

The Woodlands Township

Naming of Township Facilities and Sub-Facilities Guidelines

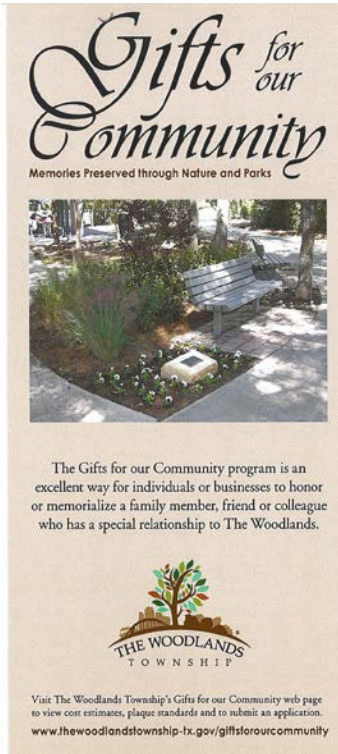
Presentation to
The Woodlands Township Board of Directors
March 23, 2023



Historical Overview

- The current naming policy was adopted by the Township Board on April 27, 2016.
- The naming policy was adopted after Board discussion across several meetings.
- The discussion centered around key points:
 - The necessity of having a commemorative naming policy given the existing Gifts for Our Community Program and the established naming practice of emphasizing community values, local history, environment and geography distinctive to the community; and
 - The suitability of naming a public facility after a living individual, or for some Board members, the naming of a public facility after any individual living or deceased.

Gifts for Our Community Program



The Gifts for Our Community program provides individuals or businesses a way to honor or memorialize a family member, friend or colleague who has a special relationship to The Woodlands.

The program offers opportunities for permanent memorials or recognition through our park and nature resources while maintaining Township standards.



Current Policy

The Township Board of Directors shall have the authority to name Township-owned facilities and sub-facilities according to adopted procedures and criteria.

Definitions

- **Facility:** Major Township-owned buildings, parks, pathways and trails for permanent use.
- **Sub-Facility:** Minor Township-owned structures within a Major Facility, including but not limited to: swimming pools, pavilions, tennis courts, large water features, trail sections or meeting rooms.

Current Policy: Naming guidelines

General Naming Criteria and Guidelines

- A. Be descriptive of a geographic location or a significant natural feature in or near the facility or an adjoining subdivision, street or school.
- B. Commemorate historical events, which remain of continued importance to the Township, region, State and/or Nation.
- C. Commemorate individuals who made significant monetary contributions to the Township's acquisition or development of the facility.
- D. Recognize organizations involved in a public-private partnership with the Township which have made significant financial or capital contributions to the acquisition or development of the facility. This includes any Naming Rights Agreement which may be approved by the Board for a period not to exceed 10 years.

Current Policy: Re-naming guidelines

General Re-Naming Criteria and Guidelines

- A. The renaming of facilities or sub-facilities is discouraged.
- B. The Township President/Chief Executive Officer may recommend to the Board of Directors, when in the best interest of the Township, the re-naming of a facility or sub-facility to be implemented in accordance to the criteria and guidelines in the procedures of the naming policy.

Current Policy: Restrictions

Restrictions on the Naming of Public Facilities and Sub-Facilities

- A. No duplication of other facility's or sub-facility's names. Facilities will not be subdivided beyond the level of sub-facility unless there are readily identifiable physical divisions such as roads or waterways.
- B. Discriminatory or derogatory names will not be considered.
- C. Facility names will not advocate for or promote a current political figure, political affiliation, ideology or religion.

Current Policy: Procedures

Naming of Major Facilities

- A. A permanent name for the facility should be finalized no later than the 50% completion mark in the construction or acquisition process.
- B. The facility naming process is initiated with the approval for construction or acquisition of the facility.
- C. Name ideas may come from a variety of sources. Names suggested by citizens and/or community groups must be submitted to the Board Chairman, Township Board or President/Chief Executive Officer.
- D. The naming of Township facilities will be approved by a majority vote of the Township Board regardless of the source of the recommendation.

Current Policy: Procedures

Naming of Sub-Facilities

- A. Requests must be made in writing to the President/Chief Executive Officer. Information to be included in a written request are included in the policy.
- B. Upon receipt of a written request, the President/Chief Executive Officer will review the proposed request and perform due diligence.
- C. When appropriate, the President/Chief Executive Officer will make a recommendation to the Township Board.
- D. The Township Board has final authority to accept or reject the naming proposal by majority vote.

Questions?