



Brunswick County Board of Commissioners
ACTION AGENDA ITEM
March 20, 2017

Action Item # V. - 2.

Administration - Facility Naming Policy

From:

Ann Hardy

Issue/Action Requested:

Request that the Board of Commissioners approve a policy for naming buildings and other property, including public areas, owned or leased by Brunswick County.

Background/Purpose of Request:

The board occasionally discusses naming of county facilities. The county attorney researched and provided the attached policy for the board to consider.

PROPERTIES COVERED BY POLICY.

This policy shall apply to all buildings, land, areas within buildings, other physical facilities, public areas, and collections (e.g. books, records, or other printed or audio-visual materials) owned or leased by the County, except that the naming or renaming of a leased property must be permissible under the terms of the lease agreement. The term "Facility" or "Facilities" shall be used throughout this policy to apply to any of the County property or properties described in the previous section. This policy shall not be construed as the mechanism for the selling of naming rights for sponsorship of Facilities.

FACILITIES NAMED AFTER PERSONS.

Facilities owned or leased by Brunswick County shall only be named for deceased persons. At least one of the following conditions must be met:

- a. The deceased person made a significant contribution to the enhancement of the quality of life in the community and was widely recognized and highly regarded for his or her work in the community; or
- b. The deceased person made a significant financial contribution to the development or acquisition of the facility, park or public recreation area; or
- c. Leased property has been named by the lessor for a deceased person.

DEDICATION IN LIEU OF NAMING.

The Board of Commissioners may place a plaque at an appropriate location within a public area or facility, whereby the name(s) of individual(s) may be placed in recognition of their contributions.

FACILITIES NOT NAMED AFTER PERSONS.

Facilities owned or leased by Brunswick County may be given names based upon geographical, historical, ecological, functional or other such factors as the Board of County Commissioners considers appropriate. The naming or renaming of a facility owned by Brunswick County for other than a person shall retain Brunswick as part of its name.

Fiscal Impact:

Reviewed By Director of Fiscal Operations

Approved By County Attorney:

Yes

Advisory Board Recommendation:

Not Applicable.

County Manager's Recommendation:

Recommend that the Board of Commissioners approve a policy for naming buildings and other property, including public areas, owned or leased by Brunswick County.

ATTACHMENTS:

Description

- ▣ Proposed Facility Naming Policy

BRUNSWICK COUNTY FACILITY NAMING POLICY

PURPOSE.

To establish consistent guidelines for naming buildings and other property, including public areas, owned or leased by Brunswick County.

AUTHORITY. Pursuant to N.C.G.S. § 153A-169, a county board of commissioners is directed to supervise the maintenance, repair, and use of all county property and granted the authority to issue orders and adopt ordinances related thereto. Therefore, the naming of public buildings, facilities and land owned or leased by Brunswick County shall be undertaken only by the Brunswick County Board of Commissioners, in its sole discretion, by resolution adopted by majority vote.

PROPERTIES COVERED BY POLICY. This policy shall apply to all buildings, land, areas within buildings, other physical facilities, public areas, and collections (e.g. books, records, or other printed or audio-visual materials) owned or leased by the County, except that the naming or renaming of a leased property must be permissible under the terms of the lease agreement. The term "Facility" or "Facilities" shall be used throughout this policy to apply to any of the County property or properties described in the previous section. This policy shall not be construed as the mechanism for the selling of naming rights for sponsorship of Facilities.

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Board of County Commissioners considers appropriate. The naming or renaming of a facility owned by Brunswick County for other than a person shall retain Brunswick as part of its name.

RENAMING. In rare circumstances and for good reason, a County facility previously named in honor of or in memorial to a person may be renamed. Facilities owned or leased by Brunswick County shall only be renamed if at least one of the following conditions is met:

- The facility has been relocated; or
- The facility's function has changed; or
- The current name has been revoked for good reason.

REVOCATION OF A NAME. The Board of County Commissioners shall have the authority to revoke the name of any facility owned or leased by Brunswick County if it discovers later that the person committed an act or acts derogatory to his or her character and the same brings embarrassment to Brunswick County.

NAMING PROCESS. The Board of Commissioners, on its own initiative, may name a facility, or it may solicit suggested names for a facility, or it may direct staff to determine an appropriate name for recommendation to the Board of Commissioners.

AVOIDANCE OF DUPLICATION AND CONFUSION. Selection of names should be managed in such a way that prevents duplication and/or confusion.

NON-PROPERTY INTEREST. The naming or renaming of a facility shall not create a property interest in the family, personal representative, or organization for which the facility is named.


EXCEPTIONS. Exceptions to this policy may be made by majority vote of the Board of County Commissioners.

Adopted this 20 day of March, 2017 by the Brunswick County Board of Commissioners.



Frank L. Williams
Chair, Brunswick County Board of Commissioners

Attest:



Andrea G. White
Clerk to the Board



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Chair, Brunswick County Board of Commissioners

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Andrea G. White
Clerk to the Board