



Item No.5a Town of Atherton

PARK AND RECREATION COMMITTEE – REGULAR AGENDA

TO: PARKS AND RECREATION COMMITTEE

FROM: SALLY BENTZ-DALTON – PARK MANAGER

DATE: FEBRUARY 2ND, 2022

SUBJECT: REVIEW AND RECOMMEND THE UPDATED MEMORIAL AND DONATION POLICY FOR HOLBROOK-PALMER PARK

Background

At the January 12th, 2022, meeting the Park & Rec Committee discussed editing the draft Memorial and Donation Policy document. Staff has incorporated the Committee's comments. Attached is a tracked change version as well as a clean version with the edits.

Discussion

Staff did not see any edits to the plaque policy regarding trees or size. Please discuss and staff can incorporate any additional comments or edits.

Staff update the below pricing:

Tree (common):	\$3000
Tree (specimen):	\$3500
Park bench	\$2000
Picnic table	\$3000

A 15-gallon tree with delivery, irrigation install, and planting would cost approximately \$1000.00. Staff included \$2,000 for young tree maintenance and updated the donation amount from \$2000 to \$3000. For a specimen tree for the same reasons, it was updated from \$2500 to \$3500.

Park bench, picnic table, park convenience item was all listed as \$2500. I estimated the cost of the bench at \$1000 plus delivery and install, plaque and maintenance for a donation amount of \$2000. The picnic bench I estimated a cost of \$1500 plus delivery and install, plaque and maintenance for a donation amount of \$3000.

For a larger tree, play equipment, drinking fountain, etc. I could not estimate a price. This is very specific to item and location and would be provided upon request and presented at a Park & Rec meeting for review.

Park & Rec can review the updated version and a vote will be needed to make a recommendation to City Council or the policy can come back to the next Park & Rec meeting for a final review.

~~Works or Park Manager~~~~Park Superintendent~~ without notification or restitution to the donor of an item.

POLICY FOR NEW DONATIONS

Definitions of New Donations: New donations are those made after the adoption of this policy. Each donation will fall under one of three category types:

1. Donation of personal items to the park ~~such as k~~(artwork, ~~seating, fixtures~~).
2. Monetary donation for a memorial item to be added to the park (trees, benches, ~~seating, fixtures~~ convenience items).
3. Monetary donations to fund a specific or unspecified project or maintenance in the park.

POLICY:

1. Requirements for Accepting Donations or Gifts

- a) The donation or gift must have a purpose consistent with the Atherton Parks and Recreation Committee goals and objectives.
- b) The Atherton Parks and Recreation Committee may decline any donation or gift without comment or cause.
- c) The donation or gift will not be in conflict with any provision of the law.
- d) Any non-cash donation or gift will be aesthetically acceptable to the ~~C~~eommittee.
- e) The donation or gift will not add to the Park's workload unless it provides a net benefit to the park.
- f) The donation or gift will not bring hidden costs such as starting a program the ~~City~~ Town would be unwilling to fund when the donation is exhausted.
- g) The donation or gift places no restriction on the ~~CityTown~~ or the Holbrook-Palmer Park Foundation, unless agreed to by the Foundation and the CityTown Manager or Council.
- ~~h) The donation or gift shall become property of the City.~~
- i) All donations or gifts will receive recognition appropriate to the level and nature of the donation, as determined by the ~~CityTown~~. For those of a capital nature, that may be in the form of signage, marking, naming, or any other means the ~~CityTown~~ should deem appropriate. Regardless of the recognition strategy selected, the intent shall be to appropriately honor the donor for their contribution to the community. The appearance of traditional commercial advertising shall be avoided.
- j) Donations of ~~\$2500 or less of~~ personal and memorial items will be brought ~~by the Holbrook-Palmer Park Foundation~~ to the Parks and Recreation Committee for approval and placement. Donations of items greater than ~~\$10,000~~ \$2500 will be brought to the Parks and Recreation Committee for approval and then the Atherton ~~CityTown~~ Council for final ~~acceptance~~ acceptance. ~~Review with Town when Council must approve~~
- k) All information regarding a donor or donors and their respective donation(s) or gift(s) are public ~~information, and~~ information and are subject to disclosure pursuant to the California Public Records Act.

