


BETH KROM
Mayor

SUKHEE KANG
Mayor Pro Tempore

LARRY AGRAN
Councilmember

STEVEN CHOI
Councilmember

CHRISTINA SHEA
Councilmember



**Notice of Special
Meeting
AGENDA**
**SPECIAL JOINT MEETING
IRVINE CITY COUNCIL
AND
ORANGE COUNTY GREAT PARK
BOARD OF DIRECTORS**
**July 22, 2008
4:00 P.M.**

LARRY AGRAN
Chair

MICHAEL PINTO
Vice Chair

STEVEN CHOI
Director

SUKHEE KANG
Director

WILLIAM KOGERMAN
Director

BETH KROM
Director

MIGUEL PULIDO
Director

WALKIE RAY
Director

CHRISTINA SHEA
Director

Speaker's Card/Request to Speak: If you would like to address the City Council/Board of Directors on a scheduled agenda item, please complete the [Request to Speak Form](#). The card is at the table at the entrance to the Council Chamber. Please identify on the card your name, address, and the item on which you would like to speak and return to the City Clerk. The [Request to Speak Form](#) assists the Mayor/Chair in ensuring that all persons wishing to address the City Council/Board of Directors are recognized. Your name will be called at the time the matter is heard by the City Council/Board of Directors.

CALL TO ORDER - SPECIAL JOINT MEETING

ROLL CALL – Irvine City Council Members

COUNCILMEMBER:	LARRY AGRAN
COUNCILMEMBER:	STEVEN CHOI
COUNCILMEMBER:	CHRISTINA SHEA
MAYOR PRO TEMPORE:	SUKHEE KANG
MAYOR:	BETH KROM

ROLL CALL – Orange County Great Park Board of Directors

DIRECTOR: STEVEN CHOI
DIRECTOR: SUKHEE KANG
DIRECTOR: WILLIAM KOGERMAN
DIRECTOR: BETH KROM
DIRECTOR: MIGUEL PULIDO
DIRECTOR: WALKIE RAY
DIRECTOR: CHRISTINA SHEA
VICE CHAIR: MICHAEL PINTO
CHAIR: LARRY AGRAN

ADDITIONS AND DELETIONS

Additions to the agenda are limited by California Government Code Section 54954 2 of the Brown Act and for those items that arise after the posting of the Agenda and must be acted upon prior to the next City Council meeting.

BUSINESS - ORANGE COUNTY GREAT PARK BOARD OF DIRECTORS

1. GREAT PARK SUMMER 2008 PROGRAM SPONSORSHIP PACKAGE

RECOMMENDED BOARD ACTION:

Recommend the Orange County Great Park Corporation Board approve the Great Park Summer 2008 Night Flights Sponsorship Program Guidelines (Attachment A) and recommend that the City Council authorize the Chief Executive Officer of the Orange County Great Park Corporation to negotiate and execute Sponsorship Agreements for receipt of corporate donations for Great Park Summer 2008 Programs substantially in accordance with the terms set forth in the Great Park Summer 2008 Night Flights Sponsorship Program Guidelines.

RECOMMENDED COUNCIL ACTION

Authorize the Chief Executive Officer of the Orange County Great Park Corporation to negotiate and execute Sponsorship Agreements substantially in accordance with the terms set forth in the Great Park Summer 2008 Night Flights Sponsorship Program Guidelines.

PUBLIC COMMENTS (Limited to 3 minutes per speaker)

ADJOURNMENT – Orange County Great Park

ADJOURNMENT – Irvine City Council

NOTICE TO THE PUBLIC

LIVE BROADCASTING

City Council meetings are broadcasted live every 2nd and 4th Tuesday of the month at 4:00 p.m. and are replayed on Sundays at 11:00 a.m., and Thursdays at 7:00 p.m. All broadcasts can be viewed on Cox Communications Local Access Channel 30. City Council meetings are also available via live webcast through the City's website at www.cityofirvine.org. For more information, please contact the City Clerk's office at (949)724-6205.

ADJOURNMENT

At 11:00 p.m., the City Council will determine which of the remaining agenda items can be considered and acted upon prior to 12:00 midnight and will continue all other items on which additional time is required until a future City Council meeting. All meetings are scheduled to terminate at 12:00 midnight.

STAFF REPORTS

As a general rule, staff reports or other written documentation have been prepared or organized with respect to each item of business listed on the agenda. Copies of these materials are on file with the City Clerk and are available for public inspection and copying. Staff reports can also be downloaded from the City's website at http://www.ci.irvine.ca.us/council/agenda/agenda_archive.asp beginning the Friday prior to the scheduled City Council meeting on Tuesday.

In addition, meetings can be viewed live at the time posted on the agenda and related staff reports can be opened and viewed simultaneously along with the streaming of the meeting. To view the meeting, go to http://irvine.granicus.com/ViewPublisher.php?view_id=6.

If you have any questions regarding any item of business on the agenda for this meeting, or any of the staff reports or other documentation relating to any agenda item, please contact City Clerk staff at (949)724-6205.

