



## REPORT/RECOMMENDATION

<b>To:</b> City Council	<b>Agenda Item</b> <u>Item No. VII. C.</u>
<b>From:</b> John Keprios, Director Parks & Recreation Department	<input checked="" type="checkbox"/> Action
<b>Date:</b> August 21, 2012	<input type="checkbox"/> Discussion
	<input type="checkbox"/> Information
<b>Subject:</b> Donations Policy Revision	

### ACTION REQUESTED:

The Park Board recommends approval of the attached City of Edina Donations Policy.

### INFORMATION/BACKGROUND:

At their May 8, 2012 meeting, the Park Board passed a motion to recommend that the City Council adopt the attached updated City of Edina Donations Policy. Taken directly from the May 8<sup>th</sup> Park Board minutes:

*Member Jones gave a quick background on donations and noted that currently Edina has two donation policies; one is from 1995 "Donations, Sponsorships and Advertising Policy" and there is also a "Donations and Memorial Policy" that was adopted in the year 2000. She indicated that the City does not currently have citywide written standards for accepting donations or procedures for processing and recording donations. She explained that the working group would like to provide a welcoming and efficient system for uniformly and responsibly accepting, recording and acknowledging donations of money, material, goods and services. She stated that the working group is recommending that the City should replace the two existing donation policies with the proposed donation policy dated April 25, 2012.*

Therefore, I have included copies of the policies approved by Council in 1995 and 2000. I have also included a copy of the Park Board minutes that is record of the discussion and action of the Park Board regarding this policy at their May 8<sup>th</sup> meeting.

After lengthy discussion, debate and changes to the Working Group's original proposal, the Park Board unanimously agreed to recommend the attached proposed City of Edina Donations Policy for the City Council's consideration.

The Donations Policy Working Group was chaired by Park Board member Ellen Jones who plans to present the proposed policy to the City Council along with members of her Working Group.

### **STAFF RECOMMENDATIONS**

Following the Park Board's May 8, 2012 meeting, staff was made aware that the policy should probably clarify that the City Council must approve donations and gifts before they can be accepted.

The policy states that:

***"The acceptance of donations must comply with Minnesota Statute 465.03: Gifts To Municipalities. The acceptance of gifts requires administrative action. Only the Edina City Council retains the authority to accept gifts."***

Staff recommends that language be added to the proposed policy to clarify that the Council must approve the gift or donation before it can be accepted.

As I expressed at the Park Board meeting, I do not support the proposed language that ***"Recognition for tree donation shall be at the discretion of the Director of Parks."*** I feel strongly that a clear cut policy should be in place that establishes consistency and not give the Director of Parks the authority to use his or her discretion. Otherwise the recognition of tree donations will vary from one Park Director to the next.

I also do not support the following proposed language:

***"Donors of benches shall be recognized according to the following criteria: standard recognition plaques shall be used on donated benches to promote consistency in cost, size, type and mounting with plaque language approved by the City. Bench plaques shall be a maximum of 6 square inches."***

I must admit I have a bias regarding plaques on park benches. As I shared with the Park Board, I feel that too many memorial plaques tend to detract from the real purpose of a park that is not intended to be a cemetery.

I appreciate the hard work of the Park Board's Working Group and I support the remainder of their proposed policy.

**ATTACHMENTS:**

- City of Edina Donations Policy Revision
- Donations Policy Working Group Recommendations Section of the May 8, 2012 Park Board Meeting Minutes
- Donations/Memorials Policy (Adopted by City Council June 20, 2000)
- Donations, Sponsorships and Advertising Policy (Adopted by City Council June 5, 1995)

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## CITY OF EDINA DONATIONS POLICY

### OVERALL POLICY

The objective of this policy is to provide a welcoming and efficient system of uniformly and responsibly accepting donations to the City of Edina. The policy encourages donations from individuals, civic groups, churches, organizations, foundations and businesses for either specified or unspecified use by the City. The policy also creates systematic procedures for the review and acceptance of gifts by identifying the City agency(ies) responsible for accepting gifts; maintaining standards for accepting gifts; managing gifts; keeping records of gifts; and facilitating appropriate recognition of donors.

### DEFINITIONS

**“Gift”** and **“Donation”** shall be synonymous. They may be monetary contributions, material items, real estate, intellectual property, or services, which the City Council has accepted and for which the donor has not received any goods, services, or advertising service in return.

**City Facility:** Includes parks, buildings, major features, streets and amenities owned by the City of Edina.

**Existing Donation:** Donations accepted prior to the adoption of this policy.

**New Donation:** Donations made after the adoption of this policy.

**Restricted Donation:** A donation given for a specified purpose or with conditions for use attached.

**Sponsorship:** Financial support of a program, good or service where the sponsor receives advertising in return for their sponsorship.

### AUTHORITY

The acceptance of donations must comply with Minnesota Statute 465.03: Gifts To Municipalities. The acceptance of gifts requires administrative action. Only the Edina City Council retains the authority to accept gifts.

The City Council retains the sole authority to accept grants from the Edina Community Foundation.

### BACKGROUND AND PRINCIPLES

The City of Edina should encourage and support gifts, grants and sponsorships from individuals, civic groups, churches, organizations, foundations and businesses because it is in the best interest of the City to receive additional funds and material gifts. An objective of this policy is to foster an environment that allows for a deeper commitment to the City through the act of giving. City residents and staff should be proactive in identifying and securing appropriate Edina Community Foundation grants for the good of the City.

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All gifts should be in keeping with the mission, ordinances, philosophy and policies of the City. The development of public facilities is expected to be the result of careful planning and quality construction. City facilities are to be enjoyed and used by all

Donation acceptance standards and procedures should be clear and consistent, and foster cooperation between City staff and the donor. The City reserves the right to charge maintenance costs. Pledges should not be considered donations. With the exception of real property, all material donations have a specific lifespan that should be clearly defined at the time of acceptance.

The City of Edina encourages and welcomes donations by private citizens of certain conservation easements, in order to protect natural, scenic, open or wooded areas within the City.

## **REAL PROPERTY**

Real Property donations shall be reviewed and a legal opinion rendered thereto by the City Attorney before acceptance by the City Council.

## **GRANTS FROM THE EDINA COMMUNITY FOUNDATION**

A grant to the City from the Edina Community Foundation shall be considered as a donation and shall comply with this policy.

## **SPONSORSHIPS**

Donations received through sponsorships shall be considered as donations and shall comply with this policy.

