

Livermore Area Recreation and Park District

Staff Report

TO: Ad Hoc Committee on Memorial and Commemorative Program

FROM: Patricia Lord, Assistant General Manager
Sandra Kaya, Administrative Assistant

DATE: May 5, 2020

SUBJECT: Amendments to the Memorial and Commemorative Policy

COMMITTEE: Facilities Committee, August 22, 2019
Facilities Committee, November 20, 2019
Facilities Committee, December 18, 2019
Ad Hoc Committee, January 21, 2020
LARPD Foundation, February 18, 2020

RECOMMENDATION: That the Ad Hoc Committee recommends that the Board of Directors approve amendments to the Memorial and Commemorative Policy.

BACKGROUND: Historically, LARPD has received requests from individuals, organizations, and other groups seeking permission for various types of commemorative or memorial gifts to be placed in or on District facilities or made available for program use. In response to these requests, the District has developed a Memorial and Commemorative Gift Program, with proceeds benefitting the LARPD Foundation for community programs (see Attachment A- Memorial and Commemorative Policy).

Prospective donors contact the Memorials Coordinator, and staff works with donors to complete the donation form, submit payment, and find a suitable site for a bench or tree in coordination with Parks and/or Ranger staff, often meeting in person with the donor at the donation site. Proposed wording for engravings are submitted to the General Manager for approval, prior to installation. The tree planting or bench installation is then scheduled with the donor, who typically wants to be present at the planting or soon after the bench installation. Once the donated item has been planted or installed, staff orders a small engraved brass plate with the donation information, which is then placed with the other engravings on display at the Robert Livermore Community Center. The District currently has an inventory of 66 commemorative trees, and 49 benches (see Attachment B – Inventory of Donated Benches and Trees).

ONGOING MAINTENANCE: Ongoing maintenance is required with the Commemorative Tree and Bench Program. Once an Open Space bench is installed, Rangers check for graffiti, gum, etc. and sand/clean the benches as needed. Mowing is necessary multiple times per year, except for benches placed in dirt/gravel areas or on concrete. Mowing has to be done by hand because the

trailer mower cannot get close enough or under the benches. Similarly, Parks staff attends to ongoing maintenance of commemorative benches and trees in the parks system. In 2019, staff explored increasing the pricing, based on benchmark data from other comparable agencies. The Commemorative Tree and Bench Program was discussed at the Facilities Committee on August 22, 2019 and then with the Board of Directors on October 10, 2019. The Board reviewed the inventory of benches currently in Sycamore Grove Park and the consideration for additional benches. Concerns have been raised that Sycamore Grove Park may be approaching capacity for commemorative benches (see Attachment C – Map of Benches in Sycamore Grove Park).

An Ad Hoc Committee was formed to provide direction to staff. This led to re-evaluating the program, including the pricing and the duration for commemorative benches and picnic tables and proposed amendments to the Memorial and Commemorative Policy and Memorial and Commemorative Gift Form (see Attachment D-Amendments to Policy No. FAC-86-1007, Memorial and Commemorative Policy).

The following outlines the most recent District pricing for commemorative trees and benches. At this time, the commemorative bench program is on hiatus District-wide, pending Board direction:

Commemorative Item	Donation Price
Tree	\$1,000
Open Space Bench and Engraved Tablet	\$2,000
Non-Open Space Bench and Engraved Tablet	\$2,000

The following is a survey of commemorative bench pricing from other agencies:

Agency	Donation Price for Bench	Duration/Years
Tri-Valley Conservancy	\$10,000	
East Bay Regional Park District	\$2,500 \$2,200	10 Additional 10
Hayward Area Recreation and Park District	\$2,100, but prices are changing; Moratorium on plaques at one site	
Pleasant Hill Recreation and Park District	\$1,500-\$2,000, but prices are changing	
San Mateo County	\$5,000 \$8,500	10 20
City of Palo Alto	\$2,500	10
Midpeninsula Regional Open Space	\$5,000	10
San Francisco	\$6,000-\$10,000 plaque only on existing bench	
Los Altos	\$3,500	10
Santa Cruz	\$2,500	10

