



Item No. 18 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: MAY 20, 2020

SUBJECT: ACCEPTANCE OF DONATION NAMING REQUESTS

RECOMMENDATION

Consider acceptance of the naming requests from the specified donors.

BACKGROUND | ANALYSIS

The Town is in receipt of several naming requests from Atherton Now, one from the Orchard Charitable Foundation and an additional donation and request from the Lisa and Douglas Goldman Fund. Staff has not been able to verify the donation levels of the Atherton Now donors to ensure that the donor contributions match or exceed the naming opportunity level, but we have formally requested that information. We have been able to informally verify one of the requests. None of the Atherton Now donations result in the receipt of additional donation funds. Orchard Charitable Foundation can independently verify their contribution amount. The Lisa and Douglas Goldman Fund is an additional contribution.

Heritage Display Area - \$100,000

The Town is in receipt of a written commitment from the Orchard Charitable Foundation (originally received February 14, 2020) for an *additional donation of \$50,000*, bringing the total contribution from the Foundation to \$100,000. This additional donation of \$50,000 would be in exchange for naming of the Heritage Display Area within the renovated Historic Town Hall. The Heritage Display Area has a naming opportunity level of \$100,000.

As the Council is aware, Atherton Now circled back with their significant donors and requested consideration for naming requests based on their level of commitment or commitment of additional funds. On February 28, 2020, the Town received an email from Atherton Now identifying the potential securing of the Heritage Display Area for Bonnie Uytengsu. The email also advised that Ms. Uytengsu may wish to secure the Display Area or one of the three small library conference rooms or the Redwood Grove. All of these areas are at the naming opportunity level of \$100,000.

Naming Request Acceptance

May 20, 2020

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Atherton Now advised that Mayor DeGolia would need to resolve his naming request and then Ms. Uytengsu could decide. At this time, Mayor DeGolia does not have a naming request before the Council for the Heritage Display Area.

Specific direction and/or acceptance of the donation naming request is required. Vice Mayor Lewis will need to be recused from this discussion.

Small Conference Rooms (3) or Redwood Grove - \$100,000

Resultant from any direction the Council provides above with respect to the Orchard Charitable Foundation and Ms. Uytengsu, the Council can provide feedback on the secondary requests from Ms. Uytengsu.

The email from Atherton Now advised that Bonnie may secure the Display Area or one of the three small library conference rooms or the Redwood Grove. Because of the lack of clarity on the request from Ms. Uytengsu identified by Atherton Now, staff does not believe that the Council can assign a naming request at this time. However, if the Council provides direction with respect to the Heritage Display Area and since Mayor DeGolia does not have a naming request before the Council at this time for that area, staff can return to Atherton Now and advise that Ms. Uytengsu should direct the request in a particular direction (conference room or Redwood Grove).

Specific direction and/or acceptance of the donation naming request is required.

Native Species Garden - \$100,000

Atherton Now has advised that Jessie and Mindy Rogers wish to secure a naming request for the Native Species Garden.

Specific direction and/or acceptance of the donation naming request is required.

Environmental Dashboard in New Library - \$100,000

Atherton Now advised that John and Marsha Goldman wish to secure a naming request for the Environmental Dashboard in the New Library. However, in follow-up conversation with the Goldman's they have advised that they do not wish to have a naming opportunity. Mayor DeGolia has requested that he be allowed naming opportunity for the Dashboard.

Specific direction and/or acceptance of the donation naming request is required. Mayor DeGolia would need to be recused from this discussion.

Water Feature at Fair Oaks Court off of Fair Oaks - \$250,000

Atherton Now has advised that one of their donors that wishes to remain anonymous at this time wish to secure a naming request for the Water Feature at Fair Oaks Court off of Fair Oaks.

Specific direction and/or acceptance of the donation naming request is required.

Naming Request Acceptance

May 20, 2020

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Water Feature at the Library - \$250,000

Atherton Now has advised that Steve Dostart wishes to secure a naming request for the Water Feature at the Library.

Specific direction and/or acceptance of the donation naming request is required.

Adult Reading Deck at Library - \$250,000

Atherton Now has advised that Mark Stevens wishes to secure a naming request for the Adult Reading Deck at the Library.