## **GIFTS OF PROFESSIONAL SERVICES**

Professional services and waivers of fees shall be considered as donations and shall comply with this policy.

## **NEW DONATIONS ACCEPTANCE GUIDELINES**

The following guidelines shall be applied in determining whether a donation is appropriate for acceptance.

1. The donation shall be in the best interest of the City.
2. The donation shall be consistent with existing City policy, program outcomes and department or City goals.
3. The donation shall cover all costs associated with the gift including but not limited to the full cost for the purchase, recognition, installation, and if required, repair and maintenance during the expected life span of the feature.
4. The donation shall not typically result in an increase to the City's budget. Recipients shall bear in mind that donations are typically to be considered one-time supplements to Departments and should not be used to develop new programs or services which would require budget supplements from the City in the current or subsequent years.

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5. The donation does not present a real or perceived conflict of interest for the City or its employees.
6. The donation shall not interfere with the intended current or future use of the facility.
7. Pursuant to Minnesota Statute 465.03, "Nothing herein shall authorize such acceptance or use for religious or sectarian purposes."
8. The donation does not require the relocation of other equipment or infrastructure to accommodate it, unless the expense of such accommodation is included in the donation.
9. The City shall not accept sponsorships under conditions where sponsorship advertising detracts from, disrupts or adversely affects the experience or value of the service being provided.
10. The donated item or service shall not pose an unacceptable level of liability to the City.
11. If there is any question as to the legal owner of the donated item, proof of ownership may be requested.
12. No upright monuments or monuments resembling those typically found in cemeteries shall be accepted or installed at any City facility. The only exception to this criterion is the Veteran's Memorial monument.

## **NEW AND EXISTING DONATION SPECIFICATIONS**

Donations and their associated acknowledgement become City property upon formal acceptance by the City Council.

This policy does not consider donation pledges as donations.

For capital campaigns that involve donations from multiple donors toward a large-scale project, the City shall not contract for services or purchase material for any of the project until donations cover the cost of those services and materials.

The City shall not contract for services or purchase material toward large-scale capital campaign projects until donations have been received for 100% of the donation goal for the entire project. To make exceptions to this policy requires approval of City Council with the amount needed to complete the project clearly stated and available in the budget. This is to ensure that the City will not be burdened by an incomplete project or go into debt if donation goals are not met.

The City reserves the right to remove, relocate or dispose of donations and their acknowledgments when they have been vandalized or damaged by a natural act beyond reasonable repair, reached the end of their life span, or when the donation and

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acknowledgment interferes with: site safety, maintenance, facility use, aesthetics or construction activities.

In accordance with this policy, the City shall attempt to notify the donor in writing at the address on file, of any action related to the disposition of a large-scale donation. In certain situations, such as safety or emergency situations, the notification may be made after the action has already taken place. In the event a donation must be permanently removed from its current site, the City shall seek an alternative location, consistent with this policy.

The City reserves the right to seek a new donor for an existing gift at the end of the established life span should the original donor choose not to renew the donation, or if the City has not been able to contact the original donor.

The City Manager or appropriate Department Director shall recommend to the City Council approval or rejection of all gifts and the location of their placement. The Department Director shall ensure that the products, construction materials and design meet City standards for maintenance, aesthetics and longevity.

A specific life span shall be stated for all large-scale material donations. The City does not guarantee the life span of a donation.

The City does not guarantee survivability of trees, plants or gardens. The size at planting and specie of tree or plants shall be limited to those determined by the City.

## **RESTRICTED DONATIONS**

Staff shall assure that restrictions are reasonable and the donation is practical to accept and meets the criteria of this policy. All terms of restricted donations shall be clearly stated on the Donation Application and Agreement Form. City Council shall take action on the terms of the donation after hearing the advice of the Department Director or City Manager. Donations requesting the naming or dedication of a City facility shall comply with the City of Edina Naming and Dedication of City Facilities Policy.

## **ACCEPTANCE PROCEDURE**

**Administrative Responsibility:** It shall be the responsibility of the City Manager to ensure that proper City officials are informed of the donation; that the donation conforms to this policy; that the donation is acknowledged; that City Council goes through an approval process accepting or rejecting the donation; that timely reports are made; and that suitable recognition is afforded the donor. The City Manager or a designated staff member shall maintain a record of each donation.

The donation record shall include the City of Edina Donation Application and Agreement Form. The Form shall contain all pertinent information such as the donor's name, name of the person, in whose honor the donation is dedicated, and the location or placement of the gift, if applicable. The Form shall state whether or not the gift is restricted, and if restricted, must specify the terms and details of the restrictions. Also included in the record shall be, if the gift is monetary, the dollar amount given, if the gift is not monetary a description of the donation, the lifespan of the gift, and a calculation of the cost of the donation to the City. The Form shall

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contain a signed acknowledgement that the donor has read and agrees to the City Donations Policy.

**Notification:** It is the responsibility of the donor of large-scale gifts to provide the City with a current address for purposes of notification regarding their donation and to notify the City in the event of a change in such address. The City shall send written notice to the donor at the most recent address on file, notifying the donor of changes related to the status of their donations, such as a need to remove, relocate, dispose of the donation, or comply with conditions set forth in this policy.

**Installation:** City personnel shall be responsible for approving the installation of donations. A gift installation shall not commence until donations for the cost of the entire donation project have been accepted by City Council. The installation shall be scheduled at a time and date as determined by City staff so as not to unnecessarily interfere with City activities.

**Costs:** The cost of a donation shall include the cost of purchase, the cost of a recognition plaque or element, site preparation, installation, and, if required the estimated cost of maintenance for the expected life span of the donated item. The expected life span of items typically donated shall be specified on a separate schedule.

## DONATION APPROVAL AND ACCEPTANCE STEPS

1. The donor and City staff shall each complete their sections of the Donation Application and Agreement Form when donations are received. The donor shall retain a copy of this form as a receipt, a copy shall be sent to the City Manager and a copy shall be provided to the Finance Director.
2. Valuation of non-cash donations is the responsibility of the donor.
3. All cash gifts shall be deposited immediately with the Finance Department in accordance with City cash collection policy and procedure and shall be accompanied by a copy of the Donation Application and Agreement Form.
4. The Department Director shall preserve a record of donations to their department, and the City Manager shall preserve a record of all donations. For all large-scale donations the City Manager shall maintain and update contact information when notified on the Donation Application and Agreement Form. Agreement Forms of large-scale donations shall be kept throughout the life span of the gift, small-scale donations shall be kept for at least three years.
5. Cash donations shall remain in the General Fund account until they are spent for their intended purpose. Unspent cash donations shall be carried over to the new fiscal year.
6. The City Manager or Department Director shall acknowledge each gift of \$250 or more by letter, thanking the donor for the gift. Further appreciation and acknowledgement shall be at the discretion of the City Manager or Department Director.