FINANCIAL SUMMARY: For several years, donors have paid \$2,000 to purchase a bench (including an engraved tablet in the bench) remains at the site in perpetuity. Sycamore Grove Park is the most requested site for donations with 38 benches and one commemorative picnic table currently at the park. There was a waiting list that staff is in the process of completing,

honoring the \$2,000 bench price that was originally quoted to them. The following outlines the recommended pricing, with duration limit for a commemorative bench or picnic table (See Attachment E, Memorial and Commemorative Gift Program Form):

Commemorative Item	Donation Price	Duration
Bench – Open Space	\$5,000	Ten (10) Years *
Picnic Table – Open Space	\$5,000	Ten (10) Years *
Bench –Neighborhood or Community Park	\$2,500	Ten (10) Years *
Tree – Neighborhood or Community Park	\$1,000	
*At the end of ten years, the donor will have the first right of refusal to renew; pricing subject to change.		

ATTACHMENTS:

- A. Memorial and Commemorative Policy
- B. Inventory of Donated Benches and Trees
- C. Map of Benches in Sycamore Grove Park
- D. Amendments to Policy No. FAC-86-1007, Memorial and Commemorative Policy (track changes)
- E. Memorial and Commemorative Gift Program Form

Livermore Area Recreation and Park District

Staff Report

TO: Chair Palajac and Board of Directors

FROM: Patricia Lord, Assistant General Manager
Sandra Kaya, Administrative Assistant

DATE: February 26, 2020

SUBJECT: Update on Memorial and Commemorative Gift Program

COMMITTEE: Ad Hoc Committee Meeting, January 21, 2020
LARPD Foundation, February 18, 2020

RECOMMENDATION: That the Board of Directors adopt Resolution No. ____, approving revisions to the District's Memorial and Commemorative Policy, Policy No. FAC-86-1007.

BACKGROUND: Historically, the District has offered a Memorial and Commemorative Gift Program, with proceeds benefitting the LARPD Foundation for community programs. LARPD receives requests from individuals, organizations, and other groups seeking permission for various types of commemorative or memorial gifts to be placed in or on District facilities or made available for program use. The District currently has an inventory of 66 commemorative trees, and 49 benches (see Attachment A). In 2019, staff explored the idea of increasing the pricing, based on benchmark data from other comparable agencies. The Commemorative Tree and Bench Program was discussed at the Facilities Committee on August 22, 2019 and then with the Board of Directors on October 19, 2019. An area of discussion and review was a map of benches currently in Sycamore Grove Park and the consideration for additional benches (see Attachment B). An Ad Hoc Committee was formed to provide direction to staff. This led to re-evaluating the program, including the pricing and the duration for commemorative benches and picnic tables. See amendments to attached Policy No. FAC-86-1007 Memorial and Commemorative Policy and Memorial and Commemorative Gift Form (see Attachments C and D).

FINANCIAL SUMMARY: The attached draft "Memorial and Commemorative Gift Form" outlines proposed new pricing and procedures.

ATTACHMENTS:

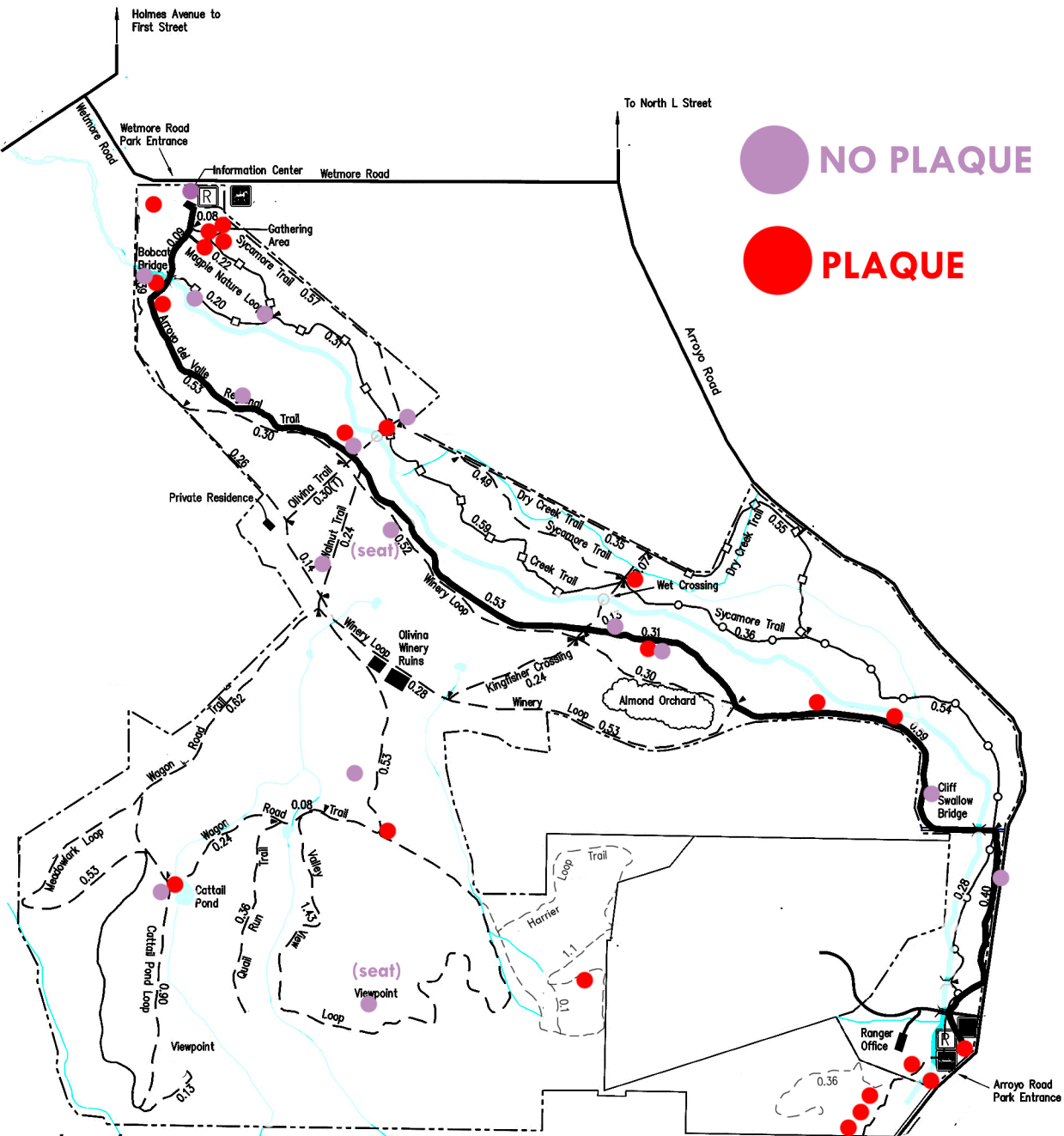
- A. Inventory of Trees and Benches
- B. Map of Benches in Sycamore Grove Park
- C. Amended Policy No. FAC-86-1007, Memorial and Commemorative Policy (track changes)
- D. Amended Policy No. FAC-86-1007, Memorial and Commemorative Policy (clean)

Inventory of Donated Benches and Trees

Facility	Benches (since 1998)	Trees (since 1991)
Almond Park	0	1
Altamont Park	0	1
Big Trees Park	0	1
Bothwell Park	1	0
Christensen Park	0	1
Hagemann Park	0	1
Holdener Park*	2	0
Ida Holm Park	0	3
Independence Park	1	2
Jack Williams Park	0	6
Lester Knott Park	0	1
Maitland Henry Park	1	0
Marlin Pound Park	0	2
Max Baer Park	0	1
May Nissen Park	0	1
Meadow Vista Park	0	2
Mocho Park	0	1
Pleasure Island Park	2	0
Ralph T. Wattenburger Park	0	3
Ravenswood Historic Site	1	6
Ravenswood Park	1	2
Robert Livermore Park	1	4
Robertson Park	0	7
Sunset Park	0	5
Sycamore Grove Park*	38	11
Tex Spruiell Park	0	2
Vista Meadows Park	0	2
Weinberger Trail	1	0
TOTAL	49	66

