City of Birmingham
A Walkable Community

MEMORANDUM

Department of Public Services

DATE: **September 11, 2015**

TO: **Joseph A. Valentine, City Manager**

FROM: **Lauren A. Wood, Director of Public Services**

SUBJECT: **Citywide Donor Policy**

The attached is a draft City of Birmingham Parks and Recreation Donor Policy adopted by the Parks and Recreation Board at their June 2, 2015 meeting. The minutes from this meeting are also enclosed. A Citywide Donor Policy has been contemplated and has been strategically a big focus over this past year for presentation to the City Commission.

As you will recall, this was emphasized as potential upcoming priority project to improve our recreational assets based on discussions between the City Commission and Parks and Recreation Board from the joint meeting of September 15, 2014. In addition, some draft policies were reviewed with the City Commission on January 31, 2015 during the Long Range Planning Session. Other attempts were made in the past to provide for and establish a donor policy for the City of Birmingham.

The purpose is to establish a citywide donor program which will include an over-arching gift policy as well as the availability of naming rights. The City of Birmingham welcomes and encourages support from private individuals and entities that support the programs and the services of the City. The intent is for the adherence with the Parks and Recreation Master Plan and ultimately with approval by the City Commission for such donations.

The Donor Policy captures the general ability for the City to accept or reject a donation and how such a gift comports with an existing concept plan or a potential future park plan. Such a policy will not interfere with the existing Recognition Program which services donations for memorials and other honors including such items as benches, drinking fountains, City trees, tables and chairs and playground equipment.

The policy is a very general, clear and concise document for the above described purpose; spelling out donation categories, donation guidelines and donor recognition procedures.

SUGGESTED RESOLUTION:
To approve the City of Birmingham Parks and Recreation Donor Policy as submitted.

City of Birmingham Parks and Recreation Donor Policy

Thank you for considering Parks and Recreation in the City of Birmingham for your donation. We welcome donations from individuals, foundations, non-profit organizations and corporations and look forward to working with you.

While donations for our parks will enrich the community, the City of Birmingham recognizes that its open spaces, trails and recreation areas are precious resources. Accordingly, the City of Birmingham desires to protect and preserve the open, tranquil atmosphere of our parks, to protect the natural quality of our trails and to enhance the development of our recreational assets. Therefore, donations for park improvements and recreation programming will be considered with the support of those goals in mind.

I. DONATION CATEGORIES

The City of Birmingham welcomes donations in several categories including:

a) Park landscaping elements include trees, shrubs and other flora. Donations of all landscaping elements, however, must be approved species and there may be site specific limitations. Please see the City of Birmingham Park Donor Program for further information.

b) Park amenities for the purchase, replacement or refurbishment and maintenance of park benches, picnic tables, drinking fountains, bicycle racks, playground components and the like. Although suggestions from donors will be considered for the placement of a donated park amenity, final decisions as to location will be determined by the City of Birmingham. Please see the City of Birmingham Park Gift Donor Program for further information.

c) Park features include arbors, pavilions, plazas, gardens, and the like. Such features must enhance the park, enrich the experience of park users and be consistent with park planning processes. Accordingly, such proposed donations will only be considered on a case-by-case basis. Donors may contact the City of Birmingham or the Director of Public Services to discuss proposed park features.

d) Monetary donations, such as cash or negotiable securities, may be used toward the development and general upkeep of park elements, amenities and features. Donors may identify a specific use for the City's consideration, or funds may be used to best meet the needs of the City of Birmingham Parks and Recreation projects.

II. DONATION GUIDELINES

In order to have a consistent donor program, the following guidelines endeavor to address both the needs and resource capabilities of the City of Birmingham and the desire of donors to support Birmingham's Parks. Donors should contact the Director of Public Services to discuss donation ideas.

a) The City wants to ensure the best appearance and aesthetic quality of its parks. Thus, donations should satisfy a true need of an approved park scheme.

DRAFT

II. **DONATION GUIDELINES** *(continued)*

b) All donations will be reviewed for appropriateness and compatibility with the City of Birmingham Parks and Recreation Master Plans. The City reserves the right to decline any donation if, upon review, the donation is (1) limited by special restrictions, conditions or covenants which pose unreasonable budgetary or maintenance obligations on the City, or (2) not in the best interest of the City.

c) Donors may be asked to appear before the Birmingham Parks and Recreation Board and/or the City Commission, to present their donation proposal. Public comment and feedback may be considered during the review process.

d) The City understands that donors may have preferences regarding the choice of design professionals, vendors and contractors, and preferences regarding the location, size, scale, color and materials of donated elements, amenities and features. The City, however, must adhere to the open bid process requirements, if applicable, and to other City policies and goals. Accordingly, final decisions on all details of the proposed donation shall be at the sole discretion of the City of Birmingham.

e) While the City recognizes the generally good intentions behind any donation, the City, at its sole discretion, reserves the right to decline any gift or donation.

f) Upon acceptance by the City, any donated element, amenity or feature, becomes City of Birmingham property. The City has an interest in ensuring that all park elements, amenities and features remain in good repair and will provide, at its sole discretion, reasonable maintenance of donated items. The City, however, is under no continuing obligation to repair, replace or maintain perpetual care for any donated item.

g) The City will make a reasonable effort to notify a donor of any damage, theft or other loss to a donated item and may, at its sole discretion, repair or replace such a donated item to the extent it deems practical, or as described in the original gift agreement, if any.

h) Because donations to the City of Birmingham may be tax deductible, donors are encouraged to consult with their tax advisor.