## RECOGNITION PROCEDURES

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A ceremony or gathering for recognition shall be permitted, and shall be arranged in coordination with City staff.

At the discretion of the Department Director or City Manager, the City may acknowledge donations publicly on the City website and in the City's other publications.

The City may recognize donors who have donated \$5,000 or more to the City at one time by placing their name, if desired, on an individual plaque. Donors, who have collectively contributed more than \$5,000 over a period of time, but never \$5,000 at one time, shall not be recognized on an individual plaque. A donor who gifts the City less than \$5,000 with the exception of bench donations, may be recognized by a name plaque, engraving or other means as a part of a compilation of donors on a recognition board.

Donors of benches shall be recognized according to the following criteria: standard recognition plaques shall be used on donated benches to promote consistency in cost, size, type and mounting with plaque language approved by the City. Bench plaques shall be a maximum of 6 square inches.

The Department Director or City Manager shall give prior approval for all acknowledgement and sponsorship signs, print material or banners.

The City prohibits locating, installing and maintaining individual tree plaques at the tree site. Recognition for tree donation shall be at the discretion of the Director of Parks and shall include recognition in a City publication or on the City website. The Director of Parks shall record the date and location of the planted trees, and if the donor prefers, information about the reason for the donation.

**MINUTES  
OF THE MEETING OF THE  
PARK BOARD  
HELD AT CITY HALL  
MAY 8, 2012  
7:00 PM**

***VI.B. Donations Policy Working Group Recommendations***

Member Jones gave a quick background on donations and noted that currently Edina has two donation policies; one is from 1995 "Donations, Sponsorships and Advertising Policy" and there is also a "Donations and Memorial Policy" that was adopted in the year 2000. She indicated that the City does not currently have citywide written standards for accepting donations or procedures for processing and recording donations. She explained that the working group would like to provide a welcoming and efficient system for uniformly and responsibly accepting, recording and acknowledging donations of money, material, goods and services. She stated that the working group is recommending that the City should replace the two existing donation policies with the proposed donation policy dated April 25, 2012.

Member Jones explained that the working group recommends that the City should develop a citywide uniform donation application and agreement form as well as create new sponsorship and advertising policies. She indicated that they also recommend that the City develop a donations pamphlet showing benches and other items that the City needs in order to make the process of donating easier and welcoming. In addition, they recommend that the City enhance their volunteer programs to increase resident donations of their time and services towards the improvement to the community. Member Jones also pointed out that they recommend that the City should evaluate and enhance the way it recognizes donors of goods and services. The goal of this would be both to encourage and increase donations to the City and to promote citywide consistency.

Member Segreto commented that her biggest concern is that their donation policies not have a "chilling" effect on people who are interested in donating. Member Hulbert replied that currently they don't think the people in the public really understand what the policy is and how they can make donations. Member Jones noted one of the things they are most excited about is having a list of items of what the City would like in the system whether it's gazebos, park benches, etc. Member Segreto responded that she agrees and also agrees that they need guidelines; however, as she goes through the guidelines there are a few areas that create a "chill" that she would like to talk about.

Member Segreto pointed out that on page one she would like to see "real estate" included under the definition section of "potential gifts". Member Jones responded "real estate" is listed on the second page but agrees it would be good to put on page one as well under "Definitions".

Member Deeds indicated on page one he has a concern on the authority because prior policy states that the City Manager could accept anything up to \$5,000 and now essentially has to act to accept everything. Mr. Keprios replied that now under State Law the City Council must approve all cash, real estate, goods, etc.; however, they do not have to approve volunteer services. Mr. Keprios explained to the Park Board that the \$5,000 was put in there when the policy was created to intentionally start reducing the additional number of plaques in parks and the working group is now recommending that the threshold go up to \$10,000 with the exception of benches.

Member Segreto indicated that on page two when she read the first paragraph it was a little off-putting in the third line where it states "the City is not here to accommodate gifts", of course the City is not but she doesn't feel they actually have to say that. She commented that she has the same reaction to some of the language regarding building shrines to donors; it makes her feel uncomfortable and feels "heavy handed".

Chair Steel responded that she thinks that it is a document that will be read by potential donors so she agrees. Member Deeds noted that he also agrees with "All gifts should be in keeping with the mission, ordinances, philosophy of the policies of the City. The development of public facilities is expected to be the result of careful planning and quality construction". He noted that he thinks they should take out "Donor recognition should not compete for attention, nor attract attention, etc." and noted that you don't want to turn a donor off through this. Member Jones asked Member Deeds if he would delete "City facilities are to be enjoyed and used by all citizens and are not to become shrines to donors, memorialized persons or business entities". Member Deeds replied he would keep "City facilities are to be enjoyed and used by all citizens", but he would not do the rest of that. Member Jones asked if he would keep "donor recognition should not compete for attention or attract attention". Member Deeds replied that he doesn't think they need to call that out.

Member Segreto commented that in keeping with the same comment she does agree that donations should not be burdensome to the City and she does agree that donors should understand the City's policy for upkeep and retention. She stated that if they have a good donor contract they could incorporate their concerns in that contract and not have it be in the opening paragraphs that donors will need to read before they make their gift. She noted her recommendation would be to delete in the second paragraph the second and third line and would also recommend deleting the second paragraph and the third line. Chair Steel asked Member Segreto to read it for Park Board's clarification.

Member Segreto stated that she would delete "acceptance procedures should ensure that donations not become burdensome to the City and that donors understand the City's policy for upkeep and retention. For donations of material items, all installation, and recognition costs should be included in the cost of the donation". Member Jones asked if that will be somewhere else in the policy. Member Hulbert commented they should at least make sure that it's in the contract. Member Jones added that the reason they have this is really to welcome and establish a policy that will be easier than it currently is that was their full intent in welcoming. She noted that if the words are not welcoming she just wants to make sure that the features that they wanted are in the policy and as she looks at that she thinks those things are written up in the guidelines. Member Segreto stated that if this is in the contract then when there is a donor, especially a significant donor they could sit down with the City and probably negotiate some of these items and so put it in the contract and then it's there to be discussed rather than in the opening two paragraphs.

