

CITY OF OAKLAND
AGENDA REPORT

2009 DEC -3 PM 5:12

TO: Office of the City Administrator
ATTN: Dan Lindheim
FROM: Library Department
DATE: December 15, 2009

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

SUMMARY

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 a foundation that made a significant grant in support of the project. The Library Director forwarded a request to name "The Koret Computer Lab" in the 81st Avenue Library to the Library Advisory Committee. The purpose of the request is to recognize a significant financial contribution for the new library following guidelines in the "naming opportunities" fundraising program offered by the Oakland Public Library. The LAC voted to approve the request at its November 16, 2009 meeting.

The resolution and this 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

The proposed naming has a positive fiscal impact to the City. Recognition options including "naming opportunities" are a standard practice in fundraising campaigns. The City benefits from the contributions of those private funders who may be attracted by "naming opportunities." The Koret Foundation awarded a grant of \$200,000 and requested recognition for the computer lab. The budget for the 81st Avenue Library includes the costs of creating and fabricating signs for spaces within the library and no additional costs will be incurred to implement the naming recommendation.

BACKGROUND

The Oakland Public Library, in partnership with the Oakland Unified School District (OUSD) is constructing a new 22,700 square foot public library co-located on the same campus serving two autonomous elementary schools, ACORN Woodland and EnCompass Academy, at the corner of 81st Avenue and Rudsdale Street in East Oakland. The new library will provide services for these two elementary schools as well as 11 other nearby schools. In addition, the library will

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provide teen and adult programs, collections and services to the surrounding community, and will supplement the library services provided by the Brookfield, Elmhurst, Eastmont, and Martin Luther King, Jr., neighborhood libraries.

City Council Resolution No. 79071 C.M.S., February 2005, and Resolution No. 78185 C.M.S., November 2003, authorized the City of Oakland to accept and appropriate a grant in the amount of \$6,513,345 from the State of California for the project. The Oakland Redevelopment Agency contributed local matching funds and the OUSD donated the site and committed funds for furnishings and fixtures.

In 2006, the Oakland Public Library initiated a fundraising campaign to raise approximately \$3 million from private, non-governmental sources for the 81st Avenue Library. The private fundraising goal represents approximately 25% of the total project budget of \$14.8 million. City Council Resolution No. 80407 C.M.S., February 2007, authorized the City Administrator or designee to apply for, accept and appropriate a grant in the amount of \$100,000 from the Thomas J. Long Foundation, and to accept and appropriate additional funds for the same purpose. Private funds are used primarily for furnishings, fixtures and equipment and books/materials for the opening collection. The OPL's fundraising program offers a limited number of naming opportunities within the new library.

The Computer Lab: The computer lab is a 1,100 square foot space located on the ground floor of the library. The room is equipped with 30 public access computers. It will be used by classes from ACORN Woodland Elementary and EnCompass Academy during the school day and by the general public during other hours the library is open.

The Funder: The Koret Foundation is a private philanthropic organization based in San Francisco, California. In 1938, Mr. Joseph Koret, together with his wife Stephanie, started an apparel firm that became known as Koret of California, one of the major manufacturers of coordinated sportswear in the country. In 1979, the company was sold to Levi Strauss & Co. Stephanie Koret died in 1978, and her entire estate was left to the Foundation. The Foundation began making grants in 1979.

The Koret Foundation awarded a grant of \$200,000 to the Friends of the Oakland Public Library for the 81st Avenue Library capital campaign on June 18, 2008 and requested recognition in accordance with the OPL's fundraising program.

KEY ISSUES AND IMPACTS

The 81st Avenue Library and other library improvement projects will be successful only through support from both public and private sources. Recognition and naming opportunities create a positive climate for cultivating private support for such projects. The proposed naming request meets all requirements for its approval as specified by City Council Resolution No. 70523 C.M.S., November 1993.

SUSTAINABLE OPPORTUNITIES

The proposed naming provides no specific sustainable opportunities beyond those offered by the new library.

DISABILITY AND SENIOR CITIZEN ACCESS

The proposed naming provides no specific benefits beyond those offered by the new library. The facility will be fully accessible to people with disabilities and senior citizens.

ACTION REQUESTED OF THE CITY COUNCIL

As the proposed naming request meets all requirements for its approval as specified by City Council Resolution No. 70523 C.M.S., November 1993, Staff, on behalf of the Library Advisory Commission, requests that Council 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
LIFE ENRICHMENT COMMITTEE:

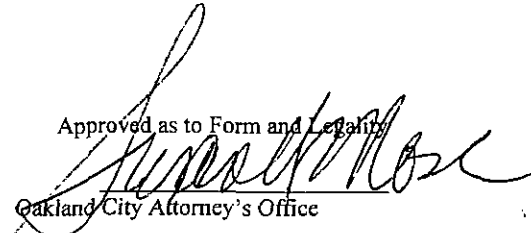


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FILED
OFFICE OF THE CITY CLERK
OAKLAND

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Approved as to Form and Legality

Oakland City Attorney's Office

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

Introduced by Councilmember _____

RESOLUTION TO NAME THE COMPUTER LAB AT THE 81ST AVENUE LIBRARY "THE KORET COMPUTER LAB"

WHEREAS, the Oakland Public Library, in partnership with the Oakland Unified School District, is constructing a new 22,700 square foot co-located public library known as the 81st Avenue Library (East Oakland Community Library); and

WHEREAS, the City of Oakland and the Oakland Public Library is seeking funding from private sources for certain project costs through grant applications and other fundraising activities; and

WHEREAS, the City Council authorized the City Administrator or designee to apply for, accept and appropriate a grant from the Thomas J. Long Foundation and to accept and appropriate additional funds for the 81st Avenue Library project under Resolution No. 80407 C.M.S., February 2007; and

WHEREAS, the Koret Foundation awarded a grant in the amount of \$200,000 for the 81st Avenue Library on June 18, 2008, and

WHEREAS, the Library Advisory Committee approved the naming of "The Koret Computer Lab" at its November 16, 2009 meeting; and

WHEREAS, the naming of "The Koret Computer Lab" adheres to the criteria of Resolution No. 70523 C.M.S., November 1993, Designating Official Names for Library Facilities and Library Functional Spaces in the City of Oakland; now, therefore, be it

RESOLVED: That the City Administrator or his designee is hereby authorized to name "The Koret Computer Lab", a functional space located at the 81st Avenue Library.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

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