* total number of benches

Current/Pending Bench Sites



10/21/2019

(5 pending TVC benches)

ITEM 27, ATTACHMENT C

Policy No. FAC-86-1007

MEMORIAL AND COMMEMORATIVE POLICY

PURPOSE OF POLICY	To provide guidelines for staff in addressing requests from the public to donate memorial or commemorative gifts
POLICY SUMMARY	This policy provides the parameters and procedures for processing memorial and commemorative donations.
APPROVAL	Adopted: Board Resolution No. 1007, March 12, 1986 Amended: Board Motion, June 12, 1996 Amended: Board Resolution No. 2210, Oct. 14, 2009 <u>Amended: Board Resolution No. _____, May 13, 2020</u>

Purpose

LARPD receives requests from individuals, organizations, and other groups seeking permission for various types of commemorative or memorial gifts to be placed in/on District facilities or made available for program use. These gifts can enhance a facility or program when they are properly planned, specified, and installed or implemented. Offering a policy and procedure to allow acceptance of these gifts provides a service to prospective donors who wish to give memorial or commemorative items that can be shared with the community. The LARPD Foundation may also be used to assist donors and the staff with the donation process.

The purpose of this policy is to provide guidelines for District staff in addressing requests from individuals, organizations, or other groups wishing to donate memorial or commemorative gifts.

Policy

1. The District shall identify a Memorials Coordinator who will work with donors to select a memorial or commemorative item that will satisfy the wishes of the donor and provide a functional improvement to the District or to the District facility in which the memorial is to be located.

2. It is recognized that each facility or portion thereof has limitations as to the size and number of memorials that can reasonably be installed. The District will, at any time, place restrictions, limitations or disallow future memorial installations at any site.
3. The location of memorial or commemorative items must be compatible with the site chosen and any applicable master plans covering that site. Additionally, the memorial item must be compliant with the Standard Specifications and Standard Details adopted by the District.
4. Normally, all gift recognition plaques will be displayed in the Robert Livermore Community Center or other appropriate community facilities. These plaques are typically bronze, 3" by 1", engraved and mounted on wooden display boards. Engraved text shall follow a standard template including the name of the individual being memorialized, the location of the memorial item, the month and year of installation, and what the memorial item is. As determined by the General Manager, significant memorials or contributions may be given special consideration for plaques mounted on a donated item or at specific sites.
5. Unless otherwise arranged, maintenance of all memorial items shall be the responsibility of the District, and shall be consistent with standards established by the District. Voluntary supplemental maintenance by the donor shall be undertaken only with the prior approval of the District.
6. Donors participating in this program must agree that the memorial items installed or initiated under this policy do not have infinite longevity. Memorial and commemorative gift pricing is subject to change. The District retains the authority to relocate memorial items to accommodate future park/building development, changes in programs or changes in maintenance procedures. Should memorial items become unusable, unsafe, unsightly or cannot be relocated, the District retains the right to remove and not replace those items. Relocations and removals will be the responsibility of the District. Living memorials which fail to thrive may or may not be replaced at the District's discretion. The District will make reasonable efforts to notify donors of relocation or removal.

Procedures

1. Upon first contact by an individual, organization, or other group proposing a memorial/commemorative gift, staff shall forward the proposal to the District's Memorials Coordinator.
2. The Memorials Coordinator shall provide the donor with an estimated cost for the gift, if possible. This cost will include materials, labor, equipment, designated maintenance, and other related expenses (engraving, shipping, taxes, etc).
3. Following the initial contact, the Memorials Coordinator will forward the memorial proposal information to the appropriate District Division. The respective Division shall assign an employee to assist the memorial donor in completing the project.
4. Individual Divisions are responsible for periodically updating lists of desired items for memorial consideration. These lists will include estimated costs for each item.

