
From: Sam Drake [sjsamdrake@gmail.com]
Sent: Saturday, November 08, 2014 10:16 PM
To: Meredith Manning
Subject: Three Items

Meredith,

There are a couple of items that the Conservancy would like to reach agreement on with the District. These agreements will greatly facilitate the Conservancy's fundraising efforts, and we hope to finalize them with the District in the next few months. Can you help with these items?

Summarized, they are:

1. Signage to recognize donors.
2. Schedule for Conservancy visits to the Tower for fundraising purposes
3. Requirements for these visits

The following sections discuss these in more detail.

Signage to recognize donors

It is traditional in environments like the Tower to have permanent signage which recognizes the organization's most significant individual and corporate donors.

The Conservancy would like to reach agreement in principle with the District that such signage will be provided for donors who made significant contributions to preserving the Tower.

As a suggested framework, that agreement might take the following form:

1. The District will permit the Conservancy to place signs near the Tower which recognize donors.
2. Up to three signs could be installed
3. Each sign would be comparable to existing trailhead interpretive signage - approximately 4 feet by 3 feet in dimension.
4. Signage would be permanently installed in a manner similar to then-current District standards for interpretive signage, and compatible with other such interpretive signage at the Summit of Mt. Umunhum.
5. Costs of producing and installing donor recognition signage would be paid by the Conservancy
6. Ongoing maintenance of donor recognition signage would be paid by the Conservancy
7. Detailed location and design of donor recognition signage would be mutually agreed between the Conservancy and the District
8. Detailed text for the signs - what individuals and corporations should be recognized, and how - would be determined by the Conservancy
9. Donor recognition signage would only be installed in the event that the Tower was preserved
10. The above points are a general framework of the agreement. Further details will be negotiated between the District and the Conservancy as part of our future overall MOU.

Naturally it is beneficial for the Conservancy to be able to tell potential donors that they will be recognized, and how. Thus the Conservancy wishes to conclude this agreement with the District at this time.

Schedule for Conservancy visits to the Tower

The Conservancy is eagerly awaiting the opportunity to host visits to the interior of the Tower for fundraising purposes. We understand that these visits cannot be held until the Interim Tower Repairs are complete. The Conservancy is pleased that the District has reiterated that those repairs will be complete in the Spring of 2015.

We would like to understand how far in advance these visits must be scheduled with the District, so we can begin to put together a plan for these visits in 2015.

The Conservancy understands that we may make 10 such visits to the Tower between Spring 2015 and the Fall of 2017. For planning purposes, the Conservancy plans today to hold 3 such visits in CY 2015.

Requirements for fundraising visits

As these visits are nearly imminent, we need to begin planning for them. The Conservancy and the District need to start to come to a common understanding of the parameters around these visits. For example:

1. Group size
2. Transportation
3. Duration of visit
4. Sample agenda for visit
5. Any additional requirements from the District for these visits

Rather than negotiating this by email, it would be useful to have a short in-person meeting between the District and Conservancy's designated representatives to define these parameters for the visits.

Please let me know how we should proceed on these items as soon as possible.

Thanks,

...Sam Drake / President / Umunhum Conservancy
...(408) 667-4817

Midpeninsula Regional Open Space District

Board Policy Manual

Site Naming, Gift, and Special Recognition	Policy 5.01 Chapter 5 – Historical/Cultural
Effective Date: 8/25/93	Revised Date: 11/13/13
Prior Versions: 8/25/93, 9/14/94, 6/24/98, 9/12/01, 10/8/08, 1/13/10, 10/27/10	

I. SITE NAMING

All District site names and signs should be kept as simple and functional as possible. When a property is acquired, either as an addition to an existing preserve or for the establishment of a new preserve, a name will be recommended in the Preliminary Use and Management Plan. In most cases, "open space preserve" is appropriate as part of the name; however, there may be circumstances when another designation may be used. In some cases, a temporary name may be retained until the next Comprehensive Use and Management Plan review.

A. Open Space Preserves

The name given to each open space preserve should be general enough to remain suitable if the site is enlarged, but specific enough to give its location some significance. Properties added to an open space preserve may not always be contiguous with that preserve.

1. Preserves shall be named after:

- a) Geographical features of broad, general significance to the preserve;
- b) Historical persons, cultural names, uses, or events broadly associated with the locale.

2. Preserves shall not be named after any individuals other than historical persons as noted above.

B. Preserve Areas, Trails, Site Improvements, Historic Sites and Unnamed Natural Features

This designation refers to specific locations, land formations, trails, natural and physical features, staging areas and other site improvements, and areas of significance within open space preserves. Recognition of significant land gifts, including "bargain" purchases, will be negotiated at the time of the gift or bargain purchase.

1. Preserve areas, trails, site improvements including benches and bridges, historic sites and previously unnamed natural features shall ordinarily be named after:

- a) Geographical, botanical or zoological identification;

b) Historical persons, uses, or events associated with the site, or persons and organizations listed in Section III: "Special Recognition".