CITY SERVICES TO FACILITATE ACCESS TO PUBLIC MEETINGS

It is the intention of the City of Irvine to comply with the Americans With Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, the City of Irvine will attempt to accommodate you in every reasonable manner. Please contact the City Clerk's Office at (949)724-6205.

Assisted listening devices are available at the meeting for individuals with hearing impairments. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 35.102-35.104 ADA Title II)

CHALLENGING CITY DECISIONS

The time limit within which to commence any lawsuit or legal challenge to any quasi-adjudicative decision made by the City is governed by Section 1094.6 of the Code of Civil Procedure, unless a shorter limitations period is specified by any other provision. Under Section 1094.6, any lawsuit or legal challenge to any quasi-adjudicative decision made by the City must be filed no later than the 90th day following the date on which such decision becomes final. Any lawsuit or legal challenge, which is not filed within that 90-day period, will be barred.

If a person wishes to challenge the nature of the above actions in court, they may be limited to raising only those issues they or someone else raised at the meeting described in this notice, or in written correspondence delivered to the City of Irvine, at or prior to the meeting. In addition, judicial challenge may be limited or barred where the interested party has not sought and exhausted all available administrative remedies.

COMMUNICATION DEVICES

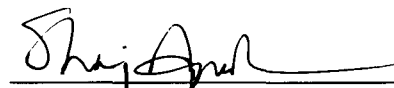
To minimize distractions, please be sure all personal communication devices are turned off or on silent mode.

MEETING SCHEDULE

Regular meetings of the City Council are held on the second and fourth Tuesdays of each month at 4:00 p.m. Study Sessions and/or Closed Sessions are periodically held prior to the start of the regular meeting. Agendas are available as follows:

- Police Department
- Local library
- FAX Library System (Dial (949) 724-6210 and request document number 100 anytime after 5.00 p.m. on the Friday prior to a City Council meeting)
- City's web page at www.ci.irvine.ca.us

We hereby certify that the agenda for the Special Joint City Council/Orange County Great Park Board of Directors meeting was posted in the posting book located in the Public Safety Lobby of City Hall, One Civic Center Plaza, Irvine, California on July 18, 2008 by 5:00 p.m. as well as on the City's web page.



Sharie Apodaca, CMC
City Clerk



Steve Larsen
Clerk of the Board



REQUEST FOR BOARD ACTION

MEETING DATE: July 22, 2008

TITLE: GREAT PARK SUMMER 2008 PROGRAM SPONSORSHIP PACKAGE

A handwritten signature in cursive script, appearing to read "Sharron L. Laddler".

Interim Chief Executive Officer

RECOMMENDED BOARD ACTION:

Recommend the Orange County Great Park Corporation Board approve the Great Park Summer 2008 Night Flights Sponsorship Program Guidelines (Attachment A) and recommend that the City Council authorize the Chief Executive Officer of the Orange County Great Park Corporation to negotiate and execute Sponsorship Agreements for receipt of corporate donations for Great Park Summer 2008 Programs substantially in accordance with the terms set forth in the Great Park Summer 2008 Night Flights Sponsorship Program Guidelines.

RECOMMENDED COUNCIL ACTION

Authorize the Chief Executive Officer of the Orange County Great Park Corporation to negotiate and execute Sponsorship Agreements substantially in accordance with the terms set forth in the Great Park Summer 2008 Night Flights Sponsorship Program Guidelines.

EXECUTIVE SUMMARY:

The Great Park Summer 2008 programming series began with the Festival of Flight on July 12, 2008. The next element of programming called Night Flights will feature balloon flights at night along with Friday night dance pavilions and Saturday evening concerts hosted by the Great Park Corporation at the Preview Park. The program begins on Saturday, August 2 with the first concert and will end on September 27.

Various corporate entities have expressed an interest in sponsoring elements of the summer programming. In particular, one sponsor is interested in sponsoring the Friday night dance parties. Another is interested in sponsoring the Saturday night concert series. Staff proposes that the Corporation acknowledge sponsorships by providing marketing

opportunities that, depending upon the level of sponsorship, could include the discrete display throughout the summer of a sponsor's name on a banner located near the venue being sponsored. A sponsor's brand would also be publicized in brochures and other collateral materials that are being produced throughout the summer, and sponsors would be given a limited ability to use the Great Park trademark as part of their marketing campaign to drive attendance at the events.

Staff would like the Board to approve the Great Park Summer 2008 Night Flights Sponsorship Program Guidelines and recommend to the City Council that it authorize the CEO to negotiate and enter into agreements with corporate sponsors that would include marketing opportunities as well as a limited license to use the Corporation's trademarked name and program brand substantially in accordance with the Great Park Summer 2008 Night Flights Sponsorship Program Guidelines.

STATEMENT OF THE ISSUE:

History:

On November 29, 2007, the Board approved the Great Park Balloon Enhancement Project (Phase 1C), known as the Preview Park. The Preview Park, which is the first element of the Great Park to be activated, features a wide variety of visitor experiences including Balloon flights, beautifully landscaped grounds, performance spaces, arts and education programs, and food services.