Specific direction and/or acceptance of the donation naming request is required.

Heritage Room in Historic Town Hall - \$250,000

The Lisa and Douglas Goldman Fund would like to add \$225,000, delivered over 5 years, to their existing donation of \$25,000 to secure a naming request for the Heritage Room in Historic Town Hall.

Specific direction and/or acceptance of the donation naming request is required.

FISCAL IMPACT

None.

POLICY FOCUS

Approval of naming requests rest with the City Council as a policy decision. Atherton Now also reiterated the naming requests of the three \$1 million donors for naming of the Historic Town Hall, Civic Court, and new Council Chambers. Staff again advised Atherton Now of the Council's direction on this request.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town's electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town's electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service providers (water, power, and sewer), and regional elected officials.

COMMISSION/COMMITTEE FEEDBACK/REFERRAL

This item ___ has or X has not been before a Town Committee or Commission.

Naming Request Acceptance

May 20, 2020

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- ___ Audit/Finance Committee (meets every other month)
- ___ Bicycle/Pedestrian Committee (meets as needed)
- ___ Civic Center Advisory Committee (meets as needed)
- ___ Environmental Programs Committee (meets every other month)
- ___ Park and Recreation Committee (meets each month)
- ___ Planning Commission (meets each month)
- ___ Rail Committee (meets every other month)
- ___ Transportation Committee (meets every other month)

ATTACHMENTS

1. Naming Opportunities Booklet
2. Heritage Display Area Request – Orchard Charitable Foundation
3. Heritage Room Request – Lisa and Douglas Goldman Fund
4. Email Exchange – Atherton Now

**ATHERTON TOWN CENTER
NAMING OPPORTUNITIES
January 2020**

This list represents the various “Naming Opportunities” in return for donations made to the Atherton Town Center Project. If you are interested in securing one (or more) of these naming opportunities, please contact the Town’s City Manager, George Rodericks for more information, 650-752-0504, or log onto Town’s website:

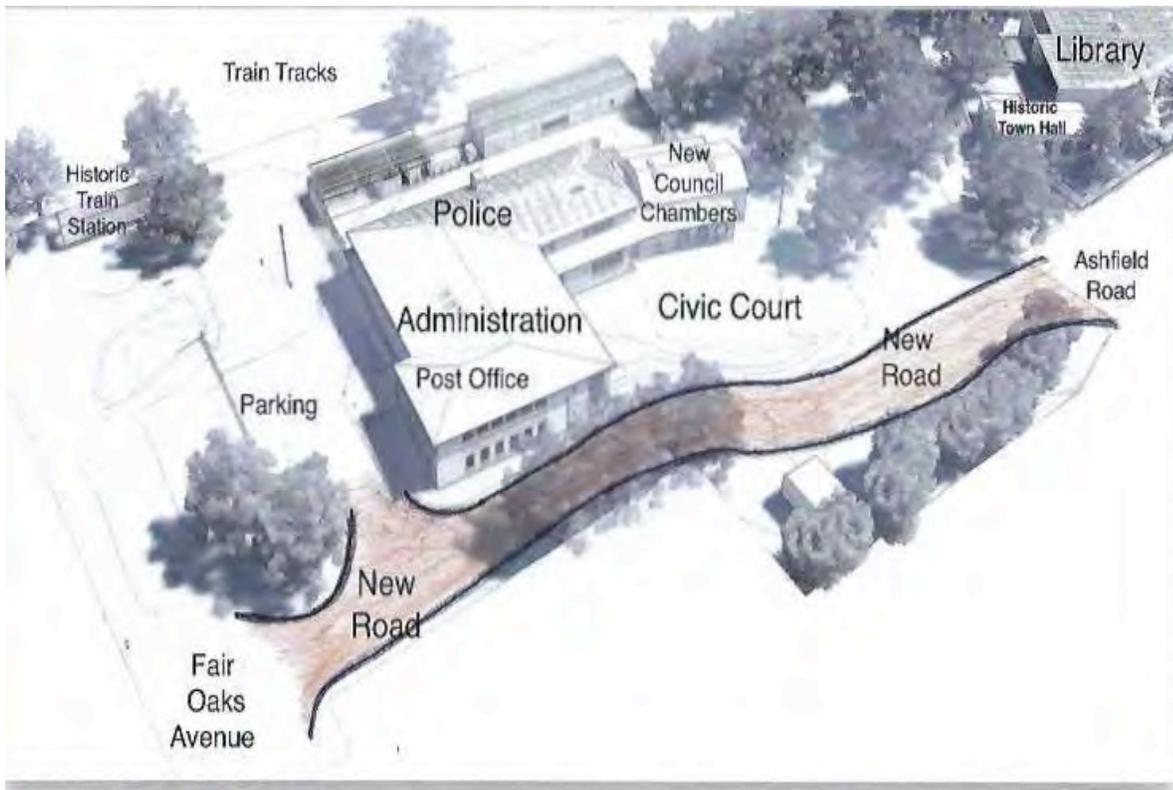
Naming Opportunity	\$ Amount
New Road from Fair Oaks to Ashfield	5,000,000
Historic Town Hall Renovation	3,000,000
Civic Court	3,000,000
Children’s Room in New Library	1,000,000
Photovoltaic Arrays on Buildings and Carports	1,000,000
New Café/Catering Kitchen	500,000
Glass Enclosed Adult Quiet Room in New Library	500,000
Digital Lab and Maker’s Space in New Library	500,000
Large Conference Room in New Library	500,000
Water Fountain feature near Library	300,000
Heritage Room in renovated Historic Town Hall	250,000
Adult Reading Deck at New Library	250,000
Water Feature at Fair Oaks Court off of Fair Oaks	250,000
Medium-sized Conference Room in New Library	200,000
Heritage Tree Reading Area in New Library	150,000
Small Conference Rooms in New Library (3)	100,000
Historic Display Area in renovated Historic Town Hall	100,000
Environmental Dashboard in New Library	100,000
Redwood Grove behind New Library	100,000
Native Species Garden – 20,000 sq.ft.	100,000