5. Once the details of a memorial gift have been mutually agreed upon by the donor and the Division representative, the Memorials Coordinator will complete a Memorial Gift Form. The completed form shall be sent to the donor for signature and pre-payment. The District shall not purchase materials nor initiate labor activity associated with a memorial until full payment has been received from the donor. Upon receipt of funds, the District shall be responsible for installation or initiation of the memorial item.
6. ~~A Certificate of Written~~ Acknowledgment shall be given to donors. This certificate will document the gift and may be sent to a third party if requested by the donor.

Adopted: Board Resolution No. 1007, March 12, 1986

Amended: Board Motion, June 12, 1996

Amended: Board Resolution No. 2210, October 14, 2009

~~Amended: Board~~ Resolution, May 13, 2020

APPROVAL

~~Timothy J. Barry~~ Mathew Fuzie
General Manager

Date



LIVERMORE AREA RECREATION AND PARK DISTRICT FOUNDATION

Supporting Parks and Community Resources of the Livermore Area

Memorial and Commemorative Gift Form

I give the below described item(s) to the Livermore Area Recreation and Park District (LARPD) as a memorial or commemorative contribution. I understand that the type and placement of the item(s) is determined by LARPD and that installation will be performed by LARPD unless otherwise indicated on this form. I acknowledge and understand that LARPD does not guarantee maintenance and/or replacement of the item(s) in the future and, due to the number and variety of donated items and number of donors, LARPD cannot guarantee that I will be notified if my donation is, for any reason, relocated, damaged or destroyed. **Benches and picnic tables are purchased for a period of 10 years. At the end of the 10 years, the donor will have first right of refusal; pricing is subject to change at any time.** Please complete this form, print and sign it. Submit the form to: Attention Sandra Kaya at 4444 East Avenue Livermore CA 94550.

Description of Gift

- ☐ Park Bench _____ ☐ Tree _____
☐ Picnic Table _____ ☐ Other _____

For benches or picnic tables only, provide your proposed wording for an engraved plaque. Subject to approval or editing by LARPD. Limit of 120 characters, including spaces:

Park Name: _____
In Honor of: _____

Cost

Total amount due and payable to **LARPD Foundation** prior to installation: \$ _____

Your Information

Name: _____
Street Address: _____
City/State/Zip Code: _____
Phone: _____
E-mail: _____

Contributor Signature *Date*

Proceeds from your contribution benefit the LARPD Foundation. The Foundation's mission is to initiate, receive, and collect donations to provide services, programs, and facilities to those who could not otherwise afford to participate or have the opportunity to learn, play and explore in a healthy environment.

Office use only: written acknowledgement from Foundation date _____ by _____

Memorial and Commemorative Gift Pricing

Open Space (Sycamore Grove Park or Holdener Park, for example)

Bench
\$5,000 for 10 years

Picnic Table
\$5,000 for 10 years

Non-Open Space (neighborhood or community parks, for example)

Bench
\$2,500 for 10 years

Tree
\$1,000

Memorial and Commemorative Gift Process

Thank you for your interest in purchasing a memorial or commemorative gift for Livermore Area Recreation and Park District.

1. Complete the Memorial and Commemorative Gift Form.

Print it out, sign it and submit it:

Attention: Sandra Kaya
4444 East Avenue
Livermore CA 94550

2. LARPD staff will contact you regarding potential sites for your bench, picnic table, or tree. If the site is agreeable to you, please send a check (Attention: Sandra Kaya 4444 East Avenue Livermore CA 94550) made **payable to the LARPD Foundation** for the full amount. Your item will then be ordered and LARPD staff will keep you apprised of the installation/planting. Once ordered, benches and picnic tables may take 2-3 months to receive.

3. Benches and picnic tables are purchased for a period of 10 years. At the end of the 10 years, the donor will have first right of refusal; pricing is subject to change at any time.