The first phase of the Preview Park opened on July 12, 2008 with the "Festival of Flight", a community celebration of the Great Park's third anniversary. The Festival of Flight was a great success with early estimates of the number of visitors at 12,000. Throughout the remainder of the summer and into the fall, the Preview Park will be alive with additional activities.

The Board of Directors unanimously approved the 2008 Summer Program at the Board meeting of April 17, 2008. Through the Irvine Barclay Theater, the Great Park has secured artists for both the concert and the dance community events. Nine Saturday night concerts are planned beginning August 2 and ending on September 27. Eight Friday night dance parties are scheduled beginning August 8 and ending on September 26.

Staff has recently been contacted by corporate entities interested in sponsorship opportunities, specifically for the Summer Program. In particular, one such entity is interested in the Saturday night events; another is interested in the Friday night events.

Sponsorships and partnerships are not new for the Corporation or the City. The Great Park Conservancy has been a very active partner of the Great Park Corporation and in fact has underwritten elements of Great Park programs. In addition, the Board has already authorized the Corporation to enter into partnership agreements on certain Priority Program Feasibility Studies. The Board has also directed staff to look for revenue opportunities that might involve private partners, identify public and private funding

opportunities, and explore sponsorship opportunities for elements of the park including the performance area, pod, and palm court.

The City has various accepted resolutions and policies dealing with sponsorships and donations that also apply to the Great Park as a City entity, including City Council Resolutions 03-123 (Attachment B - Acceptance of Donations), City Council Resolution 07-24 (Attachment C - receiving donations and naming policy), and a Community Services Co-Sponsorship Policy (Attachment D) with an effective date of January 20, 1987. Each of these policies reflects a recognition that sponsorships and donations are helpful to advance the priorities of City programs and initiatives. Donations and sponsorships have also been used very effectively by the Irvine Community Alliance Fund, the Irvine Global Village Festival, and many of our Community Services programs. The Irvine Global Village Festival provides a variety of sponsorship levels for interested sponsors. Levels range from \$15,000 for the Presenting Sponsor to \$1,500 for the Friends Sponsor. In most cases, donations can be approved at the discretion of department directors.

Analysis/Discussion:

Great Park Summer 2008 was designed to create a bond between the diverse cultures of Orange County by bringing people together through shared experiences in public spaces. It was also designed to provide the public with an opportunity to use and enjoy the Preview Park as a way to provide greater opportunities for use and enjoyment of the site to the general public. As such, staff has developed a diverse set of events on both Friday and Saturday nights that provide 17 evenings for the public to enjoy the Park.

These exciting programs also provide outstanding marketing and sponsorship opportunities in a fashion similar to how sponsorships are provided for the Irvine Global Village Festival (Festival). Community Services has been soliciting and receiving sponsorships for the Festival for a number of years. Each year, months in advance of the Festival, Community Services publishes their sponsorship application and sponsorship level solicitation. Their publication describes for potential sponsors what the types of benefits an organization might receive depending on the amount they are willing to donate. The Great Park Summer 2008 Night Flights Sponsorship Program proposed in Attachment A was adapted from the 2008 Irvine Global Village Festival Sponsorship program and is a menu for potential sponsors geared toward helping them decide a preferred level of donation based upon the value they will receive for their donation. The Night Flights Concert Stage (one opportunity at \$50,000) and Dance Pavilion Stage (one opportunity at \$25,000) sponsorship levels are reasonable levels for a first year of the sponsorship program.

The two identified sponsors are interested in the branding opportunities at the Park that would be created by public acknowledgement of their sponsorship of the Summer Program. Both are national corporations with a solid history of sponsoring events. Each would be interested in having a banner with its corporate logo at the venue it would like to sponsor. The banner would reflect the entity's brand and/or logo along with the more prominently displayed Great Park brand. Each banner would be displayed at the venue for the duration of the summer programming. Early discussions with the potential sponsors

also involve inclusion of their names and/or logos in event programs and other collateral that will be developed in conjunction with the summer programs and co-branding in announcements shared with the public about the summer series of events.

ALTERNATIVES CONSIDERED

An alternative would be not accepting any sponsorship donations. Staff believes that it is worthwhile to engage in sponsorship arrangements as we initiate our summer program so that we may build upon our early success.

FISCAL IMPACT

Funding for the summer programming has already been approved by the Board and is included in the Great Park FY 2008-09 budget approved on June 19, 2008. Any financial impact is positive in that the Corporation would receive unanticipated revenue from the corporate sponsors if the Board and City Council approve the recommendation before them.

CONCLUSION:

Staff is presenting this proposed Sponsorship Program Guidelines for the Board's approval and authorization to negotiate and enter into agreements for corporate sponsorship opportunities. These opportunities provide unanticipated revenue and an opportunity to begin corporate sponsorship arrangements.

