



# **Referral 2022.13 Request to Name a Portion of NMC after Barbara Shipnuck**

**Charles Harris, MD, CEO  
April 26, 2022**

# Agenda

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- I. Board Referral 2022.13 Purpose
- II. Summary and Background
- III. Project Description
- IV. Project Timeline
- V. Estimated Project Cost
- VI. Staff Recommendation

# Board Referral 2022.13

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**Purpose:** Request Natividad Medical Center to name a portion of Natividad Medical Center after Barbara Shipnuck and develop a policy to address naming opportunities at Natividad.



# Summary and Background

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- Supervisors Mary Adams and Wendy Root Askew and family and friends of Barbara Shipnuck have requested that a portion of Natividad Medical Center be named after the late Barbara Shipnuck to recognize her great work that she did while serving as the first woman elected to the Monterey County Board of Supervisors, representing District 2.
- Barbara Shipnuck held this position from 1979 through 1994.
- Barbara realized early that the health of the County hospital, Natividad Medical Center, was critical to making quality health care available for all Monterey County residents, regardless of their ability to pay. As many counties around the State were closing their county hospitals, Barbara fought vigorously to keep Natividad open.
- Barbara was instrumental in creating the Natividad Foundation in 1988.
- Barbara led the Board in establishing the Natividad Board of Trustees in September 1989.
- Under Barbara's leadership she was critical in securing funding for Natividad's modern building and campus that exists today, including negotiating Certificates of Participation with Wall Street.

# Project Description

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- Natividad agrees with this recommendation, and also recognizes the need to develop and formalize a County policy outlining the process and criteria for naming facilities and programs at the County owned Natividad Medical Center.
- The policy will establish criteria and guidelines for Natividad, Natividad Board of Trustees, Board of Supervisors Capital Improvement Committee, and Board of Supervisors in the naming process.
  - The Board of Supervisors is the only body authorized to convey naming rights to publicly owned facilities.
  - The policy will also address Natividad's unique needs to respond appropriately to significant gifts, as well as to public requests to posthumously honor extraordinary individuals.
- Once this policy has been approved by the Board of Supervisors, Natividad will bring forward to the Board of Supervisors the request to name a portion of Natividad Medical Center in memory of Barbara Shipnuck.

# Project Timeline

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1. Establish a naming policy that addresses philanthropic and honorific naming opportunities at Natividad.
  - Reviewed Policy with Natividad BOT on 4/8/22
  - Seek CIC support on 5/9/22
  - Seek BOS approval on 5/10/22
2. Recommend naming a building or portion of a building at NMC after Barbara Shipnuck.
  - Received recommendation from Natividad BOT on 4/8/22
  - Seek support by CIC on 6/13/22
  - Seek approval by BOS on 6/14/22

# Estimated Project Cost

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- The total costs of the project will be dependent on the style, material, type, and quantity of signage utilized. The costs which include signage and installation can vary from approximately \$20,000 to \$50,000.
- The cost of the project will be funded from Natividad's Enterprise fund.

# Staff Recommendation

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- Support Natividad's recommendation to move forward on the policy and naming as described.
- Provide alternative direction to staff.