NEW ENTRANCE ROAD

FAIR OAKS AVENUE TO ASHFIELD ROAD

\$5,000,000

The most significant naming opportunity is the New Entrance Road at Fair Oaks Avenue. The New Road Name will be the main entrance into the new Town Center, curving past the Civic Court, which is the heart of the project, and connecting to Ashfield Road. The New Road donation will provide the needed funding to close the revenue gap and allow Atherton to fully fund the project without using short-term financing.

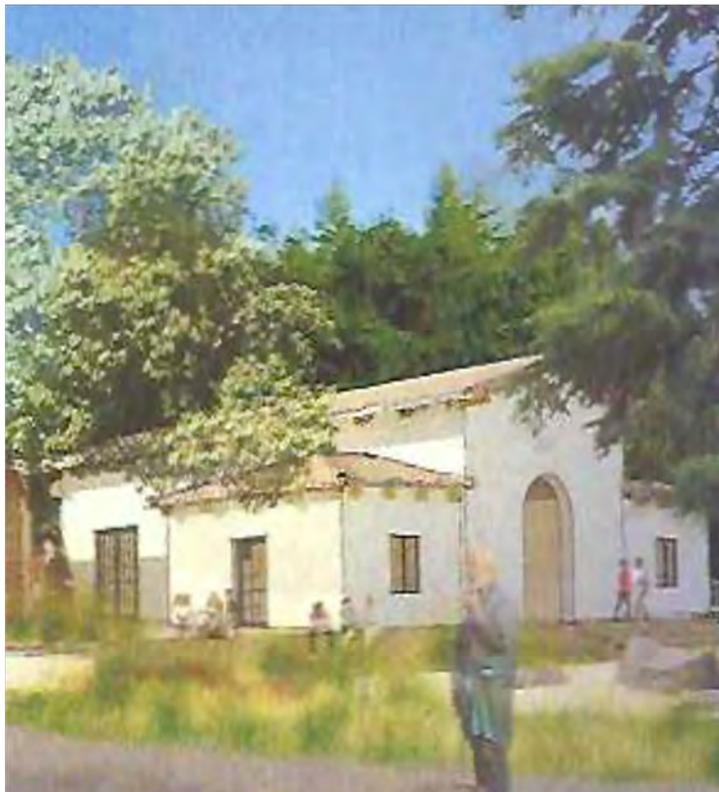


HISTORIC TOWN HALL

\$3,000,000

Atherton's Historic Town Hall, built in the 1920's, is being totally renovated. It will serve as the Library's principal space for programs and events. It will also house the Atherton Historical Association's offices and display room featuring artifacts from Atherton's rich history.

