

CITY OF OAKLAND
AGENDA REPORT

2009 DEC 22 PM 5:45

TO: Office of the City Administrator
ATTN: Dan Lindheim
FROM: Library Department
DATE: January 5, 2010

RE: **A Supplemental Report Regarding A Resolution to Name the Computer Lab at the 81st Avenue Library "The Koret Computer Lab"**

SUMMARY

At the December 15, 2009 Life Enrichment Committee meeting, staff was asked to provide the requirements for the naming policy in a supplemental report.

BACKGROUND

Staff, on behalf of the Library Advisory Commission, is requesting that Council adopt a resolution naming the computer lab at the newly constructed 81st Avenue Library (East Oakland Community Library) for The Koret Foundation in recognition of a significant grant in support of the project. 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. However, the specific criteria were not included in the December 15, 2009 report.

KEY ISSUES AND IMPACTS

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:

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

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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 Koret Computer Lab adheres to the criteria of Resolution No. 70523 C.M.S., November 1993 by the application of the “naming opportunities” fundraising procedure authorized by the Resolution. The criteria for the “naming opportunities” fundraising program for the 81st Avenue Library capital campaign were developed by the Director of Library Services.

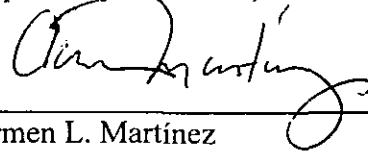
The computer lab is one of seven naming opportunities which offer donor recognition in return for full or partial support of the project. The suggested donations are in the amount of \$40,000 to \$390,000. The Koret Foundation’s grant of \$200,000 meets the requirements for naming the computer lab “The Koret Computer Lab.”

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ACTION REQUESTED OF THE CITY COUNCIL

Staff requests that Council accept this supplemental report and adopt the resolution naming the computer lab located at the 81st Avenue Library "The Koret Computer Lab."

Respectfully submitted,



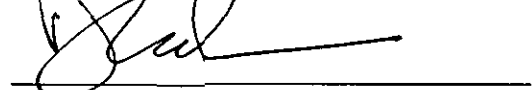
Carmen L. Martínez

Library Director

Prepared by:

Winifred Walters, Manager Grants and Development

APPROVED AND FORWARDED TO THE
CITY COUNCIL



Office of the City Administrator

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