2. Preserve areas, trails, site improvements, historic sites and unnamed natural features may in rare instances be named after a living individual who has made an outstanding contribution to the District, subject to approval by the Board of Directors.

II. GIFT RECOGNITION

The purpose of the gift recognition policy is to provide an opportunity for the District to recognize and commend individuals or groups that have made significant contributions of cash, equipment, materials, goods or professional services toward the enhancement of the District, its programs, and its facilities.

A. Unsolicited Cash Gifts:

Up to \$25	Postcard of thanks
\$26 to \$499	Letter signed by General Manager
\$500 to \$1,999	Letter signed by President of the Board
\$2,000 to \$4,999	Letter signed by President of the Board and District gift item (note cards, etc.)
\$5,000 to \$9,999	Letter signed by President of the Board and framed photograph of favorite District preserve
\$10,000 or more	Letter signed by President of the Board and Resolution and framed photograph of District preserve and mention in a District publication*
	*These items will be provided only if desired by the donor.

III. SPECIAL RECOGNITION

The Legislative, Funding and Public Affairs Committee (LFPAC) shall be the committee designated to discuss all requests that meet the criteria of the policy for special recognition, made by members of the Board of Directors or by members of the public, including bench memorials and the naming of bridges, and after deliberation shall decide which requests will be referred to the full Board for a vote.

The District places benches in its preserves for three distinct purposes:

A. District Rest Benches

These benches provide constituents with a place to rest. District staff places these benches without involving a District committee or the full Board. Regular benches must be either a backed or a backless standard bench as described in Section V below.

B. Constituent Memorial Benches

These are benches which have been requested by constituents in order to honor a member of the public and are funded by the requestors who must pay \$5,000 for the lifetime cost of the bench. LFPAC discusses requests for these benches and decides which requests will be referred to the full Board for a vote. Requests must be in reference to a deceased significant supporter or a volunteer, as defined in the following sections.

a) Constituent memorial benches shall only be placed in locations that have been pre-determined by the District and approved by the Use and Management committee and by the full Board of Directors.

b) If a request for special recognition is approved by the Board of Directors, the requestor(s) shall pay for the cost of constructing, installing and maintaining a memorial bench by contributing \$5,000 to a Memorial Bench Fund to cover the lifetime cost of the bench. The District will put this fund into an interest-bearing account which will be used solely for memorial bench construction, installation, repair, and maintenance.

c) Bench plaques will be 2 x 6 inches in size.

d) Benches must be one of the two District standard bench designs.

C. District Memorial Benches

These are benches which are installed by the District in response to requests by members of the Board of Directors to honor deceased "Founders," "Significant Supporters", and "Volunteers".

a) LFPAC can initiate a bench request and refer a decision to the full Board or individual Board members can initiate a bench request which will be referred to LFPAC for discussion before it is referred to the full Board for a final decision. Honorees must be deceased "Founders", "Significant Supporters", and "Volunteers" (per policy Section III D below).

b) For these benches there are no design specification limits or limits on their location. The District will pay for the lifetime cost of the bench.

D. Deceased Founders, Significant Supporters, and Volunteers

"Founders", "Significant Supporters", and "Volunteers" are eligible for special recognition, including memorials.

"Founders" shall be defined as an individual or group of individuals who participated in the formation of the District, or were significant supporters of the formation of the District.

"Significant Supporters" shall be defined as individuals or group of individuals who have shown conspicuous or noteworthy support for the District through extraordinary contributions of time and effort to the advancement of the goals, philosophy and mission of the District.

"Volunteers" shall be defined as individuals or groups of individuals who donated their time to the District by working for the District's docent or volunteer program.

IV. RECOGNITION OF HISTORIC SITES

A. A recognition monument, normally in plaque form, may be considered by the Board if it is in relation to a specific existing building or other remaining structure of significant historic value. In such cases, the plaque will be affixed or in close proximity to the structure itself. If there is no structure, then recognition may be considered for inclusion on District informational materials or trail signage. Such a site, in the absence of a building or structure, will ordinarily not be physically marked except as determined by the Board on a case-by-case basis as part of the Use and Management planning process for the corresponding open space preserve.

Any Board-approved memorial names shall be included in site brochures, maps, or other informational materials.

V. STANDARD BENCH DESIGN SPECIFICATION

A. District Rest Benches and Constituent Memorial benches, described in III(A) and (B) above, are limited to either of the two following standard bench designs:

Backed bench:

Dumor - Bench 88, recycled plastic slates (color: CEDAR), steel leg supports
(color: BLACK, IMBEDDED)
6' or 8' lengths

Backless bench:

Dumor - Bench 103, recycled plastic slates (color: CEDAR), steel leg supports
(color: BLACK, IMBEDDED)
103-60PL 6' long, 3 supports
103-80PL 8' long, 3 supports

B. LFPAC can at any point bring designs to the Board that differ from the District's standard bench designs.