

VILLAGE OF MARIEMONT, OHIO

RESOLUTION NO. R-22-22

A Resolution for the Village of Mariemont to Establish Policies and Procedures Concerning the Naming and Renaming of Village Property

WHEREAS, the Village of Mariemont recognizes that there are individuals and organizations who may wish to provide financial or in-kind donations or payments to the Village in exchange for naming rights, sponsorship recognition, and other types of public acknowledgment; and

WHEREAS, these naming rights may include philanthropic naming rights, corporate/organizational naming rights, and honorary/memorial naming rights; and

WHEREAS, the Village recognizes that these types of partnerships can contribute to our ability to enhance the quality of life for our residents; and

WHEREAS, the Village recognizes that it may be appropriate to acknowledge a person who has made a significant contribution to the Village and this acknowledgement may include the honorary renaming of Village property, a portion of Village property, or a Village program or event.

WHEREAS, the Village recognizes that individuals or organizations may wish to memorialize a person by placing a marker, plaque, nameplate, tree or other planting or other acknowledgement on Village property or on objects that may be placed on Village property; and

WHEREAS, the Village recognizes that these types of memorials can be appropriate and consistent with the legacy and character of the Village.

There is a need to establish guidelines and criteria for the naming or renaming of Village property.

The purpose of this resolution is to provide a process for the evaluation, approval, and implementation for the naming or renaming of Village property. Village property includes properties owned and controlled by the Village as well as a portion of those properties. For the purpose of this resolution, Village property may also include Village sponsored events and programs. This resolution is also applicable to markers, plaques, nameplates (Wooden Park Benches), tree or other plantings or other acknowledgement on Village property or on objects that may be placed on Village property.

**NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL
OF THE VILLAGE OF MARIEMONT, STATE OF OHIO, TWO-THIRDS
OF THE MEMBERS DULY ELECTED THERETO CONCURRING:**

SECTION I. The Village Of Mariemont may solicit or receive unsolicited requests for the naming or renaming of Village property, events, or programs.

The following criteria should be considered when evaluating the naming or renaming of Village property

For an honorary or memorial renaming or the placement of memorial objects:

1) Did the person(s) make a significant and positive lasting impact on the Village Of Mariemont.

- 2) Is the character and reputation of the person(s) named consistent with the positive image and vision of the Village Of Mariemont.
- 3) Is the naming of the property, event, or program relevant to the person(s) named and is the naming consistent with the current and potential future uses of the property.
- 4) Does the placement of the requested memorial object (marker, plaque, nameplate, or other acknowledgement) on Village property enhance rather than detract from the design standards and visual impact of the Village.

SECTION II. When a name (benefactor or sponsorship) has been stipulated as a condition of a donation:

- 1) Is the character and reputation of the person(s) or organizations named consistent with the positive image and vision of the Village Of Mariemont.
- 2) Does the naming provide a positive and desirable image for the Village.
- 3) Will the financial and/or in-kind donation make a significant and lasting contribution to the Village.
- 4) Are the nature and use of the financial or in-kind donations consistent with the founding principles and long-term vision for the Village Of Mariemont.
- 5) Are the sponsorship or benefactor benefits commensurate with the value of the donation.
- 6) Are the name requirements reasonable and customary.
- 7) Will any naming requirements and signage violate any existing Village sign ordinances and does any additional signage enhance rather than detract from the design standards and visual impact of the Village.

SECTION III. The review and approval process for the naming or renaming of Village property is as follows:

- 1) Requests or solicitations for the naming or renaming of Village property or the placement of memorial objects on Village property will be made in writing to the mayor and include a written description and statement of the significance of the proposed naming or renaming or memorial object placement.
- 2) These requests will be referred to the Rules and Law Committee and the Rules and Law Committee will schedule a committee meeting according to the rules of council in order to encourage and solicit public input on the proposed naming or renaming.
- 3) A notice of the Committee meeting will be sent to all property owners adjacent to the Village property under consideration for name change or the placement of memorial objects .
- 4) The Rules and Law Committee will prepare a committee report detailing their recommendations. The committee report will detail their evaluation and recommendations concerning the request as well as guidance and conditions for implementation.
- 5) Council will either approve the R&L committee report or request changes and amendments for the committee report.
- 6) If the Committee recommendation is approved, a resolution will be prepared for the name change.
- 7) If changes in the committee report are requested, the R&L committee will update the committee report with the requested changes and resubmit to council.
- 8) If the Committee report recommends that the naming request be rejected and council accepts this report, the request will be denied.

Removal of a Naming Right

- 1) If at any time the character, reputation, or image of the person or persons for which a Village property has been named changes and is no longer positive and desirable for the Village of Mariemont the Village reserves the right to revoke the naming right and remove any signage or any reference to the named person(s)

- 2) Requests for the removal of a naming right will be made in writing to the mayor and include a written reasoning for the naming right removal.
- 3) These naming right removal requests will be referred to the Rules and Law Committee and the Rules and Law Committee will schedule a committee meeting according to the rules of council in order to encourage and solicit public input on the proposed naming right removal.
- 4) The Rules and Law Committee will prepare a committee report detailing their recommendations. The committee report will detail their evaluation and recommendations concerning the request naming right removal request as well as guidance and conditions for implementation of the removal.
- 5) Council will either approve the R&L committee report or request changes and amendments for the committee report.
- 6) If the committee recommendation is approved, a resolution will be prepared to revote the naming right.
- 7) If changes in the committee report are requested, the R&L committee will update the committee report with the requested changes and resubmit to council.
- 8) If the committee report recommends that the naming right removal request be rejected and council accepts this report, the request will be denied and the naming right will not be affected.

Passed: May 23, 2022

William A. Brown, Mayor

ATTEST:

Anthony J. Borgerding, Fiscal Officer

I, Anthony J. Borgerding, Fiscal Officer of the Village of Mariemont, Ohio, do hereby certify that there is no newspaper printed in said municipality and that publication of the foregoing Ordinance was duly made by posting true copies thereof at five of the most public places in said corporations as determined by the council, as follows: at the Concourse, Miami Bluff and Flintpoint Way; the Tennis Court property, on the east side of Plainville Road between Maple and Chestnut Streets; the site of the Municipal Building, Wooster Pike and Crystal Springs Road; the northeast corner of the intersection of Rembold and Miami Road inside the enclosure; the northwest corner of the Old Town Center, intersection of Chestnut and Oak Streets; each for a period of fifteen days commencing on the 24th day of May 2022.

Anthony J. Borgerding Fiscal Officer