

NOTES

TO: Honorable Mayor and City Council Members

FROM: Barbara Lipscomb, City Manager *BL*

DATE: August 19, 2015

SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. The Fiscal Year 2015-2016 Budget Book has been posted to the City's website. A link to the budget book is below:
<http://www.greenvillenc.gov/home/showdocument?id=9707>
2. A Bond Information page has been added to the City's website. A link to the related page is below:
<http://www.greenvillenc.gov/government/city-council/bond-information>
3. A copy of the updated Policy and Guidelines for Naming or Renaming City of Greenville Parks, Recreation Facilities and Geographic Features Within Parks, which was amended at the August 10, 2015, City Council meeting
4. A copy of the updated Greenville City Council Policy for Public Comment, which was amended at the August 13, 2015, City Council meeting
5. Please join me in welcoming the City's new Internal Auditor, Ms. Alisha McNeil. Ms. McNeil reports to the City Manager's Office. She has previously worked in internal auditing for the federal government and has also served as a comptroller in private industry.

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Attachments

cc: Dave Holec, City Attorney
Carol Barwick, City Clerk

POLICY AND GUIDELINES FOR NAMING OR RENAMING CITY OF GREENVILLE PARKS, RECREATION FACILITIES AND GEOGRAPHIC FEATURES WITHIN PARKS

Section 1 - INTRODUCTION

The naming of City of Greenville parks, recreation facilities and geographic features within parks is an important task, and one that should be approached with caution and patient deliberation. With the possible exception of a corporate purchase of “naming rights,” a park, facility, or geographic feature name, once selected, should be bestowed with the intention that it will be permanent.

Those who select the names of parks, recreation facilities and geographic features should do so with a clear understanding that their decisions may set a precedent, and that their actions will exert an influence upon the community in future generations.

Section 2 - POLICY PURPOSE

The purpose of this policy is to establish a systematic and consistent approach for the official naming of City of Greenville parks, recreation facilities, and geographic features within parks.

Section 3 - NAMING of PARKS, RECREATION FACILITIES AND FEATURES

The following guidelines and criteria will be used when naming a park, recreation facility, or a geographic feature within a park:

- A. A permanent name may be assigned, if deemed appropriate by the Greenville City Council (following receipt of a recommendation for naming by the Greenville Recreation and Parks Commission) to a park or recreation facility, any time after land acquisition or park/facility development. Such recreation facilities may include trails/greenways, recreation centers, athletic complexes, picnic shelters, pools, playgrounds, “spraygrounds,” or other facility. However, discretion should be utilized in order to avoid an overabundance of named features or facilities in any single park, and the naming of a facility should not diminish or overshadow the park’s name.
- B. A permanent name may also be assigned, if deemed appropriate by the Greenville City Council (following receipt of a recommendation for naming from the Greenville Recreation and Parks Commission), to an unnamed lake or other prominent geographic feature within a park.
- C. At its discretion, the Greenville City Council may grant the Recreation and Parks Commission authority to officially name certain types of recreation facilities without further Council involvement.

- D. Duplication of the names of other parks, recreation facilities and geographic features within the City shall not be permitted. The exception would be a facility carrying the same name as the park in which it is situated. (ex: South Greenville Recreation Center in South Greenville Park)
- E. Priority in naming parks, facilities and geographic features shall be given to geographical locations, historic significance or geologic features.
- F. Consideration to name a park, facility or geographic feature in honor of a person (or persons or family) shall only be given if one or more of the following criteria has been met:
 - 1. The individual is statewide or nationally significant.
 - 2. The individual, individuals or family has contributed significant long-term support to the development or operation of the park or facility, or to the overall recreation and park system. The suggested name must be accompanied by evidence of contributions to the park, facility, and/or service, or to any of the Recreation and Parks Department's companion organizations that function in cooperation with and on behalf of the department. A companion organization includes, but is not limited to, such organizations as the Greenville Little Leagues, Jackie Robinson Baseball League, and the Friends of Greenville Greenways.
 - 3. An outstanding community individual has made significant and long term civic contributions to the City of Greenville as determined by either the Recreation and Parks Commission or the Greenville City Council.
 - 4. A substantial donation, as determined by either the Recreation and Parks Commission or the Greenville City Council, has been made to the Recreation and Parks Department, or companion organization, by or in memory of an individual, group or family.
- G. Parks, facilities, and geographic features may only be named after an individual who has been deceased for a minimum of six (6) months, except in the case of one or more of the following circumstances:
 - 1. The parkland in its entirety has been donated by the individual being honored through the proposed naming.
 - 2. 50% or more of the total cost of the facility has been donated by the individual being honored through the proposed naming, or by a group, business or organization making the donation in his or her name.
 - 3. A land donation in which a naming provision has been made on the deed and accepted by the Greenville City Council.
 - 4. A substantial donation of money has been made to the Greenville Recreation and Parks Department wherein the donor stipulated a naming provision as a condition of the donation and this condition has been accepted by the Greenville City Council.

- H. Naming proposals for a park, facility or geographic feature may come from any individual, family, organization, business, governmental agency, donor, or neighborhood association that represents the locality wherein the park, facility or feature is situated.

