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OFFICE OF THE CITY CLERK  
OAKLAND

# CITY OF OAKLAND

**OAKLAND PUBLIC LIBRARY**

2010 MAY 27 AM 10:20

TO: Office of the City Administrator  
ATTN: Dan Lindheim, City Administrator  
FROM: Oakland Public Library  
DATE: June 8, 2010

**RE: Recommendation: Adopt A Resolution Requesting To Name The West Auditorium Of The Oakland Main Library "The Bradley C. Walters Community Room"**

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## SUMMARY

On September 26, 2009, the Oakland Public Library received an application request from Service Employees International Union (SEIU), Local 1021, which endorsed an earlier resolution from the Library Chapter to commemorate Bradley C. Walters' contributions to the City of Oakland and the Oakland Public Library through naming "an appropriate room at the Main Oakland Public Library."

The request from SEIU Local 1021 was forwarded to the Library Advisory Commission (LAC) for consideration at its November 16, 2009 Meeting. At the November meeting, staff was directed by the LAC to prepare a report for consideration by the Commission. The report was discussed and final action was taken at the Commission's March 22, 2010 meeting at which time a majority of the LAC voted to recommend to the City Council the renaming of the West Auditorium.

Staff, on behalf of the Library Advisory Commission, is requesting that Council adopt a resolution naming the West Auditorium of the Oakland Main Library as the *Bradley C. Walters Community Room*. The resolution and the report were prepared in accordance with the procedures for obtaining approval of named spaces within a library facility as prescribed by City Council Resolution No. 70523 C.M.S., November 1993.

## FISCAL IMPACT

There are minimal costs associated with the renaming of the West Auditorium that will include new signage, printing, etc. Separate from this report and as an informational item, the family of Bradley C. Walters requested that all donations received on his behalf be donated to the Oakland Public Library. Donations in memory of Brad Walters (approximately \$3,000) were used, in accordance with the family's wishes, to purchase children's books for the opening day collection for the new 81<sup>st</sup> Avenue Library.

## BACKGROUND

Resolution No. 70523 C.M.S., November 1993, *Designating Official Names for Library Facilities and Library Functional Spaces in the City of Oakland*, sets forth the following policy and procedure for naming library facilities and library functional spaces in the City of Oakland:

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1. All requests for names received by the City of Oakland from the public shall be transmitted to the Library Advisory Commission through the Library Director, including requests by:
  - a. Individuals
  - b. Public officials
  - c. Clubs, groups or neighborhood organizations
  - d. Public bodies or governmental entities
2. The Library Advisory Commission shall review all requests and recommend an appropriate name to the City Council. Special considerations during review by the Commission shall include:
  - a. Geographic Areas
    - geographic area, districts, neighborhood of the City of Oakland
  - b. Historical Events of Significance
    - which occurred in the City of Oakland
    - which occurred in California
  - c. Individuals
    - who have contributed historically to the development of the community surrounding a branch library;
    - who have contributed historically to the development of the City of Oakland;
    - of national historical significance whose life work is deemed as valuable and inspirational by the Oakland community;
    - who have contributed to the long-range betterment of delivery of library services to a neighborhood community, or to the Oakland community at large, and who is not a City of Oakland staff member;
    - who represent themselves or who represent family and estate names, and have participated in the “naming opportunities” fundraising and development procedures as outlined by the Director of Library Services.
3. The City Council shall designate the official name of the facility.

The proposed naming of the West Auditorium as the *Bradley C. Walters Community Room* adheres to the criteria of Resolution No. 70523.C.M.S., November 1993 by the application of “**c. Individuals - who have contributed to the long-range betterment of delivery of library services...**” authorized by the Resolution.