As the donor of \$3,000,000, you have the opportunity to be recognized for this historic renovation with an 8.5" x 11' plaque which will be placed at the entrance to the Historic Town Hall building.



CIVIC COURT

\$3,000,000

Civic Court will be the “Heart” of the New Town Center. A place where people will gather for public and private events and a place to meet friends and enjoy the beautiful oak canopy. Spanning 15,000 square feet, the Civic Court is surrounded by the Administration / Police Department Building and new Council Chambers building.

As the donor of \$3,000,000, you have the opportunity to be recognized with an 8.5” x 11’ plaque which will be placed within the Civic Court area.



ATHERTON CIVIC CENTER · CIVIC COURT VIEW

LIBRARY

CHILDREN'S AREA

\$1,000,000

The Children's Room in the Library is a spacious open area with floor to ceiling glass walls opening onto the deck connection to the historic Town Hall and café.

As the donor of \$1,000,000, you will have the opportunity to be recognized with an 8.5" x 11" plaque which will be placed within the Children's Area.

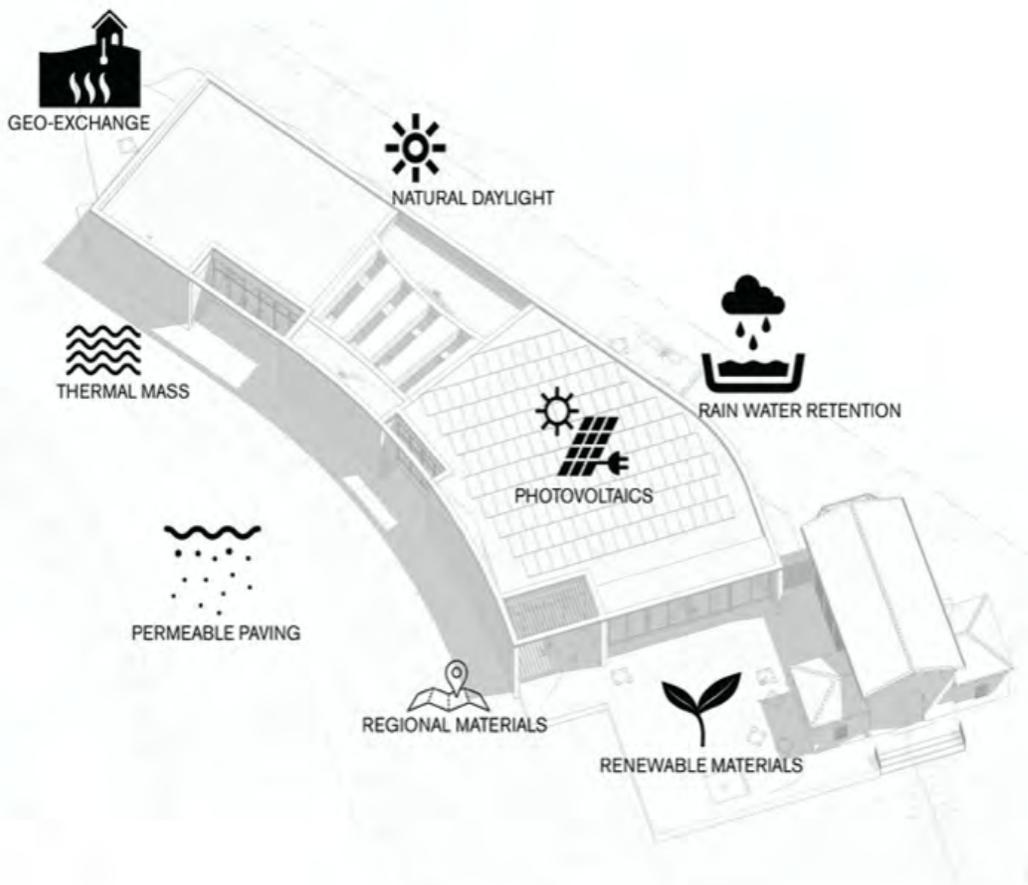


PHOTOVOLTAIC ARRAYS

BUILDINGS AND CARPORTS

\$1,000,000

The opportunity for a private donation of \$1,000,000 to invest in the green infrastructure of the New Town Center project will provide an opportunity of an 8.5" x 11" acknowledging the generous donation.



