

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: June 29, 2020

SUBJECT: Amendments to the Memorial and Commemorative Policy

COMMITTEE: Ad Hoc Committee, January 21, 2020
Ad Hoc Committee, May 5, 2020

RECOMMENDATION: That the Ad Hoc Committee recommends that the Board of Directors approve amendments to the Memorial and Commemorative Policy with proposed pricing increases and duration limits.

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 for benches and trees is required with the Memorial and Commemorative 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 is 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.

On August 22, 2019, the Memorial and Commemorative Program was reviewed by the Facilities Committee, and then by the Board on October 10, 2019. Discussions included the pricing and inventory of benches in Sycamore Grove Park and 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 on pricing for benches and trees, duration for commemorative benches and picnic tables, and proposed amendments to the Memorial and Commemorative Policy and Gift Form (see Attachment D-Amendments to Policy No. FAC-86-1007, Memorial and Commemorative Policy and Gift Form).

Benchmark data of other public agencies commemorative bench pricing includes duration:

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 for 10 years; \$8,500 for 20 years	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

The following outlines the current District pricing for commemorative trees and benches and proposed pricing with duration limits for benches and picnic tables.:

Commemorative Item	Current Price	Proposed Pricing	Duration
Tree – Neighborhood or Community Park	\$ 500 15 gallon	\$1,000	
Bench w/ plaque Neighborhood or Community Park	\$2,000 in perpetuity	\$2,500	Ten (10) Years*
Bench or Picnic Table – w/ plaque Open Space	\$2,000 in perpetuity	\$5,000	Ten (10) Years*
*At end of ten years, donor will have first right of refusal to renew; pricing subject to change			

FINANCIAL SUMMARY: At the current pricing for an open space bench at \$2,000 in perpetuity, the LARPD Foundation would net \$848.20 based on:

Item	Direct cost	Donation Price	Foundation Receives
Open Space Bench	\$904.11		
Custom Bronze Plaque 2”x10”	\$226.19		
Engraved Brass Plate	\$21.50		
Sub Total	\$1,151.80	\$2,000	\$848.20

For an open space bench at the proposed price of \$5,000 for ten years, the LARPD Foundation would receive \$3,848.20 as compared with \$848.20. A detail of direct costs and related proceeds for LARPD Foundation of memorial gift items at the proposed pricing level is attached. (See Attachment E – Detailed Direct Costs of Memorial Items).

For years, donors have paid \$2,000 to purchase a bench, including an engraved tablet in the bench, that 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. Staff recommends the amendments to the Memorial and Commemorative Policy with proposed pricing and duration limits.

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 and Gift Form (track changes)
- E. Detailed Direct Costs of Memorial Items



**Livermore Area
Recreation & Park District**
An independent special district

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

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. 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 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

APPROVAL



Timothy J. Barry
General Manager

12-18-09

Date



Memorial Gift Form

I give the below described item(s) to the Livermore Area Recreation and Park District (LARPD) as a memorial 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.

Description of Gift

- ☐ Tree (type) _____
- ☐ Park Bench (type) _____
- ☐ Other _____

Installation Information

Park Name: _____

Date of Installation: _____

Memorial Information

In Honor of: _____

Include engraved plaque to be displayed in an LARPD public building:

Yes x No ☐

Cost

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

Your Information

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

Acknowledgment Information

Would you like an acknowledgment sent to another person?

Yes ☐ No ☐

Send acknowledgment to:

Name: _____
Street Address: _____
City/State/Zip Code: _____

Contributor Signature

Date

LARPD Representative

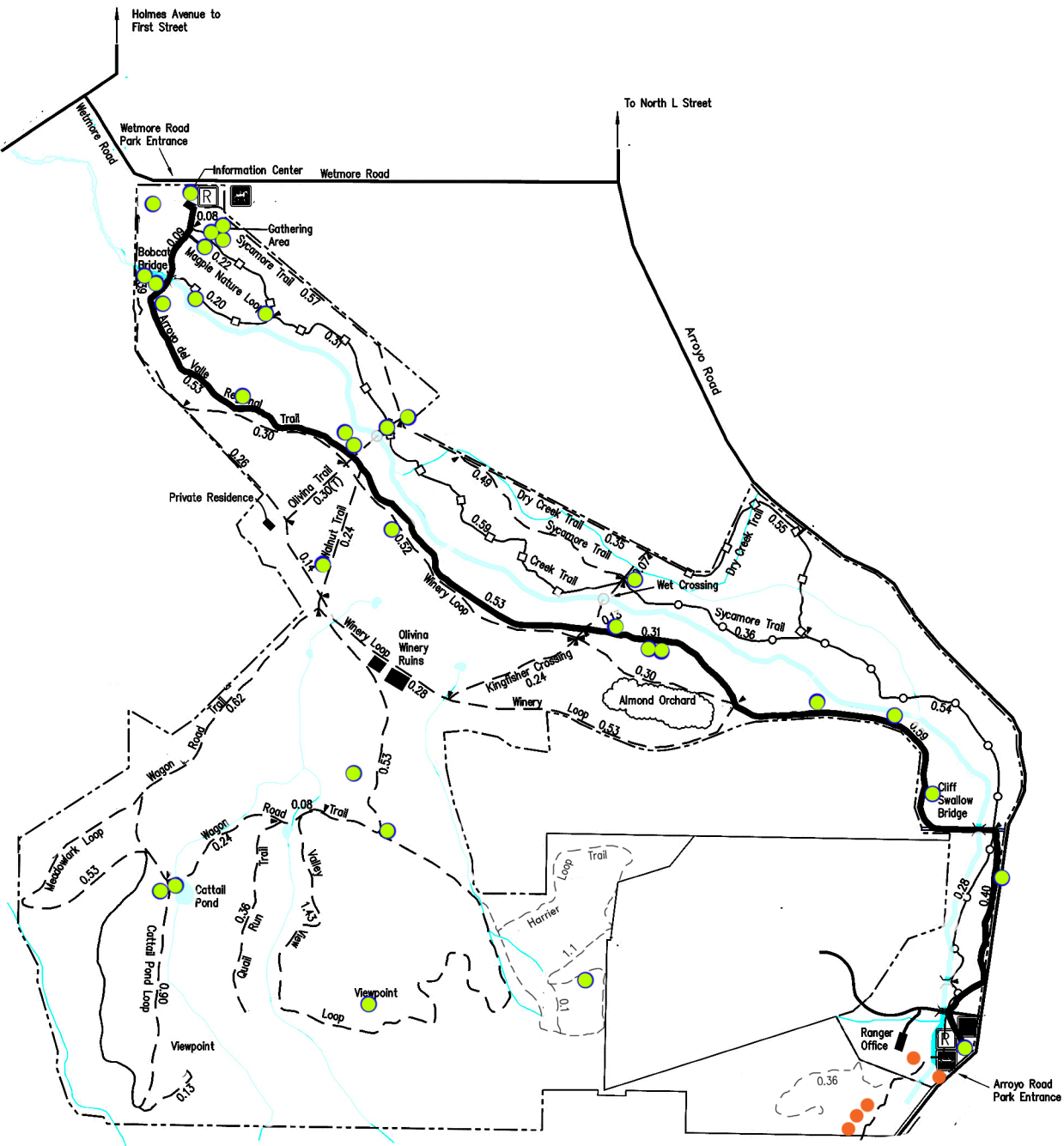
Date

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

Sycamore Grove Park



(*orange: TVC bridge fundraiser benches)

Current Bench Sites
38 benches total



Policy No. FAC-86-1007

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6. 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 No.____, Date TBD

APPROVAL

Mathew Fuzie
General Manager

Date



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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

- | | |
|---|--------------------------------------|
| <input type="checkbox"/> Park Bench _____ | <input type="checkbox"/> Tree _____ |
| <input type="checkbox"/> Picnic Table _____ | <input type="checkbox"/> 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: _____
Daytime Phone: _____
Evening Phone: _____
E-mail: _____

Contributor Signature

Date

Proceeds from your contribution benefit the LARPD Foundation. The Foundation's mission is to improve the quality of life throughout the Livermore Area Recreation and Park District through advocacy, collaboration, and financial assistance, primarily focused on providing recreation opportunities for the underserved and enhancing parks and open space.

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.



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Detailed Direct Costs of Memorial Items

Item	Direct Cost	Suggested Price	Foundation Would Receive
Open Space Picnic Table	\$ 860	\$5,000 for 10 years	\$3,900
Custom bronze plaque	\$ 230		
Engraved brass plate	\$ 10		
TOTAL	\$1,100		
Open Space Bench	\$ 920	\$5,000 for 10 years	\$3,840
Custom bronze plaque	\$ 230		
Engraved brass plate	\$ 10		
TOTAL	\$1,160		
Non-open space bench (includes engraved plaque)	\$1,500	\$2,500 for 10 years	\$ 990
Engraved brass plate	\$ 10		
TOTAL	\$1,510		
15 gallon tree	\$ 200	\$1,000	\$ 790
Engraved brass plate	\$ 10		
TOTAL	\$210		

Prices are based on the most current information available, but are subject to change.