III. **DONOR RECOGNITION**

a) Recognition shall be provided for all gifts given to the City of Birmingham for park improvements, subject to such general policy changes and amendments as may be implemented by the City Commission.

b) **"**Naming rights" on any park feature or element are subject to the approval of the City Commission.

c) All donations will be acknowledged by a letter of appreciation from the City of Birmingham.

It was moved by Art Stevens, seconded by John Meehan that the City of Birmingham Donation Policy be approved as corrected and be forward to the City Commission for final approval. **Yeas - 6** (Pat Bordman, Therese Longe, John Meehan, Ryan Ross, Art Stevens and Bill Wiebrecht) **Nays - 0** **Absent** – Ross Kaplan

PARKS AND RECREATION BOARD MEETING MINUTES
June 2, 2015

Pat Bordman, Chairperson, called the meeting to order at 6:30 p.m. at 851 S. Eton.

MEMBERS PRESENT: Pat Bordman, Therese Longe, John Meehan, Ryan Ross, Art Stevens and Bill Wiebrecht, Shahanna Sarkisian and Paige White, Student Representatives

MEMBERS ABSENT: Ross Kaplan

ADMINISTRATION: Lauren A. Wood, Director of Public Services and Connie Folk, Recreation Coordinator

GUESTS: Cindy Rose

It was moved by Bill Wiebrecht, seconded by Art Stevens that the minutes of the May 12, 2015 regular meeting be approved.
Yeas - 6 (Pat Bordman, Therese Longe, John Meehan, Ryan Ross, Art Stevens and Bill Wiebrecht)
Nays - 0 **Absent** – Ross Kaplan

AGENDA ITEM #1 – City of Birmingham Donation Policy Review
Members of the Parks and Recreation Board discussed and made a few minor corrections to the City of Birmingham Donation Policy.

It was moved by Art Stevens, seconded by John Meehan that the City of Birmingham Donation Policy be approved as corrected and be forward to the City Commission for final approval.
Yeas - 6 (Pat Bordman, Therese Longe, John Meehan, Ryan Ross, Art Stevens and Bill Wiebrecht)
Nays - 0 **Absent** – Ross Kaplan

COMMUNICATION/DISCUSSION ITEM #1- Premier Agency Member Spotlight-City of Birmingham Michigan Recreation Park Association (MRPA) Article

An article about the City of Birmingham was spotlighted in an e-blast from the Michigan Recreation Park Association (MRPA) and was provided to the Parks and Recreation Board.
No action was taken by the Parks and Recreation Board

COMMUNICATION/DISCUSSION ITEM #2- Rouge River Clean-Up, Saturday June 6, 2015

The Rouge River Clean-Up flyer was provided to the Parks and Recreation Board.
No action was taken by the Parks and Recreation Board

COMMUNICATION/DISCUSSION ITEM #3- 2015 In The Park Summer Concert Schedule

The 2015 In The Park Summer Concert schedule was provided to the Parks and Recreation Board.
No action was taken by the Parks and Recreation Board

Approved

COMMUNICATION/DISCUSSION ITEM #4- Board of Ethics Seminar

Information was provided to the Parks and Recreation Board on an informational seminar that will take place on Thursday, September 24, 2015 from 4:00 pm – 5:30 pm and from 7:00 pm -8:30 pm.

The seminar will also be repeated on December 1, 2015 at 5:30 pm. Topics will include the Open Meetings Act, Freedom of Information Act, Parliamentary Procedures, Roberts Rules of Order and Ethics in Government.
No action was taken by the Parks and Recreation Board

COMMUNICATION/DISCUSSION ITEM #5a- Golf Course Financials
The golf course financials was provided.
No action was required by the board.

COMMUNICATION/DISCUSSION ITEM #5b- Golf Course Report
The golf course report was provided.
No action was required by the board.

UNFINISHED BUSINESS
Art asked about the water lilies at Quarton Lake. Lauren stated that the contractor is anticipating the first treatment to the water lilies the third week in June, 2015.

Connie stated that the City of Birmingham fireworks will take place at the Lincoln Hills Golf Course on Friday, July 3rd with the rain-date on Sunday, July 5th.

NEW BUSINESS
Cindy asked if anyone had contacted Lauren about an installation of a concrete pad for the art piece that would be located at Barnum Park.

Lauren stated that no one has contacted her regarding the installation of a permanent concrete pad at Barnum Park.

Pat stated to the student representatives that the City of Birmingham encourages art to be loaned or given to the City. There is an Arts Board that manages the program, but when the art piece is considered for one of the city parks, then the Parks and Recreation Board becomes involved. Pat stated that a while back there was a twenty-seven foot chair art piece that was going to be loaned to the City of Birmingham and installed at Barnum Park. Pat stated that there are several art pieces located throughout the City of Birmingham.

OPEN TO THE PUBLIC FOR ITEMS NOT ON THE AGENDA:
Pat stated that the next meeting will be held on July 7, 2015 at 6:30 pm at DPS

The meeting adjourned at 7:05 p.m.
Connie J. Folk, Recreation Coordinator

Approved