

CITY OF EL PASO, TEXAS
AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM

DEPARTMENT: Museums and Cultural Affairs

AGENDA DATE: May 22, 2007

CONTACT PERSON/PHONE: Yolanda Alameda, 541-4896

DISTRICT(S) AFFECTED: All

SUBJECT:

Approval of the El Paso Museum of History naming policy

BACKGROUND / DISCUSSION:

Discussion of the what, why, where, when, and how to enable Council to have reasonably complete description of the contemplated action. This should include attachment of bid tabulation, or ordinance or resolution if appropriate. What are the benefits to the City of this action? What are the citizen concerns?

That the City of El Paso adopt a policy to name spaces within the El Paso Museum of History, 510 N. Santa Fe Street, in accordance with donations that meet or exceed the goals for spaces located in the museum building and specified in the policy and according to the valuation methods specified as outlined in Exhibit A.

PRIOR COUNCIL ACTION

Has the Council previously considered this item or a closely related one?

December 1, 1998 - City Council adopted the naming policy of the El Paso Museum of Art

AMOUNT AND SOURCE OF FUNDING:

How will this item be funded? Has the item been budgeted? If so, identify funding source by account numbers and description of account. Does it require a budget transfer?

n/a

BOARD / COMMISSION ACTION:

Enter appropriate comments or N/A

June 22, 2006 - El Paso Museum of History Advisory Board endorsed the naming policy and recommended that it be forwarded to City Council upon acceptance by the El Paso Museum of History Foundation

April 5, 2007 - El Paso Museum of History Foundation Board endorsed the naming policy

*****REQUIRED AUTHORIZATION*****

LEGAL: (if required) _____ **FINANCE:** (if required) _____

DEPARTMENT HEAD: _____

(Example: if RCA is initiated by Purchasing, client department should sign also)
Information copy to appropriate Deputy City Manager

APPROVED FOR AGENDA:

CITY MANAGER: Jayne A. Filson

DATE: 5/14/07

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RESOLUTION

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the City Manager be authorized to approve the Naming Policy for the El Paso History Museum. (All Districts.)

ADOPTED this _____ day of May, 2007.

THE CITY OF EL PASO

John F. Cook
Mayor

ATTEST:

Richarda Duffy Momsen
City Clerk

APPROVED AS TO FORM:



Josette Flores
Assistant City Attorney

APPROVED AS TO CONTENT:



Yolanda Alameda, Director
Museums & Cultural Affairs Department

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EXHIBIT A
NAMING POLICY
FOR
EL PASO MUSEUM OF HISTORY

It shall be the policy of the City of El Paso to name spaces within the El Paso Museum of History, 510 N. Santa Fe Street, El Paso, Texas 79901, in accordance with this naming policy.

A space may be named for a donor provided that the donor's gift meets or exceeds the goal for that space according to the list of Endowment Opportunities and Valuation Methods set out below, meets the Giving Guidelines set out below and provided further that the space has not been previously named.

Endowment Opportunities
Spaces Available for Naming in New Museum
Goal: \$4,400,000

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First Floor

<u>Space</u>	<u>Goal</u>
Grand Lobby Entry point into the Museum and gathering area for visitors and tour groups	\$500,000
Permanent Exhibit Gallery I (El Paso: A to Z) A 3-dimensional, immersive and encyclopedic look at El Paso's most colorful and varied stories	\$500,000
Featured Exhibit Gallery Flexible space that hosts traveling exhibitions and special exhibitions of regional history and culture	\$500,000
Professional Lecture / Seminar Room Space for educational programs and featured speakers	\$250,000
Exhibition Orientation Theatre (Media Theatre Complex) Multi-media theatre for orientation film and guest speakers	\$250,000
Education Activity Classroom 1 A multi-use space for craft, cooking, and other hands-on classes serving as a link between outdoor and indoor activities	\$250,000
Garden Terrace Outdoor patio suitable for education programs, special performances, and other cultural events	\$250,000
Museum Store Features local and regional history books and crafts, children's books, and replica items of historical interest	\$100,000