Report prepared by: Steve Larsen, Clerk of the Board,
Orange County Great Park Corporation

Attachments:

Attachment A – Great Park Summer 2008 Night Flights Sponsorship Program Guidelines
Attachment B - City Council Resolution 03-123
Attachment C - City Council Resolution 07-24
Attachment D - Community Services Co-Sponsorship Policy



Great Park Summer 2008 Night Flights Sponsorship Program Guidelines

Dates: Fridays, August 8 – September 26, 2008
Saturdays, August 2 – September 27, 2008
Time: 8 pm to 9:30 pm
Location: Great Park, Preview Park
Cost: Free to attend
Estimated Attendance per event: 2,000

Sponsor levels described below are guidelines for sponsoring Night Flights events. Sponsorship packages can be customized to meet your company's unique marketing and advertising needs.

Event Advertising

The event will be advertised extensively throughout the city and county. Sponsor benefits may include company logo in Great Park newsletters and brochures, website, posters and other media.

Event Banners

Prominent banners at event stages.

Event Programs

Night Flights programs will be disseminated free of charge to all attendees. One event program will be used at all Summer 2008 events and will contain the company logos of those sponsors interested and/or an acknowledgement in the program. Higher sponsorship levels may receive more prominent acknowledgement in the program.

Sponsorship Levels

Concert Stage Sponsor: \$50,000 (one opportunity)

- Banner affixed to one side of the 40wx30dx20h main stage with sponsor name. Banner will remain in place throughout the entire nine-week concert festival
- Company name/logo acknowledgement as Concert Stage sponsor on all press-related materials, collateral, graphics/signage and website
- Company logo on Great Park website
- Company logo and acknowledgement in all event programs
- Specified number of reserved seating (seating area is general admission) and parking spaces
- Ability to design custom hospitality event on grounds in conjunction with a performance
- Recognition as Concert Stage Sponsor at Great Park Board of Directors Meeting

- Commemorative company plaque

Dance Pavilion Stage Sponsor: \$25,000 (one opportunity)

- Banner flanking dance band stage to be in place at each of the eight Friday night dance pavilions
- Company name/logo acknowledgement as Dance Band Stage Sponsor on all press-related materials, collateral, graphics/signage and website
- Company logo on Great Park website
- Company logo and acknowledgement in all event programs
- Specified number of reserved parking spaces
- Ability to design custom hospitality event on grounds in conjunction with a performance.
- Recognition as Stage Sponsor at Great Park Board of Directors Meeting
- Commemorative company plaque

Hangar Café Sponsor: \$20,000 (one opportunity)

- Banner inside Hangar Café (Café will be open for the nine concert events and the eight dance pavilions)
- Company name/logo acknowledgement as Hangar Café Sponsor on all press-related materials, collateral, graphics/signage and website
- Company logo on Great Park website
- Company logo and acknowledgement in all event programs
- Specified number of reserved parking spaces
- Recognition as Hangar Café Sponsor at Great Park Board of Directors Meeting
- Commemorative company plaque

Patron Sponsor: \$10,000

- Company name/logo acknowledgement as Patron Sponsor on all press-related materials, collateral, graphics/signage and website
- Company logo on Great Park website
- Company acknowledgement in all event programs
- Recognition as Patron Sponsor at Great Park Board of Directors Meeting
- Commemorative company plaque

Friends of Night Flights: \$5,000

- Company name, acknowledgement as Friends Sponsor on all press-related materials, collateral, graphics/signage and website
- Company acknowledgement in all event programs
- Recognition as Friends Sponsor at Great Park Board of Directors Meeting
- Commemorative company plaque

CITY COUNCIL RESOLUTION NO. 03-123

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CITY OF IRVINE, CALIFORNIA, AMENDING RESOLUTION 92-40 AUTHORIZING THE ACCEPTANCE OF DONATIONS TO THE CITY.

WHEREAS, donations of money, materials, furniture, and equipment are made by citizens, community organizations, and others to the City of Irvine for use in its programs and services; and

WHEREAS, the City Council holds authority to accept such donations and thereby officially designate them City property; and

WHEREAS, to expedite the acceptance and acknowledgement of the donations which are made from time to time, it is desirable to authorize a staff member to accept donations which do not require an expense by the City, ongoing financial commitment, long term commitment to a program or service, or matching funds.

NOW THEREFORE BE IT RESOLVED that the City Council of the City of Irvine, California, authorizes the Department Directors to accept cash and/or material donations to the City of Irvine with the exception that should any such donation obligate the City in any way, acceptance shall be approved by the City Council as outlined in Exhibit A attached hereto and made a part hereof.

BE IT FURTHER RESOLVED that donations received under the authority of this resolution be reported by the Departments to the City Clerk on an annual basis.

ATTACHMENT B

PASSED AND ADOPTED by the City Council of the City of Irvine at a regular meeting held on the 23rd day of September 2003.


MAYOR OF THE CITY OF IRVINE

ATTEST:


CITY CLERK OF THE CITY OF IRVINE

STATE OF CALIFORNIA)
COUNTY OF ORANGE) SS
CITY OF IRVINE)

I JERI L. STATELY, City Clerk of the City of Irvine, HEREBY DO CERTIFY that the foregoing resolution was duly adopted at a regular meeting of the City Council of the City of Irvine, held on the 23rd day of September 2003.