Member Segreto indicated that on number three page three it says "the donation covers the full costs for purchase, recognition, installation and required maintenance during the expected life span of the feature that", has a much more positive tone. Chair Steel asked Member Segreto if she would like to make a motion for the lines she would like to see deleted on page two.

Member Hulbert asked Member Segreto those are the lines you wanted you stopped at "should be included with the cost of the donation", what about the next sentence where it says "the city reserves the right to charge maintenance costs", Member Segreto replied that she would leave the "city reserves the right to charge maintenance costs", that's for maintenance or repair costs.

Member Segreto added where it states "The City should not become burdened by pledged gifts that are not obtained" she doesn't think they have to say they were "burdened" but rather should say "pledges should not be considered donations" and leave it at that. Member Hulbert responded that he thinks that was more in line with gifts because he has heard of stories of people just donating items to the City that the City doesn't even need.

Member Deeds commented that the line they are referring to is simply talking about people that pledge and then never fulfill that pledge and so he thinks they only have to say "it should not be considered donations".

**Member Segreto made a motion, seconded by Member Hulbert, to recommend that on page two in the second paragraph the second line reading “acceptance procedures should ensure that donations not become burdensome to the City and that donors understand the City’s policy for upkeep and retention” be deleted. Additionally, the third line in that same paragraph reading “for donations of material items all installation and recognition costs should be included with the cost of donation” should be deleted. In that same paragraph the sentence beginning “the City should not become burdened by pledged gifts that are not obtained and therefore” be deleted and a period inserted. The line will then go on to read “Pledges should not be considered donations”.**  
Ayes: Dan Peterson, Kathryn Peterson, Jones, Steel, Jacobson, Hulbert, Deeds, Segreto  
Motion Carried.

Chair Steel informed Member Segreto she is going to bump her up to the first paragraph if you want to do the same because she had deleted a third line “not to accommodate gifts” and then started with deletion on the fourth line “and are not to become shrines” and deleted the renaming of that paragraph.

**Member Segreto made a motion, seconded by Member Hulbert, to recommend in the first paragraph third line, delete the words “not to accommodate gifts”. In the fourth line of that same paragraph delete “and are not to become shrines to donors, memorialized persons or business entities”. Delete the next sentence “donor recognition should not compete for attention or attract attention away from the purpose for which the facility was created”.**  
Ayes: Dan Peterson, Kathryn Peterson, Jones, Steel, Jacobson, Hulbert, Deeds, Segreto  
Motion Carried.

Chair Steel asked Member Segreto to do a quick motion on the first page about real estate.

**Member Segreto made a motion, seconded by Member Deeds, to recommend on page one in the definition section that “real estate” be inserted anywhere in the definition of gifts.**  
Ayes: Dan Peterson, Kathryn Peterson, Jones, Steel, Jacobson, Hulbert, Deeds, Segreto  
Motion Carried.

### **Page 2 other items**

Member Segreto noted that at the bottom of the page #1 it says “The donation shall meet a true need for the City” and stated that she thinks it’s hard to understand what “true need” means so instead say “The donation shall be in the best interest of the City”. Member Hulbert replied that he thinks it accomplishes the same thing. Member Deeds noted that he questions, given that the City Council has to accept all donations anyway and vote on them, do they even need that line in there. Mr. Keprios pointed out that the City Council doesn’t have to accept all proposed donations, they can reject whichever ones they choose. Member Deeds responded he means do they need that first line in there because in that case they are going to review them all anyway, particularly major donations, as to whether they meet the needs of the City. Member Hulbert replied that maybe it will let people know so that it doesn’t come as a surprise to them. Member Jones stated that she thinks Member Segreto’s wording was friendlier and their intent is to be welcoming. Member Jones pointed out that what they were trying to get at with the wording was what if someone has created something and wants to give it to the City but the City has no place for it and doesn’t really want to accept it then the City Council would have a reason to say “no”. Member Segreto commented that she agrees and maybe it should say “the donation shall be in the best interest of the City” and just leave it at that.

**Member Segreto made a motion, seconded by Member Hulbert, to amend on page two the paragraph numbered #1, that the language be deleted and substitute language that reads “the donation shall be in the best interest of the City” inserted in its place.**  
Ayes: Dan Peterson, Kathryn Peterson, Jones, Steel, Jacobson, Hulbert, Deeds, Segreto  
Motion Carried.

**Page Three –**

Member Segreto indicated that she would like to see number three say “The City shall consider the costs of the installation and if required maintenance” rather than “The donation shall cover the full costs”. Member Jones responded that she understands Member Segreto is trying to be a little more lenient but this piece is about what the actual donation should cover. Member Segreto suggested saying “The City shall consider all costs associated with the gift”. Member Jones pointed out that she is talking about when they fill out that donation form what they are talking about is what the total donation should be and there’s a calculation there. Member Segreto commented that is why she thinks they need to be real clear in the contract that the City will not ensure that a tree will be around in that location in perpetuity and that the City will not be held responsible for replacement. Member Hulbert commented that he sees what Member Segreto is saying but he doesn’t read #3 as being really negative but rather thinks it’s just being clear in explaining what is expected along with the gift. Chair Steel asked Member Segreto if she would like to make a motion to which Member Segreto replied no.

Member Segreto indicated that she would delete #5, #6 and #7. Member Hulbert asked her why she would want to delete them. Member Segreto replied again because to her it’s “chilling”. In #7 where it reads “The donation does not require the purchase of a burdensome amount of additional items in order for it to be useful” seems “chilling” they either accept it or not because she has full faith in staff and City Council about whether or not we should accept something we can’t take care of.

Chair Steel stated that to her it seems to conflict a little with #3 and therefore maybe they need to beef up #3. Member Deeds noted that because they have #3 he doesn’t think they need #5, #6 or #7 to which Member Segreto noted she would be fine with that. Chair Steel asked the Park Board if there were suggestions of anything they should add to #3. Ms. Otness informed the Park Board that when they went to compile this they used all of the suggestions and comments that came to the working group and so they decided as a group to put it in as they received those suggestions or comments and so that is where the language came in, it wasn’t intended to be “chilling”. Members Deeds suggested for #3 they could put “. . . and require repair and maintenance during the expected life” which takes out one of the #5, #6 or #7.