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Second Floor

<u>Space</u>	<u>Goal</u>
Permanent Exhibit Gallery II (The Changing Pass) A storyline-driven exhibit that carries visitors through an interesting, overlapping chronology of more than 400 years of regional history	\$500,000
Permanent Exhibit Gallery III (Las Villitas) A community-curated exhibit that explores the myriad of diverse neighborhoods, subcultures, and unique components that give El Paso its distinct identity and flavor	\$500,000
Reference Library Home to a collection of published and unpublished works on regional history, museum studies, and artifacts	\$250,000
Seminar Room Dedicated for hands-on learning, select classes, and specialized programs	\$250,000
Board Room An elegant meeting space within the administrative offices	\$100,000
Upper Lobby Entry point into the Museum's 2 nd floor and gathering area for visitors and tour groups	\$100,000
Administrative Complex Nine fully outfitted offices	\$100,000

Additional naming possibilities may be provided

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Valuation Methods

A gift shall be valued, for purposes of qualifying for an Endowment Opportunities goal, based on the valuation methods set out below.

1. Cash – Full value when received.
2. Marketable Securities – Average of high/low selling prices on date when received.
3. Closely Held Stock – Fair Market Value (FMV) of shares as determined by independent qualified appraiser or, if one is not used, by company's independent CPA.
4. Gifts of Real or Personal Property – If real property, FMV as determined by independent qualified appraiser for charitable deduction purposes. If personal property other than shares of closely held stock, FMV as determined by independent qualified appraiser for charitable deduction purposes or, if one is not used, by company's independent CPA.
5. Charitable Remainder Trusts and Pooled Income Funds – Discounted present value as permitted by the IRS.
6. Charitable Gifts Annuities – Value as permitted by the IRS (generally being face value minus discounted present value of remainder).
7. Remainder Interest in Personal Residences – Discounted present value of remainder as permitted by the IRS as a deduction by the donor.
8. Charitable Lead Trusts – (I.e., Immediate gifts in trust) at discounted present value as permitted by the IRS.
9. Wholly Charitable Trusts – FMV of those assets that are going for the benefit of the Museum, at discounted present value as permitted by the IRS.
10. Testamentary Pledge Commitments – No value.
11. Life Insurance – Museum must be owner and irrevocable beneficiary.
 - a. Paid Up Policies – Cash surrender value.
 - b. Policies Not Fully Paid Up – New or existing, value only at existing cash surrender value.

Example: A proposed gift of a fully paid up policy having a face value of \$500,000 with the Museum being the owner and also being the irrevocable beneficiary and with a present cash value of \$100,000 would be valued as a gift worth \$100,000.

Any type of gift not addressed by this schedule shall be subject to consideration and subsequent approval by City Council prior to a space being named for the donor.

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Giving Guidelines

Each gift shall be owned and possessed by the City or if applicable, a sponsoring foundation such as the El Paso Museum of History Foundation, trust or similar entity holding the gift in trust for the benefit of the History Museum. Each gift, the proceeds therefrom, and the income and the principal balance from time to time on hand, shall be and remain payable solely for the benefit of the El Paso Museum of History. When collected, the proceeds of each gift shall be deposited in a segregated account which shall be identified in the donor's name for the benefit of the El Paso Museum of History.

No name shall be put upon any space which would cause the City of El Paso to be viewed unfavorably, the determination of which shall be in the sole judgment of City Council.

Upon receipt of the gift and confirmation that the gift conforms to this policy and that the gift and donor are acceptable to the City, the City shall enter into a written agreement with the donor and if applicable, any sponsoring foundation, trust or similar entity, memorializing the matters set out herein. Upon execution of such agreement or any additional related document by all parties, the City shall cause the particular space to be named and identified by the donor's name.

All references to a named space shall thereafter refer to it by the said name. Reasonable modifications and renovations, including expansions and contractions, may be made to any space from time to time.

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