AYES: 5 COUNCILMEMBERS: Krom, Mears, Shea, Ward and Agran
NOES: 0 COUNCILMEMBERS: None
ABSENT: 0 COUNCILMEMBERS: None


CITY CLERK OF THE CITY OF IRVINE



EXHIBIT A

SUBJECT: ACCEPTANCE OF DONATIONS

PURPOSE: To implement a citywide procedure for accepting and tracking donations made to the City.

POLICY: City Council holds the authority to accept donations of money, materials, furniture, and equipment made by citizens, community organizations, and others, thereby officially designating them as City property.

To expedite the acceptance and acknowledgement of donations, the City Council authorizes the Department Directors to accept donations that do not require ongoing financial commitment, long-term commitment to a program or service, or matching funds. Those items requiring any expense by the city, ongoing financial commitment, long-term commitment to a program or service, or matching funds will be forwarded to the City Council for approval.

To ensure that the City Council is appraised of donations received, the Directors will notify the City Council of receipt of donations in excess of \$5,000 via the TW2. Significant donations will be brought forward during the presentation portion of the agenda for City Council recognition.

Individual departments are responsible for maintaining a record of all donations received and shall present to the City Clerk a summary of all donations received within 60 days of the end of each fiscal year. The City Clerk will then compile a report for City Council of all donations received during each fiscal year.

PROCEDURE: Department Directors will bring forward to the City Council under presentations any significant donations for proper recognition.

Departments accepting donations under \$1,000 shall follow department procedure for tracking and acknowledging donations. Donations received in excess of \$1,000 shall be reported on a completed "Donations Acceptance Request" form to be processed as follows:

The original of the Donation Acceptance Request form signed off by the Department Director will serve as the receipt for the donor and will include a specified dollar amount assigned to each donation by the donor.

Copies of the completed form will be filed with the receiving Department, Finance and City Clerk.

Department Directors will notify the City Council via the TW2 of donations received in excess of \$5,000 upon receipt. Presentations will be coordinated with the City Clerk.

CITY COUNCIL RESOLUTION NO. 07- 24

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF IRVINE TO ESTABLISH POLICY FOR NAMING OF CITY STREETS, OFF-STREET TRAILS, PARKS, PARK FEATURES, COMMUNITY FACILITIES, AND OTHER CITY AMENITIES; TO FACILITATE RECOGNITION OF OUTSTANDING SERVICE AND/OR DONATIONS OF FUNDS AND PARK IMPROVEMENTS BY COMMUNITY MEMBERS; AND SUPERSEDING ALL PREVIOUS RESOLUTIONS AND POLICIES THAT ARE INCONSISTENT WITH THIS RESOLUTION

WHEREAS, the City Council approved "Procedures for Naming City Facilities and Amenities and for Recognizing Significant Contributions by Individuals (Living or Deceased)" within City Council Resolution No. 02-146, adopted October 22, 2002, and

WHEREAS, the Community Services Commission had previously adopted policies and procedures for naming public facilities and recognizing community members, some of which are currently in conflict with Resolution No. 02-146, and

WHEREAS, the City Council has an interest in establishing consistent procedures whereby Irvine parks, park features, off-street trails, community facilities and amenities, including streets, may be named, and it is appropriate to combine elements from the Community Services naming and recognition policies with procedures approved by City Council Resolution No. 02-146, and

WHEREAS, City Council also has an interest in acknowledging community members on a "Wall of Recognition" at Colonel Bill Barber Marine Corps Memorial Park,

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF IRVINE does hereby resolve as follows:

SECTION 1.

Adopt the attached "Naming and Recognition Procedures for City Parks, Park Features, Community Facilities and other City Amenities, including Streets" (inclusive of Exhibits A and B)

SECTION 2.

Adopt the attached "Financial Contribution Recognition Program" (inclusive of Exhibit C)

SECTION 3.

Adopt the attached "Wall of Recognition Program" (inclusive of Exhibit D)

ATTACHMENT C

SECTION 4.

Adopt the attached "Park Improvement Recognition Program" (inclusive of Exhibit E)

SECTION 5.

Resolution No. 02-146 and all previous resolutions, policies and procedures in conflict herewith are hereby superseded.

SECTION 6.

This Resolution becomes effective immediately upon approval.

PASSED AND ADOPTED by the City Council of the City of Irvine at a regular meeting held on the 13th day of March 2007.

MAYOR OF CITY OF IRVINE

ATTEST:

CITY CLERK OF THE CITY OF IRVINE

STATE OF CALIFORNIA)
COUNTY OF ORANGE)
CITY OF IRVINE)

I, SHARIE APODACA, City Clerk of the City of Irvine, DO HEREBY CERTIFY that the foregoing resolution was duly adopted at a regular meeting of the City Council of the City of Irvine, held on the 13th day of March 2007.

AYES: **COUNCIL MEMBERS:**
NOES: **COUNCIL MEMBERS:**
ABSTAIN: **COUNCIL MEMBERS:**

CITY CLERK OF THE CITY OF IRVINE

EXHIBIT A

NAMING AND RECOGNITION PROCEDURES FOR CITY PARKS, OFF-STREET TRAILS, PARK FEATURES, COMMUNITY FACILITIES AND OTHER CITY AMENITIES, INCLUDING STREETS

The following criteria and procedures shall be utilized in naming or renaming City streets, parks, park features, community facilities and other City amenities, including but not limited to all recreational amenities or structures (such as athletic fields and courts, recreation/community centers, public buildings, public off-street trails, arts facilities, groves and gardens).

