



Item No.5c Town of Atherton

PARK AND RECREATION COMMITTEE – REGULAR AGENDA

TO: PARKS AND RECREATION COMMITTEE

FROM: SALLY BENTZ-DALTON – PARK MANAGER

DATE: NOVEMBER 3RD, 2021

SUBJECT: REVIEW OF DRAFT MEMORIAL AND DONATION POLICY

Discussion

The Donation policy was approved in 2008 by Park & Rec and reviewed in 2017. However, it was never finalized. Park & Rec is to review the document and make edits.

Items for consideration:

- Donation amounts. The cost of items is more expensive now and the donation amounts should reflect that. The cost should include the cost of a plaque if approved.
- List of type of benches that can be for donation.
- Approved memorial tree species
- Other items that can be donated
- List of items not to be donated
- Review and update donation process:

The Holbrook Palmer Park Foundation will manage all monetary donations to the park. Once the dollars are procured, the Foundation will put forward a request for installation to the Parks and Recreation Committee. Once approved by the Park and Recreation Committee, a formal request will be issued to the Public Works Department and the work will be carried out by staff. Once completed, staff will invoice the Park Foundation for the costs of all work associated with the installation and administration of the donation.

The Committee can review and discuss. This item can be brought to the next meeting to finalize and to make a vote to approve. Then staff will determine if it needs to be approved by City Council as well.

Att: Donation Policy

TOWN OF ATHERTON

Parks and Recreation Outdoor Facilities

Memorial and Donation Policy

Adopted and approved by the Parks and Recreation Committee on [].
Approved by the City Council on [].

Purpose: The purpose of this policy is to establish guidelines, standards, and procedures for the acceptance, installation and care of donated park improvements, either as a result of a cash or physical property donation. These donations may include, but are not limited to: park benches, bicycle racks, picnic tables, monuments (by exception only), drinking fountains, statuary and other types of park accessories. Acceptable donations are always dependent upon the specific needs of the Town of Atherton, and an updated list of acceptable donation opportunities is maintained by the Parks and Recreation Committee. The City desires to encourage donations while at the same time manage aesthetic impacts and mitigate on-going maintenance costs.

Guidelines established by this policy will apply to all donations made after the effective date of this policy. Donations made prior to the adoption of this policy shall be subject to applicable sections of this policy. Standards established by this policy will apply to purchased equipment, installation techniques, donation acknowledgements, and care of all donations made after the adoption of this policy.

Scope: This policy applies to Holbrook-Palmer Park: City Offices located at 91 Ashfield Road and the Atherton Reading Park & Library LOCATED AT 2 Dinkelspiel Lane. ***This policy does not apply to buildings.***

GUIDELINES FOR EXISTING DONATIONS

Definition of an Existing Donation: For the purpose of this policy, existing donations are those donations received prior to the adoption of this policy.

Maintenance: Maintenance of the landscaping at tree donation sites is the responsibility of the Town. All landscaped sites will be maintained debris-free. Donated park elements (i.e. benches, tables, etc.) become City property. Donations made both prior to and following the adoption of this policy are to be maintained by the City during their useful life spans.

The City shall be responsible for the maintenance for all items donated to the park. The City will make every good faith effort to assure that existing donated item are kept in good working order and in the case of a tree, thrives in its new setting. The City does not, however, make any guarantee that a donated item will last for any given amount of time and does not make any offer to repair or replace these donations following the course of a failure. The City will remove and dispose of any item deemed a safety hazard by the Park Superintendent without notification or restitution to the donor of an item.

POLICY FOR NEW DONATIONS

Definitions of New Donations: New donations are those made after the adoption of this policy. Each donation will fall under one of three category types:

1. Donation of personal items to the park (artwork, seating, fixtures).
2. Monetary donation for a memorial item to be added to the park (trees, benches, convenience items).
3. Monetary donations to fund a specific or unspecified project or maintenance in the park.

