

Supporting Documentation

The following types of documentation have been included to demonstrate broad-based support for this recommendation:

- Letters
- Character References
- Newspaper or Journal Articles
- Petitions
- Other documentation: _____

The following conditions will apply to all Commemorative Naming and Dedication Applications:

All applications submitted to the McKinleyville Community Services District for the purpose of naming or renaming a new or existing facility must be filled out completely and accurately with supporting documentation in accordance with and as required by the McKinleyville Community Services District Policy for the Naming and Dedication of District Facilities (hereinafter "The Policy"). The Policy is available on the MCSD website (www.mckinleyvillecsd.com) and/or may be requested from the MCSD office at 1656 Sutter Rd., McKinleyville, CA 95519; phone 707-893-9003; fax 707-839-5964

The naming or renaming of a facility will be considered only through this application process.

Incomplete, illegible and/or fraudulent applications will not be considered. McKinleyville Community Services District reserves the right to verify the identity of the Applicant submitting this application to ensure its validity.

The McKinleyville Community Services District Board of Directors will have the final decision as the naming or renaming of a facility and reserves the right to reject any and all proposed names and/or applications submitted for consideration.

Signature of Applicant: _____ Date: _____

Submit Complete Application and Documentation to:

**McKinleyville Community Services District
Attention: General Manager
P.O. Box 2037
McKinleyville, CA 95519**



POLICY FOR THE NAMING AND DEDICATION OF DISTRICT FACILITIES

POLICY PURPOSE

This Policy establishes a process and criteria for the consideration of requests by McKinleyville resident(s), business owner(s), organization(s) or property owner(s) for the naming or renaming of District facilities.

POLICY STATEMENT

It is the policy of the McKinleyville Community Services District (District) to provide a process for consideration of the naming and renaming of District facilities. In general, existing facilities should only be renamed in exceptional circumstances. Naming requests will be considered which best serve the interests of the District and which ensure a worthy and enduring legacy. To this end the District supports consideration of naming requests according to the following guidelines and criteria.

DEFINITIONS

The term "facilities" shall include buildings, rooms, interior spaces, exterior spaces (i.e. gardens, courts, plazas, fields, open spaces, forests) and all other tangible and relatively permanent features owned, operated or controlled by the McKinleyville Community Services District.

GUIDELINES & CRITERIA

1. Process for Naming New Facilities

- 1.1. Facilities shall be named at least 30 days before the facility is open for operation.
- 1.2. The District shall create a Naming Committee which will publicly solicit proposals for naming new facilities from community resident(s), business owner(s), organization(s) or property owner(s).
 - 1.2.1. Proposals shall be made in writing and shall be consistent with the criteria referenced in Section 4 of this Policy.
- 1.3. From the submitted proposals, the Naming Committee will develop a list of up to three possible names for a new facility to present to the Board of Directors for consideration and public comment.
- 1.4. The District shall hold a minimum of one public hearing to receive public comments on names proposed by the Naming Committee.
- 1.5. Naming of District facilities shall be executed by the District Board of Directors via Resolution.

2. Process for Renaming Existing Facilities

- 2.1. A request to rename a District facility may be initiated by one or more McKinleyville resident(s), business owner(s), organization(s), property owner(s) or by the MCSD Board of Directors using the Application for Commemorative Naming and Dedication of McKinleyville Community Services District Facilities. The Application shall include letters of support, articles, documents, and other evidence demonstrating broad-based community support for the Application.
- 2.2. The Application shall identify the District facility, state the reason(s) for the proposed name change and specify the proposed name.
- 2.3. The General Manager and/or designated District staff will review the Application and determine if it is consistent with the Naming Policy. If consistent the Application will be forwarded to the District Board of Directors for review and consideration.

- 2.4. Applications that are determined by the General Manager to be incomplete, without sufficient support, or that are otherwise inconsistent with the Policy will be returned to the applicant together with a written explanation for the return. The applicant may resubmit the Application at any time with new or additional information to correct insufficiencies identified by the General Manager.
- 2.5. All decisions with respect to the renaming of District facilities will be at the discretion of the District Board of Directors, which shall determine whether a District facility or portion thereof should be renamed.
- 2.6. Naming/Renaming of District facilities shall be executed by the District Board of Director via Resolution.

3. Process for Naming/Renaming portions of a District Facility

- 3.1. The process outlined in Section 2 above shall be followed.
- 3.2. Areas within a District facility may be named or renamed as referenced in Section 4 of this Policy entitled "Criteria to be used in Naming All District Facilities" shall be followed.
- 3.3. Plaques or other appropriate types of markers may be used when an area or portion of a District facility is named or renamed.
- 3.4. The costs of plaques or markers and/or the replacement of signs resulting from or done in conjunction with the dedication or commemorative naming/renaming of an area will be borne by the individual, group or organization requesting the name.
 - 3.4.1. The design, type and/or style of plaques, markers and/or signs must be approved by the District prior to installation.

4. Criteria to be used in Naming All District Facilities: Priorities to be considered in naming all District facilities shall be as follows:

- 4.1. General Criteria: Names shall:
 - 4.1.1. Engender strong positive image
 - 4.1.2. Be appropriate in regard to the facility location and/or history
 - 4.1.3. Have historical, cultural or social significance for future generations
 - 4.1.4. Commemorate places, people or events that are of continued importance to the community or region
 - 4.1.5. Have broad public support
- 4.2. Historic: Names of historic events, groups, organizations, or persons at the local, regional, or national level of major significance with special consideration given to McKinleyville's own history.
- 4.3. Natural or Geologic: Names based on distinctive, predominant, and defining natural features of the area or region
- 4.4. Individual, Groups, or Organizations: Names of persons, groups, or organizations having longstanding affiliation with the McKinleyville community of not less than ten (10) or more years of significant community service, involvement, or contributions beyond the ordinary interest level whose efforts have:
 - 4.4.1. Enhanced the quality of life and well-being of community residents;
 - 4.4.2. Contributed to the preservation of the town's history or culture;
 - 4.4.3. Made exemplary or meritorious contributions to the District or its residents; or
 - 4.4.4. Contributed to the acquisition, development, or conveyance of land, buildings, structures, or other amenities to the District or community.

5. Other Considerations: The McKinleyville Community Services District reserves the right to rename any District facility if the individual, group, or organization for which it is named turns out to be disreputable or subsequently acts in a disreputable way.