Ms. Otness informed the Park Board that when they went to compile this they used all of the suggestions and comments they received and so for some of those they actually put in the language that they received and that is where some of the language came in. It wasn’t intended to be “chilling”, they wanted to include what they received.

**Member Segreto made a motion, seconded by Member Dan Peterson, to recommend on page three that #3 shall be deleted in its entirety and substituted with the following: “The City shall consider all costs associated with the gift including but not limited to the full cost for the purchase, recognition, installation (if required) repair and maintenance during the expected life span of the feature”.**

Member Jones commented that she liked it with the exception she would like to switch to “The donation” instead of “City considers”.

**Member Jones made an amendment to the motion, seconded by Member Segreto, to recommend that instead of beginning the sentence with “The City shall consider to “The donation should cover” and then follow it with what Member Segreto said.**

Ayes to Amendment: Dan Peterson, Kathryn Peterson, Jones, Steel, Jacobson, Hulbert, Deeds, Segreto  
Motion Carried.

Ayes to Motion: Dan Peterson, Kathryn Peterson, Jones, Steel, Jacobson, Hulbert, Deeds, Segreto  
Motion Carried.

**Member Deeds made a motion, seconded by Member Hulbert, recommending striking #5, #6 and #7 on page three.**

Ayes: Dan Peterson, Kathryn Peterson, Jones, Steel, Jacobson, Hulbert, Deeds, Segreto  
Motion Carried.

**Member Deeds made a motion, seconded by Member Segreto, to strike #15.**

Member Jones asked she is just curious as to why you don't want #15 in there. Member Deeds replied the wording in terms of "creating a shrine" that if they are going to do that he likes the wording from the paragraph they took out which said "donor recognition should not interfere with the use, etc." . He stated that if the Park Board thinks that is covered by #9 then they do not need to worry about it, they just have it in the one. Member Jones commented that this is actually "the public should refrain from creating a shrine" it doesn't have to do with a donation as it does with having people deposit flowers or other things at a City amenity. Member Deeds commented that is appropriate then for guidelines for donations, if that's a whole different issue. It is not part of the guidelines for a donation. Member Kathryn Peterson commented that it's not really in their control anyway.

Ayes: Dan Peterson, Kathryn Peterson, Jones, Steel, Jacobson, Hulbert, Deeds, Segreto  
Motion Carried.

Member Deeds indicated on #17 he thinks it's difficult to name things you don't want to have happen and thinks if it were a general statement such as "donations and sponsorships will be gratefully accepted as long as they do not challenge the public sense of common decency and good taste". He commented that they need to support their local businesses and it's very difficult to say these things aren't good because there could be other things that could come up so just stick with common decency and good taste. Chair Steel asked if #17 is redundant with #1 that says "The donation should be in the best interest of the City" to which Member Deeds replied he also thinks that covers it.

**Member Dan Peterson made a motion, seconded by Member Hulbert, to delete #17.**

Ayes: Dan Peterson, Kathryn Peterson, Jones, Steel, Jacobson, Hulbert, Deeds, Segreto  
Motion Carried.

Member Segreto indicated that #8 states "The donation does not present a real or perceived conflict of interest for the City or its employees" and she is okay with "conflict of interest" but she is not so sure about "perceive". Member Jones replied that was actually a request by Karen Kurt, Assistant City Manager, and is not sure why she wanted to insert "real" or "perceived" but has a feeling it's because it gives the City the opportunity to decline a donation.

**Page Four -**

Chair Steel asked how you define "large scale" donation. Member Jones replied they didn't define it and that is one of those areas that as you write the policy you try to give some flexibility to the City Council and boards. She commented if you think it needs to be defined she would be open to discuss and define it. She added that originally they did not have "large scale" in the policy and it seemed as if they were creating record keeping and all sorts of unnecessary bureaucracy.

**Page Five -**

Member Deeds indicated he is curious about the blue section because it would seem to him that naming ball fields after people is kind of traditional. Actually, in a lot of cities for somebody who has been instrumental in one of the leagues or something for years and who has put in a lot of energy and effort in a field is named after them. Member Jones responded that came up because people had mentioned that they felt that walking through a park should not feel like walking through a cemetery and they were

concerned about memorial plaques being in places where they don't expect to have people think about somebody's loss and so that's why that was included in here.

Member Segreto commented that she sort of agrees with Member Deeds that it seems logical that our athletic facilities would naturally follow the names of people who have been very successful in a sport. Member Hulbert noted that there is concern about how memorials are displayed. Member Deeds stated that they have City personnel who are responsible for approving the installation of donations and memorials. Member Hulbert commented that the concern is more the construction and placement of memorials more so than naming of fields.

Member Jones commented that she does understand that's what most people do when people donate frequently and it's because someone has passed away. She noted that she would like to hear more discussion on it because as she stated earlier everything written in "blue" just came in last week and has not been discussed as a working group. She indicated that she didn't want to disregard someone who has taken the time to comment on the policy.

Chair Steel asked Member Jones so donations could be made for living people in these areas to which she replied correct. Chair Steel asked what would be the difference in appearance between the donations versus the memorials. Member Jones explained there would possibly be this is "in memory of". Chair Steel noted it would be the text, correct but you would still see a plaque walking by, right, in either case at first glance when you are walking through the park. Member Jacobson commented that she personally doesn't think they need that statement at all.

**Member Deeds made a motion, seconded by Member Jones, strike the statement in blue under "Installation" that begins with "potential sites for donations . . ." on page five.**

Ayes: Dan Peterson, Kathryn Peterson, Jones, Steel, Jacobson, Hulbert, Deeds, Segreto  
Motion Carried.

**Page Six –**

Mr. Keprios noted that one of the things he would like the Park Board to consider in looking at the adoption of this policy is how many plaques are enough for a park and is it possible to have too many plaques and at what point does it interfere with the real purpose of the park. He pointed out that the proposed language permits memorial plaques on all park benches. He commented that as the Park Board is coming up with a policy to recommend to the City Council, he asked the Park Board to think about the park experience; what is a park and how and what do you want a visitor of a park to feel during their experience in the park. Member Hulbert responded that he thinks they would all agree that there can be too many.