1. Naming of Streets

City streets will be named in accordance with the procedures detailed in the Community Development Department's "Addressing and Street Naming Policy", unless City Council chooses to recognize an individual's outstanding contributions in accordance with item three following.

2. Naming of parks, park features, off-street trails, community facilities and other City amenities

City parks, park features, off-street trails, community facilities and other City amenities will be named by the Community Services Commission for any of the following: area in which they exist, geographical places, historical places and events. Names will be determined through the process detailed below (paragraphs "a" through "d"), unless the City Council chooses to recognize an individual's outstanding contributions in accordance with item three following.

- a) Whenever a park, park feature, off-street trail, community facility or other City amenity is to be named, the City will place a notice or ad in the local newspaper requesting that names be submitted for consideration.
- b) The Community Services Department shall receive recommendations for naming; submissions will be presented to the Community Services Commission for consideration.
- c) The Community Services Commission may solicit input from City committees or other Commissions; however, the Community Services Commission shall act as the final approval authority.
- d) The locations of the beginning and the end of trails to be named will be indicated in the staff report. The City shall use a standard street sign upon which trail names will be located. The number and locations of the signs will be designated at the discretion of the Public Works Director. Standard trail signs will be placed as deemed appropriate by the Director of Public Works, and as funding is available.

3. Community member recognition via the naming of streets, parks, park features, off-street trails, community facilities and other City amenities –

When the City Council chooses to recognize an individual's outstanding contributions in the naming of City streets, parks, park features, off-street trails, community facilities or other City amenity, the process and criteria detailed below are applicable. In instances of street naming, this process and criteria are applicable in addition to the procedures specified in the Community Development Department's "Addressing and Street Naming Policy".

Recognition Criteria -

- a) Nominees are now or have been an Irvine resident, been employed within the city of Irvine, been a student of an Irvine school, or shall have otherwise had a significant connection with the city; or
- b) Nominees are now or have been a community leader and have made a significant financial contribution toward the acquisition and/or development of the facility. "Facility" includes recreational or public structures, e.g., gardens, groves, fields and buildings; or
- c) Nominees have made outstanding contributions to the community as determined by the City Council. These contributions may include service, land, funds, securities or other valuable assets. "Contributions to the community" may include those in the fields of education, business, religious, service groups, and not-for-profit organizations.

Consideration shall be given to those individuals not overly recognized in the past. Facilities shall be named in honor of individuals that have not been previously named for other facilities.

Recognition Process -

- a) The Community Services Department shall receive proposals to recognize individuals on City-owned lands, with the exception of proposals initiated by individual City Council members which shall be submitted to the City Council directly. A list of naming opportunities is attached as Exhibit B.
- b) Completed proposals for recognition (other than City Council member proposals) will be agendized for the Community Services Commission. The Commission recommendations will be brought to the City Council for approval.
- c) The Community Services Commission may decide to solicit input from City committees or other City commissions prior to making its final recommendation to City Council.

- d) If City Council approval is received, costs involved in the naming of parks, streets, off-street trails, facilities, recreational amenities or structures other than those normally funded by the City or otherwise approved by City Council (such as statues, signage and plaques) will be borne by the applicant.
- e) Following receipt of any required funds, the City will implement the form of recognition approved by the City Council and the appropriate information will be added to the electronic registry of honorees on the City's website.

EXHIBIT B

LISTING OF NAMING OPPORTUNITIES

The following are examples of the naming opportunities that could be made available. Other alternatives may be added to this list as they are identified.

Civic Center

Council Chambers
Plaza
Lobby
Conference and Training Center
Meeting Rooms

Lakeview Senior Center

Entire building
Volunteer Center
Game Room

Rancho Senior Center

Entire building
Ballroom
Fitness Center
Multipurpose Room

Community Parks

Entire buildings
Fields and courts
Playgrounds
Multipurpose rooms
Patios
Amphitheater (TRCP)
Meeting Rooms
Trees
Tennis Complexes
Wilderness Center at Quail Hill

Colonel Bill Barber Marine Corps Memorial Park

Rose Garden
Future Gymnasium
Future Community Center

Fine Arts Center

Entire building
Lobby
Courtyard
Studios

Turtle Rock Nature Center

Entire Building
Classrooms
Trail

Bommer Canyon

Future Building
Trailhead

Central Bark

Animal Care Center

Entire Center
Individual Buildings

William Woollett Jr. Aquatics Center

Pools

Transportation Center

Operations Support Facility

Tennis Complex

Open Space

Trails and Trailheads

EXHIBIT C

FINANCIAL CONTRIBUTION RECOGNITION PROGRAM

The following establishes procedures for individuals to recognize friends and loved ones through monetary contributions to acquisitions, development and operational costs, special equipment, scholarships and a variety of programs within the City.

