

Section		Cooperation and Partnerships		Section # :	5.0.0
Sub-Section:		Links With Other Organizations/Individuals		Sub-Section	5.1.0
Topic		Endorsements		Policy # :	5.1.2

Policy:

The Board may consider endorsing special events, in the local business community or affiliated with service clubs, by lending its name and logo to the specific event.

The benefits of the endorsement shall be mutually beneficial, such that both parties enhance their profile and image in the community.

Procedure:

1. Board members are encouraged to discuss this policy in the community and provide information regarding possible endorsements. Board members shall provide feedback to the CEO/Librarian on prospective contacts made.
2. When presented with an endorsement proposal the CEO/Librarian shall ensure that the following information is provided.
 - i) Person or firm responsible for the proposal, including sufficient contact information,
 - ii) date(s) for proposed special event,
 - iii) expected benefit to the library (financial or other),
 - iv) promotions and publicity plan,
 - v) any expected expenses contribution from the library (if any),
 - vi) tie-in to the strategic plan of the Library, and
 - vii) expected Board or staff involvement (if any).
3. All complete endorsement proposals shall be placed on the next regular Board agenda following receipt.
4. Based on a review of the information provided, the CEO/Chief Librarian shall include feedback from staff and a recommendation for Board discussion.
5. The disposition of endorsement proposals shall be recorded by resolution of the Board.
6. A written response shall be provided to every endorsement proposal.
7. The Board retains the right to refuse any endorsement proposal that it may deem inappropriate or unsuitable to the Board attaining its missions and goals.
8. In the event that the endorsement proposal is approved and upon completion, a wrap up report of the endorsement shall be placed on the agenda for Board information and direction on appropriate recognition.

History:			
Date of Original Board Motion:	December 14, 2004	Motion #	05.06
Date of Amendments: (if any)	November 26, 2013		2013.73
	November 24, 2020		
Date of Next Review:			