



# CITY OF APPLETON

**Appleton Public Library**  
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## Memo

To: Library Board of Trustees  
From: Colleen Rortvedt, Library Director  
Date: November 12, 2024  
Subject: Request Approval to Approve Updates to the Naming Opportunities Policy

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The Naming Opportunities Policy was initially drafted for the Building Beyond Words Capital Campaign to provide consistency for all parties involved. Now that we are ready to execute Naming Recognition Agreements, I am proposing a few changes to the policy.

The changes include:

1. Clarifying that this is a Naming Recognition Agreement, with no service provided in exchange for donations received by the Friends of Appleton Library for the Building Beyond Words Campaign.
2. Section III. k- Procedure: Updated to outline the process for verifying and executing Naming Recognition Agreements.
3. Granting approval authority for the Stacks of Support initiative to the Library Director, streamlining the process and ensuring timely recognition of contributions.

Please let me know if you have any questions.