LIBRARY

ADULT QUIET READING ROOM

\$500,000

A special Adult Quiet Room is being created within the Library to provide a serene space for reading, reflection and research. Located at the Maple Avenue side of the Library.



LIBRARY CONFERENCE ROOMS

\$100,000 - \$200,000 - \$500,000 EACH

There are several small, medium, and large sized conference/meeting rooms located within the heart of the Library. Each donor has the opportunity to name a room for family or dedicate the room to an Atherton Legend of your choice and decorating with memorabilia. *

*Atherton Council to approve Legend and memorabilia décor.



HISTORIC TOWN HALL

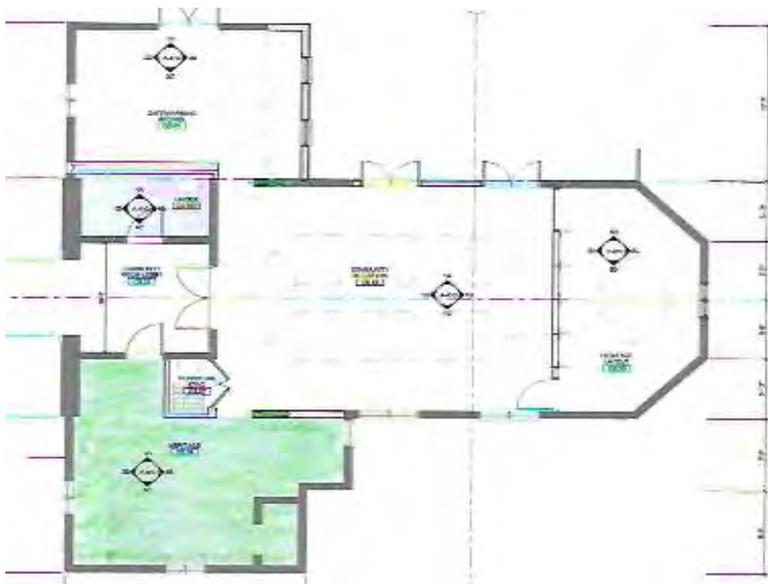
HERITAGE ROOM

\$250,000

The Historic Town Hall, shown to the right of the new Library, will be used for library programs and the office of the Atherton Heritage Foundation, shaded in green.



ATHERTON CIVIC CENTER - LIBRARY CEDAR TERRACE VIEW



LIBRARY

ADULT READING DECK

\$250,000

The Naming Opportunity for the Adult Reading Deck located at the Maple Avenue location on the south side of the Library, offers a very special environment. Set aside for the adult library users, the open glass doors access the adult book section and provides a serene and quiet place to read, research and enjoy.