POLICY:

1. Requirements for Accepting Donations or Gifts

- a) The donation or gift must have a purpose consistent with the Atherton Parks and Recreation Committee goals and objectives.
- b) The Atherton Parks and Recreation Committee may decline any donation or gift without comment or cause.
- c) The donation or gift will not be in conflict with any provision of the law.
- d) Any non-cash donation or gift will be aesthetically acceptable to the committee.
- e) The donation or gift will not add to the Park's workload unless it provides a net benefit to the park.
- f) The donation or gift will not bring hidden costs such as starting a program the City would be unwilling to fund when the donation is exhausted.
- g) The donation or gift places no restriction on the City or the Holbrook-Palmer Park Foundation, unless agreed to by the City Manager or Council.
- h) The donation or gift shall become property of the City.
- i) All donations or gifts will receive recognition appropriate to the level and nature of the donation, as determined by the City. For those of a capital nature, that may be in the form of signage, marking, naming, or any other means the City should deem appropriate. Regardless of the recognition strategy selected, the intent shall be to appropriately honor the donor for their contribution to the community. The appearance of traditional commercial advertising shall be avoided.
- j) Donations of \$2500 or less of personal and memorial items will be brought by the Holbrook-Palmer Park Foundation to the Parks and Recreation Committee for approval and placement. Donations of items greater than \$2500 will be brought to the Parks and Recreation Committee for approval and then the Atherton City Council for final acceptance.
- k) All information regarding a donor or donors and their respective donation(s) or gift(s) are public information, and are subject to disclosure pursuant to the California Public Records Act.
- l) All donated items will become the property of the Town of Atherton. Any unused money from a donation will be used by the Holbrook Palmer Park Foundation to fund new and ongoing projects and/or maintenance in the park.

2. **Monetary donation for a memorial item:** The City and the community have an interest in ensuring that park elements purchased and installed be of high quality related to style, appearance, durability, and ease of maintenance. Donations of items not purchased by

the City are subject to the acceptance by the Park and Recreation Committee as to their useful condition, suitability in the park and maintenance requirements.

Monetary donations for the purpose of purchase and installation of a specific appurtenance or tree in the park need to follow the following donation schedule:

Tree (common):	\$2000
Tree (specimen):	\$2500
Furniture (Park bench, picnic table, park convenience item)	\$2500

- 3. Monetary donations to fund specific or non-specific projects or maintenance in the park.** The Holbrook Palmer Park Foundation is always willing and able to accept monetary donations of any amount for both planned projects in the park and unspecified projects and maintenance to be used at a future date.

Appearance and Aesthetics: The City and the community have an interest in ensuring the best appearance and aesthetic quality of their public facilities. Park elements and/or their associated donation acknowledgements should reflect the character of the park or facility. All park elements will be installed in such a manner that will not substantially change the character of a facility or its intended use.

Maintenance: Donated park elements, and/or their associated donation acknowledgements, become City property. Park staff may be limited by available resources to perform routine maintenance on donated elements and shall perform maintenance on these elements per their discretion. The City assumes no liability as to the condition or useful lifespan of donated elements.

The City reserves the right to remove, replant or repurpose any donated item for a project deemed “for the good of the park” without notification or restitution to the donor of an item.

Repair: Donated park elements must be of high quality to ensure a long life, be resistant to the elements, wear and tear, and to acts of vandalism.

PROCEDURE FOR MAKING A DONATION

The Holbrook Palmer Park Foundation will manage all monetary donations to the park. Once the dollars are procured, the Foundation will put forward a request for installation to the Parks and Recreation Committee. Once approved by the Park and Recreation Committee, a formal request will be issued to the Public Works Department and the work will be carried out by staff. Once completed, staff will invoice the Park Foundation for the costs of all work associated with the installation and administration of the donation.

Application: Applications are available through the mail or in person at the Towns Public Works counter located at 99 Station Lane, Atherton, Ca. 94027. For a donation to be considered, the donor will complete the application form (see Appendix B). Completed applications and

payment will be made to Public Works for review, processing and acceptance by the Parks and Recreation Committee.

CRITERIA FOR ACCEPTANCE

Park Site Plan: To accept donation of a park element for a specific park facility, a park site plan must exist showing the available locations for park elements (see Appendix C). If no plan exists, then a donation may be made to another facility. If a plan exists, but does not identify a particular park element proposed for donation, the City may accept the donation under certain conditions. Under this circumstance, the donation must 1) meet a true need of the facility, 2) not interfere with the intended current or future use of the facility. In the opinion of the City and/or Park and Recreation Committee, a facility may be determined to be fully developed and the opportunity for donations would not be available.

