

RESOLUTION NUMBER R- 311043

DATE OF FINAL PASSAGE APR 13 2017

A RESOLUTION OF THE COUNCIL OF THE CITY OF
SAN DIEGO TO APPROVE COUNCIL POLICY NO. _____
TITLED NAMING OF CITY ASSETS

WHEREAS, on May 19, 2011, the City Attorney's Office issued a Memorandum of Law [City Att'y MOL No. 2011-4 (May 19, 2011)] titled "Corporate Sponsorship of Public Property and Naming Rights"; and

WHEREAS, the City does not have a comprehensive citywide policy addressing the naming or renaming of its buildings and other assets; and

WHEREAS, staff proposes the City Council adopt a Council Policy governing naming and renaming rights to allow the City to point to an established policy to guide its naming and renaming decisions according to the City's objectives and to ensure naming opportunities represent City values; and

WHEREAS, as defined in the proposed policy, City Assets subject to the Council Policy include tangible or intangible items of value that are owned or created by the City, including but not limited to both City facilities and leaseholds that do not exceed 35 years and/or that confer ownership rights by agreement; and

WHEREAS, the Council Policy outlines the criteria, conditions, and procedures that govern naming and renaming of City Assets in order to maintain their integrity, encourage philanthropic giving while acknowledging public investments or support, and to safeguard against unwanted commercialization of City Assets; and


WHEREAS, the Council Policy would create consistency, transparency and streamlining of the process of naming or renaming City Assets citywide, while consolidating current practices contained in a number of department naming and renaming policies and procedures; and

WHEREAS, the Budget and Government Efficiency Committee reviewed the proposed Council Policy on naming and renaming City Assets at its March 8, 2017 meeting and voted unanimously to forward it to the full Council with a recommendation to adopt the proposed Council Policy; and NOW, THEREFORE,

BE IT RESOLVED, by the City Council of the City of San Diego, that the Council Policy No. ____ titled "Naming of City Assets" is approved and adopted.

BE IT FURTHER RESOLVED, that the City Clerk is instructed to update the Council Policy Manual to reflect the addition of this Council Policy.

APPROVED: MARA W. ELLIOTT, City Attorney

By 
Catherine C. Morrison
Deputy City Attorney

CCM:jvg
March 21, 2017
Or.Dept: Corporate Partnerships and Development
Doc. No.: 1465003_3

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of APR 11 2017.

ELIZABETH S. MALAND
City Clerk

By 
Deputy City Clerk

Approved: 4/13/17
(date)


KEVIN L. FAULCONER, Mayor

Vetoed: _____
(date)

KEVIN L. FAULCONER, Mayor

Passed by the Council of The City of San Diego on APR 11 2017, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Barbara Bry	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lorie Zapf	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chris Ward	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Myrtle Cole	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mark Kersey	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chris Cate	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Scott Sherman	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
David Alvarez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Georgette Gomez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage APR 13 2017.

(Please note: When a resolution is approved by the Mayor, the date of final passage is the date the approved resolution was returned to the Office of the City Clerk.)

AUTHENTICATED BY:

KEVIN L. FAULCONER
Mayor of The City of San Diego, California.

(Seal)

ELIZABETH S. MALAND
City Clerk of The City of San Diego, California.

By *Aty [Signature]*, Deputy

Office of the City Clerk, San Diego, California
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