

# County of Monterey Board Policy Manual

<b>Policy Name</b>	<b>Policy Number</b>	<b>Page</b>
Naming Monterey County-Owned and Operated Facilities and Programs at Natividad Medical Center Policy	G-149	1 of 6
<b>Policy Category</b> Government and Administration		

**I. Purpose**

To encourage philanthropic support of the Natividad Medical Center (Natividad) and to honor exceptional individuals by creating a process for naming Monterey County-owned and operated facilities and programs at Natividad to honor such individuals and/or to commemorate exceptional philanthropic support. This policy establishes criteria to facilitate the naming of facilities and programs at Natividad and establishes guidelines for distinct roles and areas of responsibility in the naming process.

**II. Background**

Currently, Monterey County has a policy in place (“Memorializing of County-owned Facilities Policy,” Policy No. G-148) regarding the memorializing of certain County-owned facilities. This policy, Policy No. G-149, provides criteria and procedures for the naming of eligible facilities and programs at Natividad, tailored to Natividad’s specific needs. Natividad has a unique need to respond appropriately to significant gifts, as well as to public requests to posthumously honor extraordinary individuals. This policy meets the need to formalize the roles of the Board of Supervisors and others in the naming process for Natividad. It also establishes criteria and procedures for naming decisions.

Posthumous honorific naming may be requested by community members when an individual has made a demonstrable, profound and enduring contribution to Natividad. Requests will be given serious consideration if such name is deemed to be a name that will continue to bring distinction and honor to Natividad for many years.

### **III. Policy**

It is the policy of the County that all facilities and programs owned and operated by the County at Natividad will follow the guidelines described below. This policy establishes criteria to facilitate the naming of Monterey County-owned and operated facilities and programs at Natividad and establishes guidelines for distinct roles and areas of responsibility among those contributing to naming discussions.

### **IV. Procedure**

The Monterey County Board of Supervisors (BOS) is the only body authorized to convey naming rights to publicly owned facilities. All naming opportunities for facilities and programs owned and operated by Natividad require approval by the BOS after review and recommendation as specified in this policy.

#### **A. Initiation of Request:**

County officials including but not limited to those at Natividad, as well as outside stakeholders including but not limited to the Natividad Medical Foundation (NMF), may bring potential naming opportunities to the Natividad CEO and/or the internal Naming Review Committee described below.

#### **B. Role of Natividad:**

Natividad will consider potential naming opportunities as proposed per the preceding paragraph. The CEO of Natividad may establish a Natividad Naming Review Committee (Committee), which may consist of Natividad staff and other stakeholders as the CEO deems appropriate. In the absence of such a Committee, the Natividad CEO shall be responsible for the recommending function described for the Committee below, and shall comply with the procedures and criteria established below for the Committee.

#### **C. Role of Natividad CEO or Internal Natividad Naming Review Committee:**

The Committee must apply the criteria outlined in this Policy in a consistent and non-discriminatory manner, to determine Natividad's recommendations for approval or denial of the philanthropic and honorific naming. Such recommendations shall be submitted to Natividad's Board of Trustees (BOT) for final recommendation by Natividad. The BOT's approval recommendations shall then be submitted for final decision by the BOS.

#### **D. Role of Natividad Board of Trustees:**

The BOT will consider naming opportunities presented by the Natividad CEO or, if established, the Natividad Internal Review Committee. If the BOT recommends approval of a naming opportunity, the recommendation will be presented by the Natividad CEO to the Monterey County BOS.

---

E. Role of BOS Capital Improvements Committee:

Upon approval of an affirmative recommendation by the BOT, the request shall be reviewed by the BOS Capital Improvements Committee (CIC), which shall then forward the request to the full BOS. In addition, Natividad shall, at regular intervals no less frequently than annually, submit to the CIC a summary of all naming requests that have not been previously reviewed by the CIC, which shall include the action or recommendation of each body or official that has considered the request at steps A through D above. The CIC may, but shall not be required to, recommend further action as to any such items, including referral to the BOS, return to any of steps A through D for further consideration, or such other action as the CIC may recommend.

F. Role of Monterey County Board of Supervisors (BOS):

If the Monterey County BOS approves a naming opportunity recommended by the Natividad BOT and forwarded by the CIC, the approval will be considered final. Approval by the BOS shall require unanimous approval of those BOS members present and voting.

**V. Criteria**

A. All Naming at Natividad:

1. Eligible Monterey County-owned facilities and programs at Natividad include, but are not limited to, buildings, facilities spaces/areas (interior and exterior) and services exclusive of those that are already reserved with naming rights.
2. Philanthropic and honorific naming will remain in full effect for the useful life of the facility or program, except as otherwise provided herein.
3. Signage will be developed in accordance with applicable criteria regarding branding, as further set forth below.
4. In all naming circumstances, the placement and size of the naming shall not interfere with the practical functioning of Natividad. All naming shall be in accordance with Natividad's current and existing naming conventions.
5. Natividad will provide and fund future routine maintenance costs of signage.
6. Naming that implies that the County is endorsing any individual, foundation, corporation, trust, business or other entity that associates the County with a position on matters of political or other controversy will not be approved.