Commented [SB1]: Will items less than \$10,000 just go to P&R?

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l) All donated items will become the property of the Town of Atherton. Any unused money from a donation will be used by the Holbrook Palmer Park Foundation to fund new and ongoing projects and/or maintenance in the park.

2. **Monetary donation for a memorial item:** The CityTown and the community have an interest in ensuring that park elements purchased and installed be of high quality related to style, appearance, durability, and ease of maintenance. Donations of items not purchased by the CityTown are subject to the acceptance by the Park and Recreation Committee as to their useful condition, suitability in the park and maintenance requirements.

Monetary donations for the purpose of purchase and installation of a specific appurtenance or tree in the park need to follow the following donation schedule:

Tree (common): ~~\$3000~~2000

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Tree (specimen): ~~\$2500~~3500

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~~Furniture (Park bench~~
~~\$2000~~

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Commented [SB2]: \$1500 bench plus install/placement \$150 plus plaque \$75-150 = \$2000

~~Picnic table~~ ~~\$3000~~
~~park convenience item) \$2500~~

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Commented [SB3]: Picnic bench can be \$1700 plus placement \$200 plus plaque \$75-150 = \$2000

~~[All to be reviewed with Sally; consider having a different amount of tables if more expensive]~~

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3. **Monetary donations to fund specific or non-specific projects or maintenance in the park.** The Holbrook Palmer Park Foundation is always willing and able to accept monetary donations of any amount for both planned projects in the park and unspecified projects and maintenance to be used at a future date.

Appearance and Aesthetics: The CityTown and the community have an interest in ensuring the best appearance and aesthetic quality of their public facilities. Park elements and/or their associated donation acknowledgements should reflect the character of the park or facility. All park elements will be installed in such a manner that will not substantially change the character of a facility or its intended use.

Maintenance: ~~Donated park~~Donated Park elements, and/or their associated donation acknowledgements, become CityTown property. Park staff may be limited by available resources to perform routine maintenance on donated elements and shall perform maintenance on these elements per their discretion. The City-Town assumes no liability as to the condition or useful lifespan of donated elements.

The CityTown reserves the right to remove, replant or repurpose any donated item for a project deemed "for the good of the park" without notification or restitution to the donor of an item.

Repair: ~~Donated park~~**Donated Park** elements must be of high quality to ensure a long life, be resistant to the elements, ~~wear~~**wear**, and tear, and to acts of vandalism.

PROCEDURE FOR MAKING A DONATION

~~The Holbrook Palmer Park Foundation will manage. All~~ monetary donations to the park ~~for specific park elements shall be made directly to the Town. Once the dollars are procured, the Foundation will put forward a request for installation to the Parks and Recreation Committee.~~ Once approved by the Parks and Recreation Committee, a formal request will be issued to the Public Works Department and the work will be carried out by staff. ~~Once completed, staff will invoice the Park Foundation for the costs of all work associated with the installation and administration of the donation.~~ **Monetary donations to fund a specific or unspecified project or maintenance in the park shall be made to the Foundation to be used to fund new and ongoing projects in the park.**

Application: Applications are available through the mail or in person at the Towns Public Works counter located at ~~99 Station Lane~~**80 Fair Oaks Lane**, Atherton, Ca. 94027. For a donation to be considered, the donor will complete the application form (see Appendix B). Completed applications and payment will be made to ~~Public Works~~**the Town of Atherton** for review, processing and acceptance by the Parks and Recreation Committee.