HISTORIC TOWN HALL

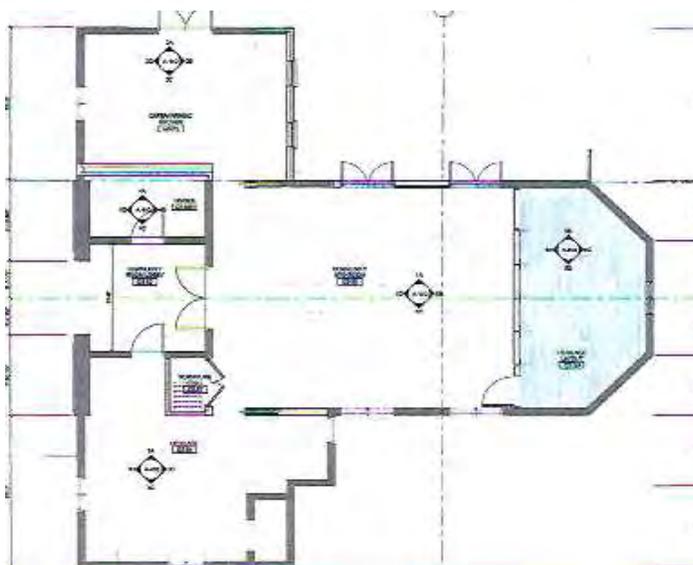
HERITAGE ROOM DISPLAY AND WORK AREA

\$100,000

The Historic Town Hall, located adjacent to the new Library, will be used for library programs and the Atherton Heritage Foundation office. The Heritage Display area, (shaded in blue below) will be a workroom for the Heritage Association, offset by a floor-to-ceiling glass wall, and showcase artifacts of Atherton's history will be a prominent feature of the Historic Town Hall.



ATHERTON CIVIC CENTER - LIBRARY CEDAR TERRACE VIEW

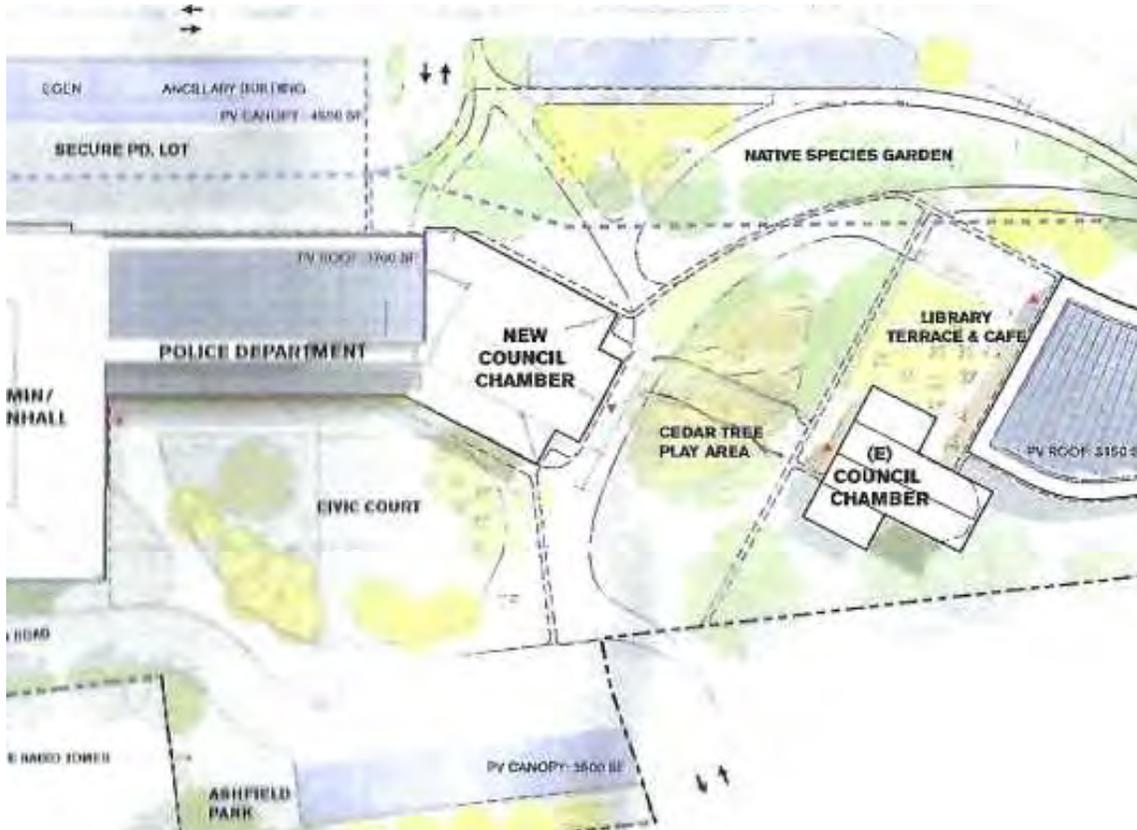


CIVIC COURT

NATIVE SPECIES GARDENS

\$100,000

At this time the budget for the grounds around the Town Center is only for hydro-seeding. Your donation will bring native plantings to a 20,000+ square foot garden area between the new Council Chambers and the new Library.