Member Hulbert indicated that the working group wants to have uniformity of sizing of plaques and the way the benches look so there is symmetry throughout the park system. He noted that he thinks they agreed they didn't feel it was necessary to put a plaque on a tree that someone donated. He noted the simple acknowledgment of a donated tree could maybe put on an online registry for certain things like trees and try to keep the park experience about enjoying the park and not always about being a shrine or a memorial. He added that as the community ages there are going to be more requests every day.

Mr. Keprios informed the Park Board that often times when a donation is offered, the plaque is clearly more important to the donor than the proposed new park amenity. Do we really want every park bench in the entire park system to have a plaque on it that states "In Memory Of"? Mr. Keprios noted that he is curious how the working group decided that it is okay to have those plaques on all benches but no other similar amenities of equal value such as picnic tables or water fountains. Ms. Otness replied she didn't think their discussion was as detailed as that. She indicated that they were thinking most people who would like to donate an amenity to the park are mostly interested in donating benches and they were

not necessarily aware of requests for anything else. Mr. Keprios responded that the way he reads it is if you donate a bench you get a plaque but anything other than that has to be \$10,000 or greater. Member Jones pointed out they currently have many plaques less than \$5,000 as compilation boards and so the difference is that yes, you can be recognized on a board with other donors and that is consistent with what is part of the current policy. Mr. Keprios asked Member Jones to explain what that means. Member Jones explained that there is a recognition board at the Edina Senior Center as well as there are other types of recognition boards throughout the Parks System where people's names are listed. For example, Fox Meadow Park listed the donors of that park. She noted that currently they have this as a policy and noted that in the beginning they recommended that the City come up with consistency and a policy for recognition and really didn't want to get into too many details in the policy. She stated that she does think they could as a City look at the policy of recognizing the donors in a more consistent fashion and they don't want their parks totally filled up with signs. Member Hulbert suggested saying something like "donation of recognition items follow the following criteria" and then come up with a definition sometime at a later date as to what a recognition item is with the help of staff. He asked as a Park Board do they want it to include water fountains, park benches, gazebos, etc. Chair Steel commented that it looks like the last line of page six states "Recognition for tree donations shall be at the discretion of the Director of Parks . . .".

Member Deeds stated that he doesn't think at this level they can establish that level of detail in a policy unless they want to go through and say how many plaques will be at each park. He noted on page five under "Installation" it states "City personnel shall be responsible for approving the installation of donations" which means you have the right or somebody in your office has the right to say you know you may want it in that park but we have 47 plaques in that park right now and so we are not going to install it there. Mr. Keprios replied that he would not want this director or the next director to be burdened with this discretion because it opens the door to a perception of favoritism where we simply have to be fair and consistent. Member Deeds asked do they do a certain number of plaques per acre because they have a lot of different parks with a lot of different sizes and with a blanket policy given the diversity of what they are talking about doesn't make sense.

Mr. Keprios explained the main reason he established the existing policy in the first place is because he felt there were too many plaques in the parks and so he made it simple. A donor needed to cross that \$5,000 threshold and the current policy accomplished that. For \$5,000 you could get a bench but there are not too many people willing to give \$5,000 for a bench that only costs \$400.00; however, for many people if they can't have a plaque they won't donate.

Chair Steel asked Mr. Keprios if he would recommend that they make a statement on preserving the integrity of the park or get rid of the bench section or both. Mr. Keprios replied that he thinks the policy that has been in place with the \$5,000 threshold works, the intent was to limit more and more plaques.

Member Jacobson indicated that on page three #9 it says "the donation shall not interfere with the intended current or future use of the facility" but rather say "the donation should not interfere or detract from. . ." that really is supporting what you want with the word "detract". Mr. Keprios replied again that it should not be at the discretion of the Parks Director, it should be consistent.

Member Jones stated there are a couple of issues being raised. First is the concern over plaques on park benches and noted that there are some parks that allow plaques on benches but not on the part that you see as you approach the bench but rather on the backside. She noted that could be a policy because she thinks park benches are going to be something that we really want to encourage and welcome donations as the City approves its "Living Streets Policy". As the "Living Streets Policy" gets funded the City will be looking for additional park benches.

Member Hulbert suggested changing it from "The City may recognize donors who have donated \$10,000" to "The City may recognize donors who have donated \$5,000". Member Jones pointed out

that goes in the opposite direction of the point you were making. Mr. Keprios stated that the \$5,000 threshold works because they still get donations. Member Hulbert indicated that if you drop it down to \$5,000 and take in the following paragraph that says “donations and benches shall be recognized according to the final criteria . . .”

Member Deeds suggested taking “park bench” out and keep the \$5,000 in. He noted they need to make an initiative separately and suggested they put out a map where all of the benches are that the City would like to have and put them up for bid starting at \$400. He commented that he doesn’t mind every bench being named they can start an auction for the benches in terms of where they are located and how many they want. He noted they could start a “sponsor a bench” or “buy a bench” program and raise money and put it on the City’s website talking about the program and leave it open for auction and see what they get. Mr. Keprios asked Member Deeds if he is suggesting they get a plaque on the bench to which Member Deeds replied he doesn’t see any problem with having plaques on every bench in the City if it gets sponsored. He commented that in terms of having plaques on the ground and other places yes, he thinks you are right that is much more problematic and that is where the \$5,000 kind of hurdle comes in.

Chair Steel noted that she likes Member Deeds approach but wouldn’t this policy prohibit a bidding program like that if it didn’t get to the \$5,000 mark. Member Deeds commented he thinks if they take the stuff out about the benches and it just says for a plaque which it doesn’t.

Member Jones indicated the next paragraph states “Donors of benches shall be recognized according to the following criteria: standard recognition plaques shall be used on donated benches to promote consistency in cost, size, type and mounting with plaque language approved by the City. Bench plaques shall be a maximum of 3 inches high by 6 inches wide”. Member Jones commented that she thinks it works within this policy. She noted what she is hearing is some reluctance about the language of \$10,000. She commented that she doesn’t know how the Park Board feels about the third paragraph and would like to hear their comments.

Member Hulbert noted that he thinks the bidding process sounds a little bit complicated in how they would coordinate it and thinks they should just change it from \$10,000 to \$5,000. He also pointed out that he thinks 3 inches by 6 inches is bigger than what the working group had talked about and thought they had talked about small discreet plaques and not something you could read from 20 feet away. Member Deeds commented that he thinks 3x6 is fine to which Member Jones replied it’s a maximum of 3x6 but that she would happy to make it smaller.