CRITERIA FOR ACCEPTANCE

Park Site Plan: To accept donation of a park element ~~for a specific park facility, a park site plan must exist showing the available locations for park elements (see Appendix C). If no plan exists, then a donation may be made to another facility. If a plan exists, but exists but does not identify a particular park element proposed for donation, the City may accept the donation under certain conditions. Under this circumstance,~~ the donation must 1) meet a true need of the facility, ~~and~~ 2) not interfere with the intended current or future use of the facility. In the opinion of the ~~City~~**Town** and/or Park and Recreation Committee, a facility ~~or area of the park~~ may be determined to be fully developed and the opportunity for donations would not be available.

Donation Acknowledgements/Memorial Plaques: Donation acknowledgements/memorial plaques will be utilized only in the cases of donations of benches, picnic tables, and park convenience items. Donation acknowledgements and memorial plaques, as approved by the ~~P~~**arks** and Recreation Committee, are ~~where feasible~~ to be directly affixed to the donation and are to be purchased through the Town. Donation acknowledgements/memorial plaques will be of a standard size ~~and material as determined by the Committee (2.5 inches by 6 inches) and material established by the Town of Atherton.~~ ~~T~~The Parks and Recreation Committee will approve all text for donation acknowledgements/memorial plaques. Acknowledgements and/or memorials may be limited to a maximum of three lines, and donors may choose from the following ~~three~~ acknowledgement/memorial ~~language options:~~ “Donated by _____,” “In memory of _____,” or “Dedicated to _____.”

~~No memorial plaques will be installed for tree donations.~~

The ~~City~~**Town** is under no obligation to notify donors or their families when a donated element needs to be taken out of service due to damage, life expectancy or park needs.

Commented [SB4]: Do we want to add plaques for trees?

PARK BENCHES, BICYCLE RACKS, PICNIC TABLES, AND DRINKING FOUNTAINS

Park benches, ~~bicycle racks~~, picnic tables, drinking fountains, and playground components shall ~~may~~ be sited in locations approved by the Parks and Recreation Committee in accordance with an available site plan (see Appendix C). Items donated become ~~City~~Town property at the time of purchase.

TREES

The size and ~~species~~ and location ~~of~~ a donated tree (or trees) shall be limited to those determined by the Committee and Park Manger. ~~Town~~. Trees will only be accepted for areas that have active irrigation systems in place unless the cost for addition of such facility is included in the donation.

MONUMENTS

Other memorials, plaques, and upright monuments or monuments resembling those typically found in cemeteries may not be installed at a ~~City park~~Town Park facility. Exceptions to this policy are monuments installed by the City commemorating commemorating the history and/or dedication of a park facility and funded by a donor that are approved by the Town. ~~If the City was the one funding the memorial that would not be a "donation" under the policy!~~

OTHER DONATIONS

There may be additional donations possible other than those expressly listed or contained within this policy. Other donations are subject to a review and approval by the Parks and Recreation Committee and approval by TownCity Council. The donor shall bring any donation proposal to the Parks and Recreation Committee for review and approval.

CONDITIONS

Installation: The installation will be scheduled at a time and date as determined by the Public Works Department so as not to unnecessarily interfere with routine park maintenance activities.

Removal and/or Relocation: This section applies to both existing and new donations. The ~~City~~Town reserves the right to remove and/or relocate donated park elements and their associated donation acknowledgements/memorial plaques for any reason.

ATTACHMENTS

Appendix A: Approved List of Donation Needs/Memorial and Donation Fee Schedule

Appendix B: Memorial and Donation Application

Appendix C: [Park Site Plan](#)

Adopted and approved by the Town of Atherton Parks and Recreation Committee on January 15, 2008.