Joe and Elizabeth Lewis
99 Alejandra Avenue
Atherton, CA 94027

February 19, 2020

Mayor Rick DeGolia
Council Member Mike Lempres
Council Member Cary Weist
Council Member Bill Widmer
City Manager George Rodericks
150 Watkins Avenue
Atherton, CA 94027

RE: New Town Center Project Donation and
Naming Opportunity Request

Dear Honorable Mayor, Council Members and City Manager,

Elizabeth and I wish to make an additional \$50,000 charitable donation to the New Town Center Project, adding to the \$50,000 donation previously made through the Atherton Now fund raising entity.

At the donation level of \$100,000, we respectfully request the Naming Opportunity of the Heritage Room Display and Work Area, located in the Historic Town Hall building.

We are honored to be a part of this historic project in our Town.

Sincerely,

Joe and Elizabeth Lewis

From: Nancy Kami nkami@ldgfund.org
Subject: RE: Atherton Civic Center project
Date: March 19, 2020 at 4:00 PM
To: George Rodericks grodericks@ci.atherton.ca.us
Cc: Heather Hart hhart@ldgfund.org



[The e-mail below is from an external source. Please do not open attachments or click links from an unknown or suspicious origin.]

Hi George,

As you know, the Lisa and Douglas Goldman Fund awarded a \$25,000 grant for the Atherton Town Center Project in 2016. At their Board meeting yesterday, the Lisa and Douglas Goldman Fund approved an additional grant of \$225,000, payable over five years, for the Atherton Town Center Project, bringing our total commitment to \$250,000. The Lisa and Douglas Goldman Fund would like to name the Heritage Room in the renovated Historic Town Hall.

Would you please email me the Town of Atherton’s IRS Designation Letter/federal tax-exemption letter? Should the grant be mailed to your attention at 150 Watkins Avenue?

If you have any questions, please email or call me at 415-771-1717.

Best regards,
Nancy



Nancy S. Kami
Executive Director
415-771-1717 | nkami@ldgfund.org

Lisa and Douglas Goldman Fund
1 Montgomery Street, Suite 3440
San Francisco, CA 94104
(Visitor Entrance at 120 Kearny Street)
www.ldgfund.org

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From: George Rodericks <grodericks@ci.atherton.ca.us>
Sent: Thursday, March 19, 2020 3:26 PM
To: Nancy Kami <nkami@ldgfund.org>
Subject: Re: Atherton Civic Center project

Nancy,

From: George Rodericks grodericks@ci.atherton.ca.us
Subject: Fwd: Naming opportunities
Date: March 11, 2020 at 10:29 AM
To:

From: George Rodericks <grodericks@ci.atherton.ca.us>
Subject: Re: Naming opportunities
Date: March 1, 2020 at 4:43:48 PM PST
To: Didi Fisher, Sandy Levison
Cc: Mona Ebrahimi <cityattorney@ci.atherton.ca.us>

Didi,

Thank you for the response. I am seeking the name detail so that I can properly present the information to the Council at their public meeting for their acceptance of the naming request. The City Council retains approval authority over any naming opportunity and must approve what is actually placed on the plaque. Providing that detail to the Council will inform their ability to make a timely decision.

The Town will also need Atherton Now's validation that the donor's have contributed sufficient funds for the naming opportunity. In other words, for example, the Adult Reading Deck is a \$250,000 naming opportunity, please validate for the Town that the donor has contributed *at least* \$250,000 in order to qualify for that naming opportunity. We'll need that validation for all naming opportunity donors. Attached is a naming opportunity booklet for your reference. If the Council opts to accept the naming opportunity at a lesser amount, that will be a policy decision of the Council.

The Council's direction, at the request of Atherton Now, was to refrain from direct contact with the donors of \$100,000 or more and allow Atherton Now to make all contact. The Town does not intend to make specific contact with specific donors based on the information you provide other than to coordinate recognition at the proper time.

With respect to Gail Young, as a \$100,000 donor, are you authorizing the Town to reach out to Ms. Young to work out the art piece question?

With respect to the request of the founders, I have provided the Council's independent feedback on these requests and I sent you with an email summary on February 14 with the options. Please advise as to how you/they would like to proceed in this regard.