The BOS shall have the right to terminate all naming opportunities in the event that a named person is found to have engaged in illegal activity or other impropriety of such magnitude that continued recognition would not be in the best interests of Monterey County. Any decision to remove a name bestowed pursuant to this policy shall follow the same procedures as are applicable to bestowing a name. The removal of a name based on illegal activity shall not require a criminal conviction. All naming removal decisions shall instead be based on the judgment of the BOS that the individual is likely to have engaged in conduct that renders it inappropriate for the named facility to continue to bear

---

the individual's name.

Approval of a naming request shall, unless the BOS approves different action pursuant to the process provided in this policy, include an approval of reasonable changes to signage and other materials identifying the affected facility or program, which shall be implemented by the Natividad CEO or his or her designee. Such signage and other materials shall be developed in accordance with applicable criteria regarding branding or other applicable guidance, and shall generally retain the same characteristics, in terms of size, design, and materials, as otherwise existing similar signage or materials at the facility. Changes to effect the requirements of this paragraph shall generally be funded out of Natividad's Enterprise fund, but donations for this purpose may be accepted in the discretion of the BOS.

In the event that a philanthropic donor, or the person or entity requesting honorific naming, requests signage or other physical indicia of the naming at variance from that which would otherwise be installed pursuant to the preceding paragraph, the following shall apply:

1. Such enhanced signage or materials shall be funded by the requesting party or other outside source of funds.
2. Such signage or materials shall remain consistent with, and not in aesthetic conflict with, existing signage and materials.
3. The discretion to approve such signage shall rest solely with the BOS, pursuant to the recommendation and approval processes required by this policy.

**B. Selection Criteria for Philanthropic Naming at Natividad:**

Decisions with respect to philanthropic naming opportunities should foster stewardship of the affected facilities and cultivation of donors. To serve these goals, such decisions should be based on donor appeal, visibility, likelihood of future gifts from the same donor and likelihood of the gift and naming to attract other donors. Naming decisions therefore should not be based solely on the gift amount. Nonetheless, because naming opportunities are limited, philanthropic naming should generally only be offered in connection with significant gifts.

A gift shall be considered significant when the gift amount covers the total cost of the facility or funds a portion of the total cost that the BOS considers significant, and which would not be funded from other sources. Naming opportunities are an extraordinary level of donor recognition, and should be granted in only rare circumstances in which such an honor is clearly warranted. They are most appropriate for new building projects and for centers/units/suites that are self-contained. This level of naming is reserved for projects that will best advance the purposes of this policy. The actual level of naming opportunity will be based on the prominence of the program, visibility of the space, the size and scope of the project, and the potential to inspire future giving and/or advance

---

Natividad's mission. No goods or services will be rendered in exchange for the philanthropic gift.

If the BOS does not approve a naming opportunity for a philanthropic gift, the CEO or his or her designee will communicate the decision to the donor.

Facilities/units/centers/suites will not be named in return for a non-binding promise of a future gift. If a contribution is pledged over a period of time and a naming recommendation is approved in connection with such contribution, the BOS will establish the timeframe when the name will be added to the facility/unit/center/suite.

C. Selection Criteria for Honorific Naming at Natividad:

Monterey County may memorialize existing facilities and/or programs at Natividad in response to public requests to posthumously honor individuals in Monterey County when the individual to be honored meets the following nomination criteria:

- Made a demonstrable, significant and direct contribution of time, talent or "in-kind" financial support for Natividad that provided a profound and enduring extraordinary benefit and contribution to healthcare of current and future generations of Monterey County residents that warrants special recognition.

Approval of honorific naming should be rare, and should only extend to those proposals that would honor an individual whose contributions to the community met one or more of the above criteria to a degree that is rare and exceptional. Honorific naming is not intended for persons who merely rendered service in line with their duties, even if they did so competently and for an extended period.

If the BOS does not approve an honorific naming opportunity, Natividad will communicate the decision to the applicant. The BOS reserves the right to deny the honorific naming of an eligible facility or program if it is deemed to be one or more of the following:

1. Inconsistent with the criteria stated herein;
  2. Likely to interfere with the potential future philanthropic gifts that may convey naming opportunities for the same facility;
  3. Contrary to the nature of mission of Natividad;
  4. Detrimental to the aesthetics of the location; or
  5. Inconsistent with public value and acceptance.
-

**VII. Review Date**

- a. The Policy shall be reviewed for continuance by May 9, 2027.

**VIII. Board Action**

- a. Legistar File Number RES 22-092, May 10, 2022.
-