Section 4 - PROCESS

Naming and renaming proposals shall be made on a form provided by the Recreation and Parks Department and forwarded to the Chair of the Greenville Recreation and Parks Commission at:

Chairman, Greenville Recreation and Parks Commission
Greenville Recreation and Parks Department
P.O. Box 7207
Greenville, NC 27835-7207

The proposal will be posted on the Greenville Recreation and Parks website for a period of 30 days, during which citizen comments and suggestions may be submitted in writing to the Commission Chair through the website or at the above address. The Commission will then hear oral comments during a public hearing at their first meeting following the expiration of the 30 day period, and formulate a recommendation regarding the proposal. The recommendation will then be forwarded to the Greenville City Council. In the event the Commission does not formulate a recommendation within 60 days after the public hearing, it will be considered that the Commission's recommendation is to approve the naming proposal and this recommendation will be forwarded to the Greenville City Council.

The Greenville City Council will consider the naming proposal at a Council meeting after receipt of a recommendation from the Recreation and Parks Commission. A public hearing will be held by City Council prior to making its decision on the naming proposal. City Council may approve, deny, or modify the naming proposal. City Council may, but is not required to, refer a modification of the naming proposal back to the Recreation and Parks Commission for review and recommendation.

The following guidelines and criteria shall be considered and met before renaming a City of Greenville park, facility or geographic feature:

- A. Once named, the renaming of City of Greenville parks, facilities, or geographic features is strongly discouraged. It is recommended that efforts to change a name be subject to the most critical examination so as not to diminish the original justification for the name or discount the value of the prior contributions.
- B. Land and facilities named by deed restriction shall not be renamed.
- C. Parks, facilities and geographic features named after individuals shall not be changed unless it is found by the Recreation and Parks Commission or the Greenville City Council that the individual's personal character was such that the continued use of the name for a City park, facility or geographic feature would not be in the best interest of the City.

- D. Parks, facilities and geographic features named for a location, a geographic feature or a community/neighborhood may be considered for renaming. However, the existing name of a park, facility, or geographic feature which is of local or national importance or which identifies an outstanding geographic or physical feature shall not be changed unless the Recreation and Parks Commission or Greenville City Council determines that there are extraordinary circumstances of local or national interest to justify the name change.
- E. Subject to the foregoing, in order for a park, facility or geographic feature to be considered for renaming, the recommended name must otherwise qualify according to the same guidelines and criteria as set forth above for originally naming parks, facilities and geographic features and the same general procedure shall be followed.

SECTION 5 - NAMING RIGHTS FOR CORPORATIONS OR OTHER PRIVATE BUSINESSES:

This policy does not provide guidelines or processes for granting temporary naming rights to corporations or other private businesses as a mutually beneficial arrangement between the City and a corporation or other private business wherein the corporation or other private business provides cash and/or in-kind services to the City in return for access to the commercial and/or marketing potential associated with a city facility or service.

Such arrangements could include the naming of a park, a facility, a geographic feature, an event or activity. While such arrangements could prove highly beneficial to the City and its citizens, as well as to area businesses, the details of such arrangements will necessitate cautious consideration. A separate city policy and process will address the grant of naming rights to a corporation or other private business.

Section 6 - COMPONENTS OF BUILDINGS

The provisions of this Policy and Guidelines do not apply to the naming of components of a recreation building such as classrooms, meeting rooms, game rooms, gymnasiums, courts, studios, theaters, galleries, and auditoriums. City Council, in its discretion, may name components of recreation buildings or grant the Recreation and Parks Commission authority to name certain types of components of recreation buildings without further Council involvement.

This policy was adopted by City Council on January 10, 2011, and amended on June 13, 2013, and August 10, 2015.

GREENVILLE CITY COUNCIL POLICY FOR PUBLIC COMMENT

In accordance with the provisions of North Carolina General Statute 160A-81.1, the following policy is hereby established for a Public Comment Period during meetings of City Council.

1. A period reserved for comments from the public will be included as an item of business on the agenda as Public Comment Period for each regular City Council meeting and each joint meeting of City Council and the Greenville Utilities Commission.
2. The Public Comment Period will be placed on the agenda as the next item after the approval of the agenda for the meeting.
3. The Public Comment Period shall not exceed a total of thirty minutes, unless the City Council, by a majority vote, extends this limit.
4. Each individual will be allowed no more than three minutes for comments, unless the City Council, by a majority vote, extends this limit.
5. An individual wishing to address the Council during the Public Comment Period shall register with the City Clerk prior to the opening of the meeting by signing his or her name, address and a short description of his or her topic on a sign-up sheet stationed on the podium at the entrance to the Council Chambers.
6. If the thirty minutes allocated to the Public Comment Period has not expired after the individuals who have registered have spoken, individuals who fail to register before the meeting may speak during the Public Comment Period. These individuals will speak following those who registered in advance. If time remains, the Mayor will ask if any other individual wishes to address the Council during the Public Comment Period. An individual wishing to speak should raise his or her hand and ask to be recognized by the Mayor. After being recognized by the Mayor, the individual should state his or her name, address and the topic to be addressed.
7. Items that were or are scheduled to be the subject of public hearings conducted at the same meeting or another meeting during the same week shall not be discussed during the Public Comment Period. At a joint meeting of City Council and Greenville Utilities Commission, items that are not germane to both the City Council and the Greenville Utilities Commission shall not be discussed during the Public Comment Period.
8. Action on items brought up during the Public Comment Period will be at the discretion of the City Council. If the City Council deems that the comment requires action, rarely will action be taken at the meeting when it is presented. It will likely be referred to staff for review and recommendation.

This policy was adopted on April 14, 2011, and was amended on August 13, 2015.