Process:

1. Donations shall be received by the City Clerk, who will coordinate with the appropriate staff to forward funds to the designated section's interest-bearing special fund account. No administrative fees will be deducted from contributions. Donors may specify in writing that funds be earmarked for acquisition, development, operational costs, special equipment, scholarships or a specific City program.
2. Donations of funds shall be mailed or hand-delivered to the City of Irvine, Attention: City Clerk, One Civic Center Plaza, P.O. Box 19575, Irvine, CA 92623-9575. Donors shall designate which program will be the recipient of funds received, the name of the individual or group being honored, the contact information for the donor and a name and address of an individual to be notified of the contribution. Only checks and money orders will be accepted. Contributions are tax deductible to the extent allowable by law.
3. The City Clerk will acknowledge the donation in writing. The individual being honored will be notified of the contribution. The donor name and contribution will not be revealed unless specified in writing by the donor.
4. The donation will be recognized in accordance with the City's donation acceptance policy (City Council Resolution 03-123 or as amended).
5. Donors may choose to donate to any of a number of programs.

EXHIBIT D

“WALL OF RECOGNITION” PROGRAM Colonel Bill Barber Marine Corps Memorial Park

The following establishes a procedure for acknowledgement of community members via a “Wall of Recognition” and seating walls located at Colonel Bill Barber Marine Corps Memorial Park.

Wall of Recognition:

1. Requests for inclusion on the Wall of Recognition shall be submitted to the City Clerk in the form of a personal letter from the nominator which shall include the proposed honoree’s name and a justification for the recognition. The letter shall also include the nominator’s contact information and that of the honoree, if applicable.

Members of City Council may submit nominations to the City Council for consideration.

2. Nominations shall be submitted by, but are not limited to, the honoree’s family member, a member of the Irvine community, a local official, or someone from a non-profit organization or business with which the proposed honoree is affiliated.

- d) Nominees are now or have been an Irvine resident. A resident is defined as an individual who has lived, been employed, or been a student of a school within the City of Irvine.

3. Nominees may be eligible for inclusion on the Wall of Recognition based on criteria such as, but not limited to any of the following:

- Nominee has demonstrated creativity and/or initiative in providing service to the community
- Nominee has provided long-term service to the community, the State or the Nation
- Nominee has provided unique contributions that are marked by excellence and are worthy of honor
- Nominee made a distinct, significant contribution to the betterment of the City
- Nominee demonstrated exceptional determination, character, commitment, and/or leadership
- Nominee died in the line of duty serving the City, the State or the Nation

4. Nomination letters meeting applicable criteria will be forwarded to the City Council for consideration at an upcoming meeting.

5. Honorees will be recognized with placement of a permanent standardized 3" x 6" plaque that includes honoree name, achievement (or reason for recognition) and date of recognition. Plaques honoring those military personnel who have died in the line of duty shall be installed at the Veterans' Memorial area in the park at the flagpole.
6. The appropriate information will be added to the electronic registry of honorees on the City's website
7. Costs for purchase, placement and maintenance of plaques will be borne by the City in appreciation of the individual's contributions.

Seating Walls:

1. Requests for recognition via plaques on the seating walls shall be submitted to the Community Services Department in the form of a personal letter which shall include the proposed honoree's name and reason for the recognition. The letter shall also include the nominator's contact information and that of the honoree, if applicable.
2. Nominations shall be submitted by, but are not limited to, the proposed honoree, the honoree's family member, a member of the Irvine community, a local official, or someone from a non-profit organization or business with which the proposed honoree is affiliated.
3. Nominees are now or have been an Irvine resident. A resident is defined as an individual who has lived, been employed or been a student of a school within the City of Irvine.
4. Nominees meeting the criteria will be recognized with placement of a permanent standardized 3" x 6" plaque that includes honoree name, achievement (or reason for recognition) and date of recognition. Costs for purchase, placement and maintenance of the plaque will be paid by the nominator or honoree, based upon agreement prior to the plaque's placement on a seating wall.

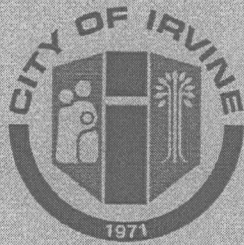
EXHIBIT E

PARK IMPROVEMENT RECOGNITION PROGRAM

The following establishes the procedure enabling individuals to recognize friends and loved ones through donation of materials, furniture and equipment. This recognition takes the form of planting and dedication of trees and ornamental plants in City parks and opportunities to donate City-approved benches, fountains or related park equipment.

