

Shutesbury Public Library Naming Policy

Purpose

The purpose of the Naming Policy is to establish a clear process for naming and renaming library spaces at the Shutesbury Public Library. It provides a framework for the Board of Trustees (the Trustees) in consultation with the Library Director to ensure consistent implementation of criteria and to inform the public about the guidelines upon which selections are made. This policy applies to both interior and exterior spaces of the library. All naming opportunities must align with Shutesbury Public Library's mission and goals.

The Trustees view the naming of spaces in honor or memory of individuals—living or deceased—as well as corporations, foundations, or organizations, as one of the highest forms of recognition it can offer.

Guidelines for Naming

The Trustees are responsible for reviewing and approving all naming recognitions. Requests must be in writing. Naming opportunities are typically granted in recognition of a significant monetary contribution to the Shutesbury Public Library. The value of the contribution required for each naming opportunity shall be determined by the Trustees, based on factors such as the prominence, size, or function of the space or item. In certain cases, the Trustees may choose to name a space or area in honor of a notable community member whose service, impact, or legacy has significantly benefited the Library or the Town of Shutesbury, regardless of a financial contribution.

All contributions associated with naming rights must be made in full or according to a written pledge agreement approved by the Trustees. Naming recognition may be contingent upon the fulfillment of the pledge.

The Trustees reserve the right to deny naming requests that do not fall within the Library's mission.

Library rooms or sections may be named for the function of the area; e.g., the "Children's Reading Room," the "Reference Room," or the "Community Room," or similar designation, preceded or followed by the name of an individual, family, corporation, etc. approved by the Trustees.

A commemorative plaque will be installed at or near the named area. While the Trustees will collaborate with the requesting party, it retains final authority over the wording, size, location, and style of the plaque to remain consistent with current décor. A dedication ceremony may be planned and conducted as appropriate.

Modification or Removal of Naming Designations

The Trustees reserve the right to terminate or alter a naming designation under the following circumstances:

1. A building, room, or special use area is to be demolished, expanded or removed.
2. A collection is to be discontinued or de-acquisitioned.
3. A building, room, or special use area changes function to the extent that the purpose for the naming, or name recognition, is no longer relevant.
4. If the individual or corporation is engaged in activities that are in conflict with the Library's mission and values, or is involved in disreputable or criminal activity.

In such instances, the original name shall be honored in an appropriate manner, to be determined by the Trustees.

Duration of Naming Rights

Naming rights are not granted in perpetuity. When a naming designation concludes, it will be considered "retired." A public record of all retired names will be maintained by the Office of the Library Director.

Adopted by the Library Board of Trustees on June 3, 2025