



County of Monterey

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Board Report

File #: RES 22-092, **Version:** 2

Adopt Resolution to:

- a. Approve proposed County policy for the naming of Monterey County-owned and operated facilities and programs at Natividad Medical Center; and
- b. Approve the policy's incorporation into the Monterey County Board Policy Manual.

RECOMMENDATION:

It is recommended that the Board of Supervisors adopt a Resolution to:

- a. Approve proposed County policy for the naming of Monterey County-owned and operated facilities and programs at Natividad Medical Center; and
- b. Approve the policy's incorporation into the Monterey County Board Policy Manual.

SUMMARY/DISCUSSION:

Natividad Medical Center ("Natividad") has received two requests within the last six months for naming opportunities at the hospital. One request was philanthropic with a sizable gift and the other request is to posthumously honor an extraordinary individual.

Natividad has a unique need to respond to both philanthropic gifts as well as to posthumously honor extraordinary individuals. In the interest of providing high quality health care for the Monterey community for years to come, Natividad seeks to recognize through naming opportunities individuals who either wish to make substantial financial contributions to Natividad facilities and programs or who during their lifetime made extraordinary and transformative non-monetary contributions to Natividad and community health.

The County has an existing policy, *Memorializing of County-Owned Facilities Policy*, policy number G-148, but that policy specifically excludes activities of foundations like the Natividad Medical Center Foundation. As a result, Natividad has been working with the County Administrative Office and County Counsel to develop a separate County policy for the naming of Natividad facilities and programs.

The proposed policy establishes criteria to facilitate the naming of facilities and programs at Natividad and establishes guidelines for distinct roles and areas of responsibility in the naming process. Natividad, the Natividad Board of Trustees, and the Capital Improvement Committee all play critical roles with reviewing, supporting naming requests, and making recommendations to the Board of Supervisors ("BOS"). The BOS is the only body authorized to convey naming rights to publicly owned facilities.

Philanthropic and Honorific naming will remain in full effect for the useful life of the facility or program unless the named person has been found to engage in illegal activity of other impropriety of such magnitude that continued recognition would not be in the best interests of Monterey County.

Philanthropic Naming

Only offered in connection with significant gifts, for example, covers the total cost of the facility or funds a portion of the total cost that the BOS considers significant

Honorific Naming

Must meet the following criteria:

Made a demonstrable, significant and direct contribution of time, talent or “in-kind” financial support for Natividad that provided a profound and enduring extraordinary benefit and contribution to healthcare of current and future generations of Monterey County residents that warrants special recognition.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel has reviewed and approved this policy as to form. The policy has also been reviewed and approved by the Natividad Board of Trustees on April 8, 2022 and received and supported by the BOS Capital Improvement Committee on May 9, 2022.

FINANCING:

There is no funding associated with this item.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

This recommendation advances the Board of Supervisors Administration and Health and Human Services Strategic initiatives, by developing a policy that recognizes extraordinary individuals who have made a profound and enduring impact to the healthcare of Monterey County residents as well as recognize philanthropic gifts with naming opportunities.

- Economic Development
- Administration
- Health and Human Services
- Infrastructure
- Public Safety

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Approved by: Charles R. Harris, Chief Executive Officer, 783-2504

Attachments:

Naming Monterey County-Owned and Operated Facilities and Programs at Natividad Medical Center Policy, Policy Number G-149

Proposed Board Resolution

Attachments on file with the Clerk of the Board