Process:

1. Donations of materials, furniture, equipment or plants shall be submitted to and approved by the Community Services Department, which will coordinate with the appropriate staff as to any determinations for the type and/or placement of the park improvement. The Community Services Commission and City Council shall be notified of all park improvement donations.
2. Cost of the purchase and installation of the improvement (and plaque and/or dedication ceremony, if applicable) will be borne by the donor. Any surplus funds resulting from the donation will be held in an interest-bearing special fund account for maintenance of same. Donations may be accepted at any time.
3. Donors may participate by funding the following: a rosebush; a 15-gallon, 5-6 foot tree or a 24-inch box, 12-13 foot tree purchased and planted by Public Works; larger or specimen trees based upon special arrangement with the Public Works Landscape Section in accordance with the approved park planting palette. Pricing will be determined by the Director of Public Works.
4. Donors may participate by funding park furniture and equipment such as benches, drinking fountains and tables. Equipment selections must be made in conjunction with Community Services Department staff and meet City standards.
5. Donors of park improvements may provide recognition through a 3"x 6" bronze plaque purchased by the City and installed on a centrally located donor plaque; text is limited to "In Honor of _____" and dates or years.
6. Donors of major park improvement gifts (e.g., structure, play yard, courts) may elect to provide a dedicatory plaque not exceeding 10"x 12" with name, date and appropriate text not exceeding 25 words.
7. Small-plaque inscriptions will be approved by the Community Services Department. The Community Services Commission will approve large-plaque inscriptions upon recommendation by Community Services Department staff. No private advertising or permanent promotional signage is permitted.



COMMUNITY SERVICES POLICY PROCEDURE

SECTION:
PAGE 1 OF 3
EFFECTIVE: 1/20/87
REVISED:
APPROVED:

Co-Sponsorship Policy

PURPOSE: To provide an identifiable standard for determining the appropriateness of a co-sponsorship arrangement, such as a program or project between the City of Irvine Community Services Department and an outside organization or private individual.

DEFINITION: Co-sponsorship is defined as any one-time program/project which by mutually sharing resources between the City of Irvine and the outside organization or private individual furthers a goal of the Community Services Department in the areas of recreation, cultural arts, or human resources.

The program/project may directly further a goal by providing a service or more indirectly further a goal by making an objective possible through the raising of funds.

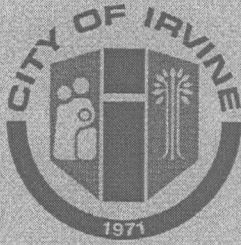
Mutually shared resources may include facilities, equipment, supplies, staff services, volunteer services, security services, consultation, public relations services, and/or materials.

This one time project/program may in no way obligate the City to continue the arrangement in the future, as goals of the Community Services Department may alter from year to year according to many variables. (An ongoing arrangement may more appropriately call for a longer term and more formal memorandum of understanding.)

The difference between co-sponsorship and contractual agreements is that the contractual agreement is based on a payment for services rendered, and is not a matter of mutually shared resources.

Other differences include the duration of the arrangement. A contractual agreement may be scheduled for any desired amount of time. Because of the ongoing nature of contractual services such as many of the Community Services' classes, it is often in the best interest of the City (due to participant development of the instructors) to continue the same independent contractor.

: ATTACHMENT D



SECTION:
PAGE 2 OF 3
EFFECTIVE:
1/20/87
REVISED:
APPROVED:

POLICY: All proposed co-sponsorship programs/projects must receive approval from the Community Services Superintendent administering that section, according to the established policy standards.

PROCEDURES:

1. A co-sponsorship proposal must be completed and submitted to the Community Services Superintendent prior to verbal or written commitments regarding the program/project.
2. The Community Services Superintendent may routinely approve or disapprove a proposal based on the requirements listed in item 7 below. The few proposals which fall into a "gray" area may be taken to the Deputy Director of Community Services for review, and the Deputy Director may have the option of submitting the proposal to the Director of Community Services for approval. Staff is responsible for reporting such circumstances to the Community Services Management in writing within ten working days of receiving the written proposal.
3. The proposal application may be completed by staff or the applicant at the discretion of the Community Services Superintendent.
4. All other Community Services policy/procedures relating to the program/project must also be properly administered. Examples include Facility Reservation Policy and Special Events Policy.
5. Though a co-sponsorship is not a formal contract, it is recommended that the Community Services Superintendent require a written outline of responsibilities and expectations of both parties. The format of this document is left to the discretion of the Community Services Superintendent. Some arrangements may only require a brief outline, whereas other arrangements may require a much more complex one.
6. Staff must be accountable for revenue and expenditures of the program/project. It is recommended that an evaluation containing this information be completed within 10 days after the program/project, and placed in a file for future reference.
7. Requirements for co-sponsorship include:
 - A. The program/project furthers a goal of the Community Services Department in the areas of recreation, cultural arts, or human services, either directly or indirectly.
 - B. Resources of involved parties are mutually shared.



SECTION:
PAGE 3 OF 3
EFFECTIVE:
1/20/87
REVISED:
APPROVED:

- C. Program/project must be planned for one time only and the City is in no way obligated to continue the arrangement in the future.
- D. The arrangement shall not involve direct commercial enterprise on the part of the applicant. Building community interest on a subject or gaining professional exposure, however, is not a conflict in and of itself.
- E. Adequate public liability insurance must be provided and the City of Irvine be named as additionally insured, when applicable.
- F. The City of Irvine will be appropriately represented and/or acknowledged through publicity and/or public announcements during an event. All publicity such as media releases, posters, flyers, etc., will be approved by the section Community Services Superintendent.
- G. Alcohol use of any kind must be approved in advance by the Director of Community Services or designee.