

CITY OF OAKLAND

OAKLAND PUBLIC LIBRARY

TO: Library Advisory Commission
ATTN: Marilyn Citron, Chair
FROM: Carmen L. Martínez, Library Director
DATE: January 25, 2010

RE: **Report To The Library Advisory Commission Regarding A Naming Opportunity for The Main Library Related To Bradley C. Walters**

SUMMARY

On September 26, 2009, the Oakland Public Library received a 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." In addition, SEIU Local 1021 also resolved to "place a plaque at the Oakland Main Public Library" that described Brad Walters' efforts for the City of Oakland.

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 bring a report to the January meeting that provided options and best practices for Commission consideration. This report summarizes the options which are:

- An appropriate recognition plaque dedicated to Brad Walters;
- An appropriate recognition plaque dedicated to the memory of Brad Walters in a room of the Main Library (e.g., This meeting room is in memory of...).
- Naming of a room (e.g., The Bradley C. Walters West Auditorium).

The Library Advisory Commission, according to the *Policy and Procedure for Naming Spaces in the Library and Library Facilities*, is required to review all requests and community input and "render a decision for City Council consideration via resolution, within 90 days of presentation to the Library Advisory Commission." This requirement is appropriate should the Commission decide to name a room for Mr. Walters.

FISCAL IMPACT

There are minimal costs associated with all options presented to the Library Advisory Commission.

BACKGROUND

In November 1993, the Library Advisory Commission was established by City of Oakland Resolution No. 70523 C.M.S. as the reviewing body to which requests for naming of library

facilities and library functional spaces would first be considered for City Council action. The resolution also established the Naming Policy and Procedure for considering requests by:

- individuals
- public officials
- clubs, groups or neighborhood organizations; and
- public bodies or governmental entities.

Under the review process, the Commission invites the requestor to be present at the time that the naming request will be considered. As well, the Commission may, if it feels necessary, invite community input to obtain more information.

A number of criteria were established in the Resolution for the LAC as part of its consideration process for naming:

1. Geographic areas;
2. Historical event
3. Individual, who has
 - a. contributed historically to the surrounding community
 - b. contributed historically to the development of Oakland
 - c. is of national historical significance and relevant to Oakland
 - d. has contributed to the long-range betterment of delivery of library services
 - e. represents self, family or estate names as a “naming opportunity”

The request by SEIU Local 1021 was forwarded to the LAC under criteria 3d – “has contributed to the long-range betterment of delivery of library services.”

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. There are several options that the Commission may consider and either take action, direct staff to take action, or forward to City Council. Those options include:

- An appropriate plaque of recognition in the Main Library similar to that already displayed for deceased staff on the 2nd Floor. Perhaps consider a larger plaque with all staff who died while a staff member with OPL. ***(Does not require resolution)***
- A room in the Main Library displaying an appropriate recognition plaque dedicated to the memory of Brad Walters without actually naming the room; ***(Does not require resolution)***
- Naming of the room (i.e., Bradley C. Walters West Auditorium). ***(Requires resolution for City Council consideration)***.

KEY ISSUES AND IMPACTS

At its November 16, 2009 meeting, the LAC asked staff to develop options and review best practices re naming policies. In staff's review of other jurisdictional naming policies, it became evident that there are other library systems with policies that have stipulations regarding naming for persons, living or deceased.

For persons who are deceased, several systems require that naming not occur "in honor of any deceased person until at least two (2) years after the person's death." (District of Columbia Public Library). San Francisco Public Library (SFPL) stipulates that naming not occur "for any person deceased less than one year." Additionally, SFPL policy adds this "restriction permits the Library Commission to evaluate the lifetime contributions and accomplishments of a proposed honoree, and *protects from making decisions in reaction to transitory or emotional consideration.*" (Emphasis added).

At this time, the Commission may consider and direct staff to: prepare an appropriate plaque for display in the Library; prepare an appropriate play for display in the West Auditorium; or prepare a resolution for City Council consideration of naming. As well, the Commission may direct staff to review the current naming policy and consider additional requirements similar to those above that stipulate when naming can occur for a person who is deceased.

SUSTAINABLE OPPORTUNITIES

There are no direct sustainable opportunities associated with this report.

DISABILITY AND SENIOR CITIZEN ACCESS

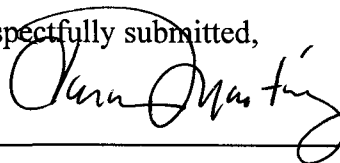
There are no direct disability and senior citizen access opportunities associated with this report.

RECOMMENDATION (S) AND RATIONALE

It is recommended that the Commission accept this report and direct staff to prepare:

- A plaque for general display;
- A plaque for display in the West Auditorium in memory; or
- A resolution to City Council with the Commission's recommendation.

Respectfully submitted,



Carmen L. Martínez
Library Director