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## PROJECT DESCRIPTION

The Library Chapter of SEIU Local 1021 requested, through a resolution approved on August 21, 2009, that an appropriate room at the Main Library be named for Bradley C. Walters. Based on the action taken by the Library Advisory Commission at its March 22, 2010 meeting, and with City Council approval, the Oakland Public Library will change all printed designations, whether in policies, procedures, forms, or on the Library's website, to conform with the new naming designation. Additionally, the Library will place a new sign above the Meeting Room entrance designating it as the *Bradley C. Walters Community Room*.

## KEY ISSUES AND IMPACTS

As part of the LAC deliberations over two meetings, and included in its final action on March 22, 2010, the staff report to the Commission provided a number of options, including background and policies from two other library systems related to naming for persons living or deceased within a one to two year period. The issue involved taking action in honor of a deceased individual so soon after his or her death.

After consideration of the staff report and upon motion placed on the floor to proceed with the recommendation to the City Council to name the West Auditorium after Mr. Walters, the Commission approved the motion with seven votes.

## SUSTAINABLE OPPORTUNITIES

There are no direct sustainable opportunities associated with this report.

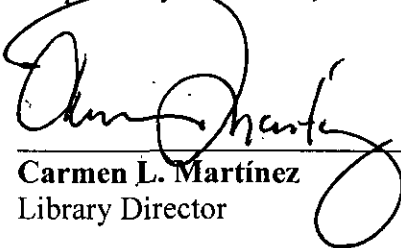
## DISABILITY AND SENIOR CITIZEN ACCESS

There are no direct disability and senior citizen access opportunities associated with this report.

## RECOMMENDATION (S) AND RATIONALE

On behalf of the Library Advisory Commission, staff requests that City Council accept this report and adopt the resolution naming the West Auditorium of the Oakland Main Library as the *Bradley C. Walters Community Room*.

Respectfully submitted,

  
Carmen L. Martínez  
Library Director

Approved for Forwarding to the  
Life Enrichment Committee

  
Office of the City Administrator

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**OAKLAND CITY COUNCIL**

APPROVED AS TO FORM AND LEGALITY

Oakland City Attorney's Office

RESOLUTION No. \_\_\_\_\_ C.M.S.

Introduced by Councilmember \_\_\_\_\_

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**RESOLUTION TO NAME THE WEST AUDITORIUM OF THE OAKLAND MAIN LIBRARY AS THE "BRADLEY C. WALTERS COMMUNITY ROOM"**

**WHEREAS**, the Oakland Public Library received a request from SEIU Local 1021 to commemorate the contributions of Bradley C. Walters through the naming of an appropriate room; and

**WHEREAS**, the Oakland Public Library forwarded the request for consideration to the Library Advisory Commission; and

**WHEREAS**, the Library Advisory Commission is the designated body established by Resolution No. 70523 C.M.S., November 1993, *Designating Official Names for Library Facilities and Library Function Spaces in the City of Oakland* to consider the request; and

**WHEREAS**, the Library Advisory Commission took action at its March 22, 2010 meeting and approved the request from SEIU Local 10221 to name an appropriate room, specifically the Oakland Main Library West Auditorium; and

**WHEREAS**, the naming of the "*Bradley C. Walters Community Room*" adheres to the criteria of Resolution No. 70523 C.M.S.; and

**WHEREAS**, the Library Advisory Commission now forwards its recommendation to the City of Oakland City Council for consideration and official designation; now, therefore, be it

**RESOLVED**: That the City Council approves of the recommendation from the Library Advisory Commission to rename the West Auditorium to the *Bradley C. Walters Community Room*, a functional space at the Oakland Main Library; and be it further

**RESOLVED**: That the Oakland Public Library take the necessary actions to officially designate the space in all printed materials to conform with the new naming designation, including the placement of a new sign above the entrance to the Meeting Room.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2010

**PASSED BY THE FOLLOWING VOTE:**

AYES- BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, AND  
PRESIDENT BRUNNER

NOES-

ABSENT-

ABSTENTION-

ATTEST: \_\_\_\_\_

LATONDA SIMMONS  
City Clerk and Clerk of the Council of  
the City of Oakland, California