



City of Arts & Innovation

Museum Board Memorandum

TO: METROPOLITAN MUSEUM BOARD **DATE: MARCH 22, 2017**

FROM: ELIO PALACIOS, JR., MUSEUM BOARD CHAIR

SUBJECT: APPOINTMENT OF SUB-COMMITTEE FOR DISCUSSION OF REVENUE OPPORTUNITIES FOR NAMING MUSEUM SPACES

ISSUE:

Appoint Museum Board members to serve on the sub-committee for discussion of potential revenue opportunities for the Riverside Metropolitan Museum in allowing donors to purchase and name Museum spaces.

RECOMMENDATION:

That the Museum Board appoint up to four (4) members of the Metropolitan Museum Board to serve of the sub-committee for naming Museum spaces.

BACKGROUND:

At the February 8, 2017 Museum Board meeting, the Museum Board motioned to create a sub-committee for the purpose of naming Museum spaces.

At the January 11, 2017 Museum Board meeting, Chuck Wilson, Board Chair, distributed a document assembled by Museum staff with suggested amounts for donors seeking naming rights for Riverside Metropolitan Museum spaces. Discussion in regards to the details, restrictions and pricing levels is recommended to determine the direction to be taken on this topic.

DISCUSSION:

Discussion will be held at the March 22, 2017 Museum Board meeting to appoint up to four (4) members to the sub-committee for research and proposal of naming Museum public spaces.

FISCAL IMPACT:

There is no fiscal impact associated with this report.

Prepared by: Elio Palacios, Jr., Museum Board Chair

Attachments:

1. City Administrative Manual 01.021.00 Naming of City-owned Land, Buildings, and Facilities
2. Naming Research