Financial Group
Young Adult Homework Area	Shirley Gray
Young Adult Technology Area	Royal Bank Financial Group
Special Services Counter	Gail Asper
Aboriginal Services Collection Area	Paula Mitchell
Reading Nook	Todd & Marianne Pennell
Computer Work Stations (2)	Piston Ring