Donation Acknowledgements/Memorial Plaques: Donation acknowledgements/memorial plaques will be utilized only in the cases of donations of benches, picnic tables, and park convenience items. Donation acknowledgements and memorial plaques, as approved by the parks and Recreation Committee, are to be directly affixed to the donation and are to be purchased through the Town. Donation acknowledgements/memorial plaques will be of a standard size (2.5 inches by 6 inches) and material established by the Town of Atherton. The Parks and Recreation Committee will approve all text for donation acknowledgements/memorial plaques. Acknowledgements and/or memorials may be limited to a maximum of three lines, and donors may choose from the following three acknowledgement/memorial options: “Donated by _____,” “In memory of _____,” or “Dedicated to _____.”

No memorial plaques will be installed for tree donations.

The City is under no obligation to notify donors or their families when a donated element needs to be taken out of service due to damage, life expectancy or park needs.

PARK BENCHES, BICYCLE RACKS, PICNIC TABLES, AND DRINKING FOUNTAINS

Park benches, bicycle racks, picnic tables, drinking fountains, and playground components may be sited in locations approved by the Parks and Recreation Committee in accordance with an available site plan (see Appendix C). Items donated become City property at the time of purchase.

TREES

The size and species of a donated tree (or trees) shall be limited to those determined by the Town. Trees will only be accepted for areas that have active irrigation systems in place unless the cost for addition of such facility is included in the donation.

MONUMENTS

Other memorials, plaques, and upright monuments or monuments resembling those typically found in cemeteries may not be installed at a City park facility. Exceptions to this policy are monuments installed by the City commemorating the history and/or dedication of a park facility.

OTHER DONATIONS

There may be additional donations possible other than those expressly listed or contained within this policy. Other donations are subject to a review and approval by the Parks and Recreation Committee and approval by City Council. The donor shall bring any donation proposal to the Parks and Recreation Committee for review and approval.

CONDITIONS

Installation: The installation will be scheduled at a time and date as determined by the Public Works Department so as not to unnecessarily interfere with routine park maintenance activities.

Removal and/or Relocation: This section applies to both existing and new donations. The City reserves the right to remove and/or relocate donated park elements and their associated donation acknowledgements/memorial plaques for any reason.

ATTACHMENTS

Appendix A: Approved List of Donation Needs/Memorial and Donation Fee Schedule

Appendix B: Memorial and Donation Application

Appendix C: Park Site Plan

Adopted and approved by the Town of Atherton Parks and Recreation Committee on January 15, 2008.



TOWN OF ATHERTON
PARK & RECREATION COMMISSION
Memorial and Donation Application

Town of Atherton
91 Ashfield Road
Atherton, Ca. 94027
(650) 752-0500
Fax : (650) 688-6528

Appendix A

(TO BE COMPLETED BY APPLICANT, PLEASE PRINT LEGIBLY)

APPLICANT INFORMATION

Name of Donor		
Address of Donor		
Home Phone	Work Phone	Fax
Email Address		

DONATION INFORMATION:

Donation type
Location preference
Wording on Memorial Acknowledgement
Type of Donation
Total Cost of Donation, Includes purchase, tax, shipping and installation

I HAVE READ AND AGREED TO THE TERMS OF THE MEMORIAL AND DONATION POLICY

Requested by	Date
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(TO BE COMPLETED BY TOWN STAFF)

Reviewed by	Date
Parks Superintendent	
Park & Recreation Commission Approval	Date

Appendix A

APPROVED LIST OF DONATION NEEDS/MEMORIAL AND DONATION FEE SCHEDULE				
DONATION TYPE	Specifics	Memorial plaque	Type	Donation required
Park Bench	Barco Products Cassidy Collection Arch Backed bench.	Yes		\$2500.00
Picnic Table	Barco Products	Yes		\$3,200.00
Tree (Native only)	Live Oak Valley Oak White Oak Blue Oak Red Oak California Sycamore	No		\$2000.00
Tree (specimen)	ie- Magnolia	No	Same size as above	\$2500.00

Bike Rack	Barco Products Park-it Bike rack Black 5-7 bike model	No		\$2000.00
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