Member Jones proposed to keep the bench paragraph and would be curious to hear if somebody wants to speak to the third paragraph. Member Deeds asked Mr. Keprios if he is suggesting that \$10,000 is too high and would he like to keep it at \$5,000. Mr. Keprios responded that he would recommend it but that \$10,000 would certainly further reduce the number of additional plaques and donations in the future. Member Jones replied that if he thinks it will reduce the number of donations that is not what her intent was for writing the policy. She pointed out that the current policy has recognition on a board with ranges of donations with your name among other donors; however, that board was never built so what they are doing is changing the current policy which would put people’s names on a compilation board centrally located to allow individual plaques. She noted that her thinking was they don’t really want that many plaques all over the parks and so if they are not going to be putting a name on a compilation board but are going to allow individual plaques then they should raise the donation amount. Therefore, that was her logic if you want to suggest that they create an actual compilation board so that people could donate and have their name for a \$5,000 donation then maybe that would be another way to get around it.

Member Deeds commented that whether it’s \$5,000 or \$10,000 is it being suggested that somewhere in every park they could have something that would have a sign on it listing the big donors, is that what they are potentially trying to do? Member Jones replied that the original policy that they are rewriting

had that wording in it and had one board centrally located and not one in each of the parks. Mr. Keprios explained the concept was to make it look like a challenge and when people walked in to City Hall they would see the board; however, after the new City Hall was built, they were told that there was no wall space available in the new building to attach a donations board onto and so it never happened.

Member Jones pointed out that they need to keep in mind that this is a citywide policy and so they want to make sure that they don't craft it specific to parks so this would be similar to if someone were donating to the Police or Fire Department, etc.

**Member Deeds made a motion, seconded by Member Segreto, to change it from \$10,000 back to \$5,000.**

Ayes: Dan Peterson, Kathryn Peterson, Jones, Steel, Jacobson, Hulbert, Deeds, Segreto  
Motion Carried.

Member Hulbert noted again that 3x6 inches is really large and it's going to be first thing you notice when you see that bench and therefore would like to talk about moving it or having it be at the discretion of staff so that there is consistency in plaque size. Member Jones suggested to Member Hulbert to propose that the paragraph include a wording something like "smaller than or as small as possible". Member Deeds stated that he doesn't see what the problem is with having it 3x6 it's large enough for people to read he doesn't see what's wrong with having somebody say "In Memory of Joe Smith" and it being a 3x6 versus it being on 1x2. Member Segreto stated that even if the plaques are on the backs of the benches, especially those that are surrounding a lake facing toward the lake, if you are a runner and you are running on the path it can be really distracting so she disagrees.

Member Jones commented that she agrees they should be as small as possible. Member Hulbert replied that it doesn't have to be as small as possible but he has seen some plaques out there that are no more than about 4 square inches. Chair Steel asked is there a suggestion on the size of the plaque?

**Member Hulbert made a motion, seconded by Member Deeds to have the plaques be 6 square inches.**

Ayes: Dan Peterson, Kathryn Peterson, Jones, Steel, Jacobson, Hulbert, Deeds, Segreto  
Motion Carried.

**Member Dan Peterson made a motion, seconded by Member Deeds, to approve the policy as amended.**

Ayes: Dan Peterson, Kathryn Peterson, Jones, Steel, Jacobson, Hulbert, Deeds, Segreto  
Motion Carried.

# DONATIONS/MEMORIALS POLICY

(ADOPTED BY CITY COUNCIL JUNE 20, 2000)

The City of Edina encourages and welcomes donations from civic groups, organizations, individuals, businesses or churches for a variety of community programs, projects, events, equipment, park amenities and land.

Donations shall be recognized in a manner based on the amount or dollar value of the donation. In other words, all donations greater than \$300.00 but less than \$5,000 that are accepted by the City of Edina shall be recognized by:

1. Displaying donation, name of donor, name or names of those given in memory of (if applicable) on the City's web site for one calendar year (January 1-December 31).
2. Displaying donation, name of donor, name or names of those given in memory of (if applicable) in the City's About Town publication once during the calendar year (the first edition of each year).
3. Sending letter of appreciation from the Park and Recreation Department to the donor(s) for their contribution.
4. Keeping a permanent record of the contribution in the archives of the Edina Historical Society.

Donations of \$5,000-\$24,999 shall be recognized by:

1. Displaying donation, name of donor, name or names of those given in memory of (if applicable) on the City's web site for one calendar year (January 1-December 31).
2. Displaying donation, name of donor, name or names of those given in memory of (if applicable) in the City's About Town publication once during the calendar year (the first edition of each year).
3. Sending a letter of appreciation from the Mayor to the donor(s) for their contribution.
4. Keeping a permanent record of the contribution in the archives of the Edina Historical Society.
5. Permanently displaying the name(s) of donor(s) on "CONTRIBUTORS TO THE EDINA PARK SYSTEM" board under the bronze category.
6. Upon request, displaying a permanent bronze casting of the name of the donor and accompanying language at a location approved by the Park and Recreation Director.

Donations of \$25,000 or more, shall be recognized by:

1. Displaying donation, name of donor, name or names of those given in memory of (if applicable) on the City's web site for one calendar year (January 1-December 31).
2. Displaying donation, name of donor, name or names of those given in memory of (if applicable) in the City's About Town publication once during the calendar year (the first edition of each year).

3. Presenting an engraved plaque of appreciation by the Mayor to the donor(s) for their contribution at an appropriate time and location, i.e. a ribbon cutting ceremony, a City Council meeting, or All Volunteers Awards Reception, etc.
4. Keeping a permanent record of the contribution in the archives of the Edina Historical Society.
5. Permanently displaying the name(s) of donor(s) on "CONTRIBUTORS TO THE EDINA PARK SYSTEM" board under the appropriate category, i.e. Silver, Gold or Platinum.
6. Upon request, displaying a permanent bronze casting of the name of the donor and accompanying language at a location approved by the Park and Recreation Director.

The permanent display board that gives recognition to those who have made significant contributions to the park system shall have the following categories:

## CONTRIBUTORS TO THE EDINA PARK SYSTEM

PLATINUM \$100,000 or more

GOLD \$50,000 - \$99,999

SILVER \$25,000 - \$49,999

BRONZE \$5,000 - \$24,999

Those who have contributed less than \$5,000 at one time will not be placed on this permanently and publicly displayed board. Those who have collectively contributed more than \$5,000 over a period of time (but never \$5,000 or more at any one time) would still not be placed on the board. This permanent display board will be placed in the Council Chambers or its adjacent hallway.



