



20 N. Swinton Avenue
Delray Beach, FL 33444

Agenda Item # 10A
April 27, 2017

~ CRA BOARD SUMMARY ~
CRA NAMING AND RECOGNITION POLICY

The CRA does not have a formal public facilities naming policy and naming of CRA projects such as Carolyn Quince Apartments was conducted on a more informal basis. It is noted that while publicly owned, those projects are not public facilities. In circumstances where the property was a publicly owned facility, such as Reverend Thomas Park at the northwest corner of SW 9th Avenue and SW 1st Street, the CRA followed the City's Public Facilities Naming Policy.

In 2012, the City Commission approved a policy for naming public facilities. The City's process consists of the following:

1. Submission of a written honorary naming proposal to name City property after an individual, civic or charitable group.
2. Proposal reviewed by City Manager or designee for compliance with applicable City policies. If in compliance with applicable policies, shall be referred to a naming committee.
3. Facility Naming Committee established to review and make recommendations to the City Commission on naming proposals. Committee representative – Representatives from City Departments (designated by the City Manager), plus representation from advisory groups, or friends, or support groups with interest in the property or facility to be named.
4. Facility Naming Committee will provide recommendation to the City Commission, providing supportive information as appropriate to justify the recommendation.
5. City Commission shall consider the committee recommendation. Approval of any honorary naming nomination shall be by resolution of the City Commission.

The CRA staff has been approached regarding the naming of a CRA-Owned property that will remain under CRA ownership at this time. With concurrence of the CRA's attorney, staff recommends the adoption of a formal policy for the CRA Board's consideration. In consideration of the proposed policy, policies from the following municipalities were reviewed: City of Delray Beach, Hollywood, Pembroke Pines, Ft. Lauderdale and Miami Beach. The attached Naming and Recognition Policy includes procedures consisting of the following:

- Submittal Requirements
- Criteria to Evaluate Nominations
- CRA Naming Committee
- Background Checks
- Supermajority Voting Requirement

Recommended Action:

Approve the CRA Naming and Recognition Policy.

Submitted By: Jeffrey A. Costello, Executive Director

**DELRAY BEACH COMMUNITY REDEVELOPMENT AGENCY
NAMING AND RECOGNITION POLICY**

FINDINGS AND INTENT.

It is the intent of the Delray Beach CRA Board of Commissioners to adopt a policy whereby the CRA Board of Commissioners may recognize certain individuals, business entities, and civic organizations that have made a substantial contribution to the CRA, the City of Delray Beach, and/or the Delray Beach Community, at either the state or local level by naming CRA-owned property or buildings in their honor.

It is important for the CRA to recognize those persons, business entities and civic organizations that make contributions to and have a positive impact on the Delray Beach Community Redevelopment Agency ("CRA"), the City of Delray Beach and/or the Delray Beach Community. While the CRA has an interest in honoring such individuals and entities, it is important that those individuals and entities are properly reviewed prior to being formally recognized by the CRA. By having the CRA conduct background checks of all candidates nominated by the CRA Board of Commissioners to be recognized by the CRA, the CRA will be able to ensure that CRA-owned property or buildings located within the Community Redevelopment Area are only named after those persons, business entities and civic organizations with that meet the criteria contained within this Policy.

NAMING AND RECOGNITION PROCEDURES.

(A) An individual or organization seeking to nominate a CRA-owned property or building to be named after an individual, business entity, or civic organization, may submit documentation to the CRA requesting the CRA Board of Commissioners name the CRA-owned property or building after the individual, business entity, or civic organization. The documentation to be submitted shall include information as required by this policy for the CRA to evaluate the request. If the request is to nominate a building or property after an individual, that individual shall be deceased at the time of the request. In all instances, the individual, business entity, or civic organization shall have made a major contribution to or impact on the Community Redevelopment Area. An individual or entity may be nominated only once during any given 12 month period.

(B) Any naming of a CRA-owned property or building, or the installation of a plaque or sign at a location within a CRA-owned building shall require the adoption of a resolution by the CRA Board of Commissioners, which must be approved by a 5/7 vote of the CRA Board of Commissioners.

(C) The nomination shall be reviewed by the CRA Naming Committee ("Committee"), whose membership shall consist of the following individuals: CRA Executive Director, the City Manager, or his/her designee, and a CRA Commissioner. The CRA General Counsel shall provide legal services to the Committee, as may be necessary. The Committee shall insure all requests: i) Illustrate the consistency of the proposed name with the applicable criteria; ii) Demonstrate written support for the proposed name; iii) Describe the individual's, business

entity's, or civic organization's contributions to the CRA, the City of Delray Beach and/or the Delray Beach Community; and iv) Describe why the proposed naming or renaming is an appropriate honor.

(D) Criteria to evaluate nominations:

- 1) The individual or organization has made a significant contribution to the CRA, the City of Delray Beach and/or the Delray Beach Community through volunteerism, leadership, financial contribution and/or other quality services. The quality of the contribution should be considered along with the length of service. Donations of funds should be sufficient to pay for acquisition, development, and maintenance of the property, building, programming, or portion of each for a reasonable period of time.
- 2) The proposed name should not duplicate the name of another property or building. Consideration shall be given to whether the proposed name already exists at another site or facility within the City of Delray Beach.
- 3) The proposed name should not be associated with the support of discrimination, or considered derogatory, or socially unacceptable.
- 4) The individual must be deceased.
- 5) The CRA has the final approval on the design and placement of signage on CRA-owned property or buildings.

(E) In addition to the items in Sections (C) and (D), the Committee shall conduct a thorough background check of all candidates (persons, business entities and civic organizations). This background check shall include, but may not be limited to, the following:

- 1) Criminal History through the Florida Department of Law Enforcement;
- 2) Check of the Attorney General's Office, the Better Business Bureau, the Chamber of Commerce or a similar institution that tracks complaints filed against business entities or civic organizations;
- 3) Search of the Florida Commission on Ethics for complaints filed against and/or convictions of nominated persons, as appropriate;
- 4) A general search of the internet.

(F) Following the Committee's review of the request, the Committee shall submit a recommendation to the CRA Board of Commissioners. The CRA Board of Commissioners shall make a final determination on granting or denying the request. All requests for naming must be approved by a 5/7 vote of the CRA Board of Commissioners. The CRA Board of Commissioners shall have absolute discretion and may grant or deny the request for any reason or for no reason.

(G) Any member of the CRA Board of Commissioners may nominate a public place to be named after an individual who or entity which meets the criteria as set forth in this policy by having such nomination placed on the agenda of the CRA Board of Commissioners in accordance with the procedures for meetings of the CRA Board of Commissioners. If the CRA Board desires to forward the nomination to the Committee for review, a motion to forward the nomination to the Committee must be approved by a majority vote of the CRA Board of

Commissioners present at that meeting. An individual or entity may be nominated only once during any given 12 month period.

(H) If approved, a plaque or sign may be installed at the CRA-owned property or building to commemorate or honor the individual, business entity, or civic organization.