George Rodericks
City Manager
Town of Atherton
150 Watkins Avenue (Temporary Trailers)
Atherton, CA 94027
(650) 752-0504 - Office
grodericks@ci.atherton.ca.us

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On Mar 1, 2020, at 3:45 PM, Didi wrote:

George, I put comments below. So far none of these donors wish to be recontacted about more donations, they have made it clear that they are finished. We are in the process of recognition clarification that will be completed when I reach out to confirm the naming opportunity and how they wish their name to appear. (See comments Below)
Thank you. Didi

On Feb 28, 2020, at 1:34 PM, George Rodericks <grodericks@ci.atherton.ca.us> wrote:

Didi I Sandy,

Thank you for this information. In order to make a presentation to the Council for their consideration of acceptance of the naming opportunities, I will need some additional detail so that there is some clarity for their decision.. Please verify/fill in the details below where highlighted.

[Founding Donors Requests](#)

Historic Council Chambers - Tod Spieker
Civic Court - George Roberts
New Council Chambers- Ned Spieker

\$250,000 Contributing Donors

Water Fountain Feature at Library - Steve Dostart
Adult Reading Deck at Library - Mark Stevens
Water Fountain Feature at Fair Oaks - Anonymous

George This is a donor who at this time wants to remain anonymous but has made a very generous donation.

\$100,000 Contributing Donors

Native Species Garden - Rogers (I need a full name here for the purposes of the meeting and contact with donor. From the Atherton Now website, I have Jesse and Mindy Rogers - PLEASE VERIFY)

You are correct on the name but the atherton Now donors do not need to be contacted at this point ,especially if you or a council member plan to ask them for more money.WE will provide how they wish to be recognized as the time gets closer. We have been collecting that information.

Environmental Dashboard - Goldman (I need a full name here for the purposes of the meeting and contact with donor. From the Atherton Now website, I have two Goldman's - Doug and Lisa Goldman Fund and John and Marcia Goldman - PLEASE VERIFY.)

IN this case it is their foundation and it is not clear yet on the recognition.It is Marcia and john but they do not wish to donate any more.

The Historic Display (\$100,000), Small Conference Rooms - there are 3 @ \$100,000 each, and the Redwood Grove (\$100,000) - are you advising the Rick DeGolia would like one of the preceding and Bonnie Uytensu would like one? PLEASE VERIFY

WE have heard nothing from Rick so why don't you verify with him which one of these he would prefer?Then I'll reach out to Bonnie and confirm with her what her choice is.

Plaque recognizing Gail Young near piece of art-Jim Young Donation - Is there a separate art piece being donated to which this will be connected? PLEASE ADVISE AS TO THE INTENT OF THE DONOR.

At this point there is no separate art piece being donated. I am certain that Rick can work this out with Kim.Maybe she had a piece in mind that the town already owns

CC: City Council

George Rodericks
City Manager
Town of Atherton
150 Watkins Avenue (Temporary Trailers)
Atherton, CA 94027
(650) 752-0504 - Office
grodericks@ci.atherton.ca.us

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On Feb 28, 2020, at 11:35 AM, Didi wrote: _____

George,Rick,Elizabeth,Cary, Bill and Mike,

Most of our major donors have been reached.We have not heard from Rick on his choice.

Founding Donors Have requested the following:

Historic Council Chambers-Tod Spieker
Plaza off the admin building and police department- George Roberts
New council Chambers- Ned Spieker

\$250,000 donors

Fountain By Library-Steve Dostart
Adult reading deck at new library-Mark Stevens
Fountain feature and Fair Oaks Court off Fair Oaks Lane- donor wishes to remain anonymous at this point

Fountain feature and Fair Oaks Court off Fair Oaks Lane- donor wishes to remain anonymous at this point

\$100,000

Native Species Garden-Rogers

Environmental Dashboard-Goldman

Historic display in Historic Town Hall ,one of three conference rooms in Library or redwood grove-Rick needs to let us know his choice. Then Bonnie Uytensu will be able to choose.

Plaque recognizing Gail Young near piece of art-Jim Young Donation

WE hope that these generous donations will be recognized and approved.

THank you

Didi Fisher and Sandy Levison