## CITY OF EDINA DONATIONS, SPONSORSHIPS AND ADVERTISING POLICY

### OVERALL POLICY

The City of Edina encourages and welcomes sponsorships and donations from civic groups, organizations, individuals, businesses or churches for a variety of community programs, projects or events. As a rule, sponsorships and donations will be sought after on a pro-active basis with the intent to enhance (or start new) programs or projects, as opposed to, seeking sponsorships and donations for the purpose of reducing tax funding for routine and/or essential goods and services provided by the City. The City encourages joint sponsorships, but, discourages exclusivity. In addition, the City will seek and rely on advertising for selected programs as a regular source of operating income when and where it is appropriate.

### PHILOSOPHY/BACKGROUND

It has always been the philosophy of the Edina City Council to work together with the community in providing programs or events, such as Minnesota Splash, Golf Tournaments, Softball Tournaments, Edina Centennial Celebration and other special events which benefit the residents of Edina. The City of Edina and its various Departments work cooperatively with many civic groups, neighborhood associations and businesses to encourage a partnership with the city. Community residents take a great deal of ownership and develop a deeper commitment to the community when they can contribute with either financial resources or with volunteers working on community projects. It is important, however, that all donations and sponsorships be in keeping with the mission, ordinances, philosophy and policies of the City of Edina .

### SPONSORSHIP/DONATION PLAN AND PROCEDURES

Sponsorships and donations have benefited the City of Edina for many years and have come in many different forms and have come from many different sources. Examples of some of the City of Edina programs that currently receive funding in the form of sponsorships or donations include:

1. Minnesota Splash.
2. Edina Art Center fund raising events, such as The Juried Show, Bunnies And Baskets, etc.
3. Edina Adaptive Recreation bowling.
4. Edina Cup Championship Golf Tournament.
5. Wally McCarthy Pro-Am Golf Tournament.
6. Edina Firearms Safety Training Program.
7. Edina Team Tennis Program.
8. Edina Family Jamboree Event.

Examples of some City of Edina programs that currently do not receive any alternative funding in the form of donations or sponsorships include:

1. Fourth of July fireworks display.
2. Tennis lessons.
3. Tennis tournament.
4. Coach pitch program.
5. Playground program.
6. Adult bandy program.
7. Adult volleyball program .
8. Adult softball program.
9. Adult broomball program.
10. Adult hockey program.
11. Swimming lessons.
12. Ice skating lessons.
13. In-line skating lessons.
14. In- line hockey program.
15. Traveling puppet show.

As a matter of policy, the City of Edina will seek donations or sponsorships for the above programs only in the event that the sponsorship or donation will further enhance the activity. As a matter of procedure, the City Manager will have the authority to coordinate the formal process of seeking and accepting donations and sponsorships to supplement and enhance City provided goods and services. Supplemental donations and/or sponsorships that exceed \$5,000 (or commitments exceeding 12 months) will require prior City Council approval. Prior to seeking donations or sponsorships for goods or services, the City Manager will define the terms of sponsorship and, when appropriate, will seek bids for each opportunity.

### **PROCEDURES TO ACKNOWLEDGE APPRECIATION OF DONATIONS**

In addition, the City Manager will coordinate official acknowledgment of donations and sponsorships, which will include letters of acknowledgment and appreciation from the Edina City Council. For every donation that is equal to or greater than \$5,000, the City Manager's office prepares a Council resolution that expresses thanks and appreciation to the donor(s). The Department then writes a thank you letter, signed by the Department Head, and is sent along with a copy of City Council resolution to the donor(s). A copy of the Department Head's letter is forwarded to the City Manager's office. Each Department is responsible for coordinating their own fund-raising and donations campaigns and record keeping of those donations.

### **DONATIONS/SPONSORSHIPS DEFINITION**

Sponsorships are typically acts of financial support of a program, good or service where the sponsor receives advertising in return for their sponsorship. Donations are considered gifts that typically demand no commercial advertising in return for their gift. Donations are usually recognized and acknowledged in the form of a plaque. There is fine line between a donation and a sponsorship, however, most sponsorships are driven by a desire to receive commercial advertising that will further benefit the sponsor's trade or business. Donations are those gifts given with no intent for commercial gain. Nonetheless, donations are often offered with specific personal demands.

### **DONATIONS/SPONSORSHIPS GUIDELINES**

As a matter of policy, the City of Edina will not accept donations or sponsorships from the private sector or civic groups in the following cases:

1. When the donor's or sponsor's conditions demand that the City advertise alcohol, tobacco or gambling. The City of Edina will not accept donations or sponsorships from individuals, groups or businesses who demand that, in return for their donation, the City advertise alcohol, tobacco or gambling.
2. When the donation or sponsorship advertising or recognition supersedes and/or interferes with the primary objective of the program or service provided by the City of Edina. The City of Edina will not accept sponsorships under conditions where sponsorship advertising detracts from, disrupts and/or adversely affects the experience and/or value of the recreation service being provided by the City of Edina. Each sponsorship demand must be judged individually as to whether or not the advertising or recognition supersedes and/or interferes with the recreation experience. Prior approval of advertising signs or banners is required. In no case should the sponsor's advertising disrupt or cheapen the recreation experience of the program or service provided by the City of Edina.
3. When the donated product or service poses an unacceptable level of liability to the City. For example, the City of Edina would not accept a donation of used playground equipment that did not comply with ADA requirements and/or appeared to be unsafe. In addition, the City of Edina would not accept donated services that expose the volunteer and/or others to unacceptable risks.

### **ADVERTISING PLAN AND PROCEDURES**

The City will pro-actively seek and rely on advertising for selected programs as a regular source of operating income when and where it is appropriate. In the past, the City of Edina has seldom relied on advertising as a routine source of funding. One form of advertising that is currently sold as a routine source of operating income is the advertising space sold in the City of Edina's quarterly "About Town Newsletter." Another form of advertising space that is routinely sold is the sides of the ice-resurfacers used at Braemar Arena. As a matter of policy, the City of Edina will not sell advertising on permanent fixed assets that are not considered rolling

stock .For example, the City of Edina will not display commercial advertisements on baseball field fencing, backstops, tee signs at the golf courses, hockey boards etc. Advertising will, however, be considered on rolling stock, such as, a Zamboni. The City Manager shall determine the appropriateness of each advertising request.