Appendix A

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APPROVED LIST OF DONATION NEEDS/MEMORIAL AND DONATION FEE SCHEDULE

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<u>DONATION TYPE</u>	<u>ELEMENT INSTALLATION COST *</u>	<u>MAINTENANCE COST</u>	<u>EXTENDED COST</u>
<u>Park Bench</u> <u>Recycled plastic planks,</u> <u>teak wood, natural wood</u> <u>if it can be located</u>	<u>\$1,500.00</u>	<u>\$500.00</u>	<u>\$2000.00</u>
<u>Picnic Table</u> <u>Recycled plastic planks</u>	<u>\$2500.00</u>	<u>\$500.00</u>	<u>\$3000.00</u>
<u>Tree (Common) 15 gallon</u>	<u>\$1000.00</u>	<u>\$2000</u>	<u>\$3000.00</u>
<u>Tree (Specimen) 15 gallon</u>	<u>\$1500.00</u>	<u>\$2000</u>	<u>\$3500.00</u>
<u>Tree (larger than 15 gallon)</u> <u>Price will include planting fee</u>	<u>**</u>	<u>**</u>	<u>**</u>
<u>Play Equipment (recycled)</u>	<u>**</u>	<u>**</u>	<u>**</u>
<u>Drinking FountainADA</u>	<u>**</u>	<u>**</u>	<u>**</u>
<u>Other Park item not listed</u>	<u>**</u>	<u>**</u>	<u>**</u>

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*** Includes shipping, handling, plaque, installation.**
**** Price will be provided upon request, pending size and location.**



**TOWN OF ATHERTON
PARK & RECREATION COMMITTEE
MEMORIAL & DONATION APPLICATION**

Appendix B

Town of Atherton
80 Fair Oaks Lane
Atherton, CA 95007
650-752-0500

(To be completed by applicant, please print legibly)

Applicant Information:

<u>Name of Donor</u>		
<u>Address of Donor</u>		
<u>Home Phone</u>	<u>Work Phone</u>	<u>Fax</u>
<u>Email Address</u>		

Donation Information:

<u>Description of Donation</u>
<u>Location of Donation</u>
<u>Wording on Memorial Acknowledgement</u>
<u>Type of Donation</u>
<u>Total Cost of Donation, Includes purchase, tax, shipping and installation</u>

I have read and agreed to the terms of the memorial and donation policy.

<u>Requested by</u>	<u>Date</u>
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To be completed by Town staff

<u>Reviewed by Parks Manger</u>	<u>Date</u>
<u>Park & Recreation Commission Approval</u>	<u>Date</u>

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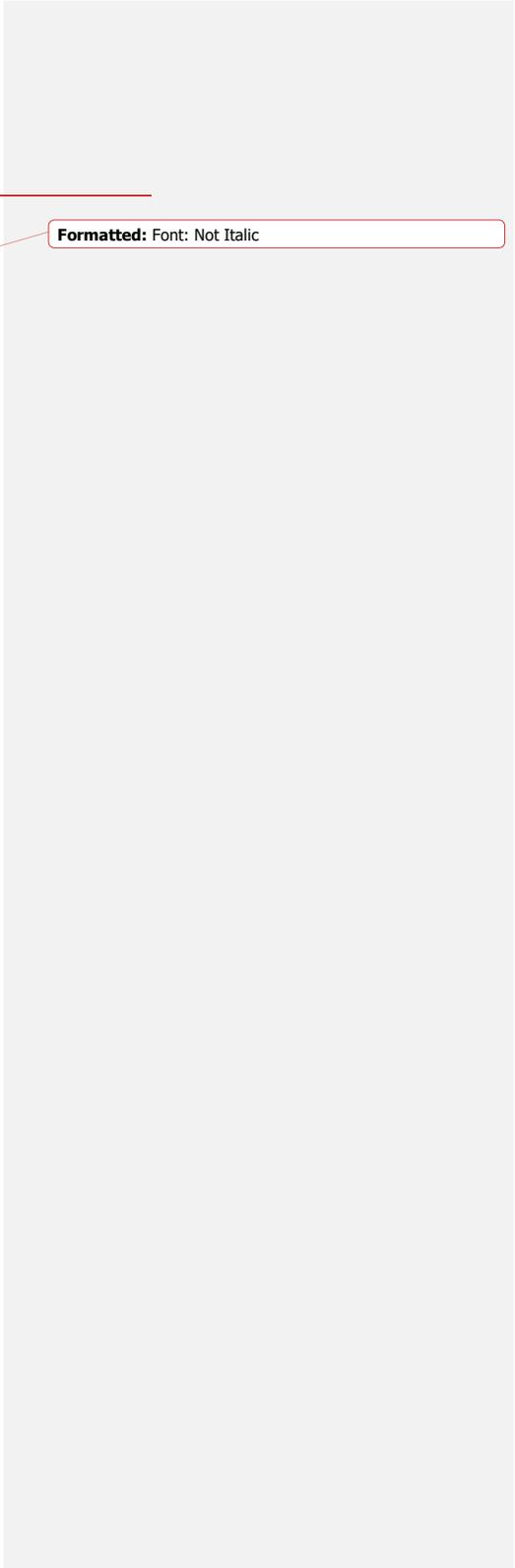
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The Town is under no obligation to notify donors or their families when a donated element needs to be taken out of service due to damage, life expectancy or park needs.

