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**A QUICK REPORT**  
ATTACHMENT 2

TO: W. Calvin Horton, Town Manager  
FROM: Sabrina M. Oliver, Town Clerk  
SUBJECT: Naming Committee, March 9, 2006 meeting  
DATE: March 13, 2006

The Naming Committee met on March 9, 2006 in the Second Floor Conference Room from 9 a.m. to 9:55 a.m. Those present included Council Member Sally Greene, Mayor Pro Tem Bill Strom, Council Member Jim Ward, and Town Clerk Sabrina Oliver.

Petition from Library Foundation re Naming Rights:

Committee members discussed a petition from the Chapel Hill Public Library Foundation Requesting to Work with Representatives of the Council to Determine Ways to Use Naming Rights to Help Fund Collection Improvements Recommended in the 2003 Library Services Master Plan.

Committee members discussed the various issues related to naming rights. The question arose as to whether or not naming rights had ever been sold for a public building in Chapel Hill in the past. Council Member Greene asked if the Town should allow a facility to sell its naming rights. Mayor Pro Tem Strom noted that it was harder to un-name a building than it was to name one. Council Member Ward said he wanted to explore the “why not” side of the issue.

Mayor Pro Tem Strom said he wanted to avoid foundation and corporate naming rights. He said the non-commercial nature of the library did not lend itself to corporate naming rights. Council Member Greene asked about individual naming rights. She said she was philosophically opposed to them and sited examples of public and private buildings where placards were used everywhere. Council Member Greene said she was not convinced that the Library could not raise money without using naming rights.

Council Member Ward said he would gather information from other libraries concerning the use of naming rights and the successes and failures related to naming rights. He said he would also look into how one might structure naming rights to limit the Town’s vulnerability to the reputation of the donor.

Petition Regarding Naming the Plaza in front of the Old Post Office in Honor of Joe and Lucy Straley and Charlotte Adams:

Committee members discussed giving the plaza a name (such as Freedom Plaza) and then placing plaques there to honor community members. Mayor Pro Tem Strom said the Council should gather public input by appointing a committee to name the plaza, and then having the

plaza dedicated in July. It was determined that those eligible for the honor must have lived in the community and had involvement in civil justice. Council Member Ward said there could be an annual community celebration for the dedication.

The Naming Committee agreed to submit an agenda item for the March 27 meeting requesting to name the space at the plaza at the Old Post Office, and creating a space for adding names of persons to be honored, and in keeping with the policy would like public input, and creation of another community celebration.

The Naming Committee's next meeting will be on Thursday, March 23, 2006 at 9 a.m. in the second floor conference room.