PARK BENCHES, PICNIC TABLES, AND DRINKING FOUNTAINS

Park benches, picnic tables, drinking fountains, and playground components shall be sited in locations approved by the Parks and Recreation Committee. Items donated become Town property at the time of purchase.

TREES

The size, species and location of a donated tree (or trees) shall be limited to those determined by the Committee and Park Manager. Trees will only be accepted for areas that have active irrigation systems in place unless the cost for addition of such facility is included in the donation.

MONUMENTS

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Committee and approval by Town Council. The donor shall bring any donation proposal to the Parks and Recreation Committee for review and approval.

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Installation: The installation will be scheduled at a time and date as determined by the Public Works Department so as not to unnecessarily interfere with routine park maintenance activities.

Removal and/or Relocation: This section applies to both existing and new donations. The Town reserves the right to remove and/or relocate donated park elements and their associated donation acknowledgements/memorial plaques for any reason.

ATTACHMENTS

Appendix A: Approved List of Donation Needs/Memorial and Donation Fee Schedule

Appendix B: Memorial and Donation Application

Adopted and approved by the Town of Atherton Parks and Recreation Committee on January 15, 2008.

Appendix A

APPROVED LIST OF DONATION NEEDS/MEMORIAL AND DONATION FEE SCHEDULE			
DONATION TYPE	ELEMENT INSTALLATION COST *	MAINTENANCE COST	EXTENDED COST
Park Bench Recycled plastic planks, teak wood, natural wood if it can be located	\$1,500.00	\$500.00	\$2000.00
Picnic Table Recycled plastic planks	\$2500.00	\$500.00	\$3000.00
Tree (Common) 15 gallon	\$1000.00	\$2000	\$3000.00
Tree (Specimen) 15 gallon	\$1500.00	\$2000	\$3500.00
Tree (larger than 15 gallon) Price will include planting fee	**	**	**
Play Equipment (recycled)	**	**	**
Drinking FountainADA	**	**	**
Other Park item not listed	**	**	**

* Includes shipping, handling, plaque, installation.
 ** Price will be provided upon request, pending size and location.



**TOWN OF ATHERTON
PARK & RECREATION COMMITTEE
MEMORIAL & DONATION APPLICATION**
Appendix B

Town of Atherton
80 Fair Oaks Lane
Atherton, CA 95007
650-752-0500

(To be completed by applicant, please print legibly)

Applicant Information:

Name of Donor		
Address of Donor		
Home Phone	Work Phone	Fax
Email Address		

Donation Information:

Description of Donation
Location of Donation
Wording on Memorial Acknowledgement
Type of Donation
Total Cost of Donation, Includes purchase, tax, shipping and installation

I have read and agreed to the terms of the memorial and donation policy

Requested by	Date
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To be completed by Town staff

Reviewed by Parks Manger	Date
Park & Recreation Commission Approval	Date