



<b>Title:</b> <b>NAMING COMMITTEE &amp; PERMANENT NAMING POLICY</b>		
<b>Subject:</b> <b>GENERAL OPERATIONS</b>	<b>Page:</b> 1 of 6	<b>Policy Number:</b> 5.50.00
<b>Category:</b> <b>DISTRICTWIDE POLICY</b>	<b>Approval Date:</b> 11/03/2023	<b>Last Revised Date:</b>

### **POLICY STATEMENT:**

The Forest Preserve District of Cook County (the “District”) recognizes that: (1) proper names are essential locational tools and navigational aids for a predictable, manageable and orderly environment and create a ‘sense of place’; (2) names are the beginnings and ends of journeys or destinations; (3) names are place markers and focal points through symbolism, association and remembrance; and (4) names may have powerful positive meanings for people and provide opportunities to promote community harmony and identification.

Most of the named District property, facilities, natural areas, and other public places that currently exist reflect the District’s rich and diverse heritage. To safeguard the District’s prestige and heritage this policy has been adopted for all permanent naming or renaming opportunities.

### **PURPOSE:**

The purpose of this policy is to: (1) establish the District Naming Committee; (2) to provide guidance and direction in the naming and renaming of District property, facilities, natural areas, and other public places; and (3) to ensure an inclusive, consultative, and transparent naming and renaming process that enjoys public support and which will stand the test of time.

### **DEFINITIONS:**

**Permanent Naming/Renaming Opportunity:** Permanent naming/renaming District opportunities: (1) are non-sponsorship and non-fundraising related opportunities; (2) are permanent and do not expire; and (3) are opportunities that comply with this policy.

This includes: (1) permanently named District properties, such as the names of specific preserves (i.e. McCormick Woods, Dan Ryan Woods, etc.), trails, lakes, new District acquisitions, and nature centers (i.e. Little Red School House); and (2) other District property that has already been officially named by the Board of Commissioners.

**Temporary Naming/Renaming Opportunity:** Temporary naming/renaming District opportunities: (1) are sponsorship and/or other fundraising related opportunities; (2) are typically initiated by external constituents, the Forest Preserve Foundation, or the Cook County Asset Marketing Department; (3) have a specific and defined limited term; and (4) are naming opportunities that comply with the District’s “Fundraising Policy.”

This may include: (1) campgrounds, visitor centers, conference rooms, golf courses and driving ranges, aquatic centers, model airfields, off leash dog areas, canoe and boat launch areas, rope courses, natural areas, and equestrian facilities; and (2) other District property that has not officially been named by the Board of Commissioners.

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## **SCOPE**

This policy governs the naming committee and all permanent naming and renaming opportunities. This policy does not govern temporary naming recognition opportunities. For more information about temporary naming/renaming opportunities please refer to the Fundraising Policy.

## **RESPONSIBILITY**

**Naming Committee:** The Naming Committee reports directly to the General Superintendent. The duties of the Naming Committee shall include: **(1)** reviewing all requests for permanent naming as well as renaming opportunities, so as to ensure that requests comply with this policy; **(2)** presenting its recommendations and declinations, as requested from both internal or external constituents and committee members, to the General Superintendent; and **(3)** drafting and proposing a catalog of District properties, in alignment with this policy, which would be available for temporary name recognition opportunities.

**Office of the General Superintendent:** The Office of the General Superintendent, shall: **(1)** establish and publish District policies; **(2)** appoint members of the Naming Committee; **(3)** review all recommendations and declinations from the Naming Committee; and **(4)** submit recommendations to the Board of Commissioners for review and consideration. The General Superintendent has final authority on whether to submit a recommended name change to the Board of Commissioners.

**Board of Commissioners:** The Board of Commissioners retains the responsibility of selecting names for all District buildings and other District property. The General Superintendent will put forward recommended names for a District building or other District property to the Board of Commissioners for approval.

## **PROCEDURE/PROCESS:**

### **A. The Naming Committee:**

1. **Composition:** The Naming Committee is comprised of individuals appointed by the General Superintendent. Permanent members of the Committee shall include:
  - a. The Director of Resource Management Department or their designee;
  - b. The Director of Conservation and Experiential Programming or their designee;
  - c. The Director of Planning & Development Department or their designee;
  - d. The Director of the Communications Department or their designee;
  - e. The Forest Preserve District Policy & Sustainability Manager

The General Superintendent may appoint additional members of the Naming Committee; there is no required minimum of members of the Naming Committee.

Non-District employees may also be assigned or removed from the Naming Committee at the discretion of the General Superintendent, or their designee. Such non-District employees may include, but shall not be limited to, members of the Forest Preserve Foundation, partner organizations, or volunteers.

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2. **Reporting Structure:** The Naming Committee shall report directly to the General Superintendent.

3. **Committee Process:**

**Step 1:** The Naming Committee receives requests and application materials, and/or a request is made internally by the Naming Committee as part of the REDI lens review process.

**Step 2:** The Naming Committee reviews the request, in consultation with the applicant if necessary. The applicant may be invited to present their request in-person or virtually to member(s) of the Committee.

**Step 3:** The Naming Committee shall consider the request and make a report to the General Superintendent recommending adoption of the requested name change (“assent”) or declining to adopt the requested name change (“declination”). Committee recommendations are not binding on the General Superintendent.

**Step 4:** The General Superintendent shall consider the assent or declination recommendation by the Committee and thereafter either recommend the approval of any requested name change to the Board of Commissioners or decline to make such a recommendation. The decision whether to recommend a name change to the Board of Commissioners is reserved solely to the General Superintendent.

**Step 5:** The General Superintendent shall inform the requester within thirty (30) days of his decision to approve or disapprove of the Committee’s recommendation. The General Superintendent shall inform the requester of any declination to recommend a name change to the Board of Commissioners.

**Step 6:** The General Superintendent shall submit a recommendation to the Board of Commissioners as a board item listing the recommended approvals of the naming requests received by the District for the review and approval by the District’s Board of Commissioners.

4. **Committee Meetings:** The Naming Committee shall meet as needed and as scheduling permits.

5. **Public Comment:** Public comment shall be solicited by the District at least 21 days prior to the Board of Commissioners voting on any District recommendation to permanently name and/or rename a District property. The District shall seek such public comment by making a notification and allowing for public participation on the District website.

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The District may also host Districtwide and/or local town hall meetings for public comment and engagement. The decision on whether to engage in additional public engagement shall be made at the sole discretion of the General Superintendent.

**B. Naming Policies & Procedures:** The following general guidelines apply to naming requests and decisions.

1. **Naming Policy:** In all cases, the District will ensure that naming opportunities will not conflict with or run counter to the District's mission and goals.
2. **Preference:** It is the District's policy to give preference and top priority to naming/renaming of District property:
  - a) Based on natural, cultural, ecological, or historical significance, which include the promotion of the local heritage, history, traditions, and/or reflect local geography and character; or
  - b) Commemorating noteworthy persons who have advanced the mission of the District, conservation, or environmental justice issues in a manner which resulted in significant, long-lasting, positive impact.
  - c) Advance or adhere to Racial Equity Diversity and Inclusion (REDI) and/or Equity, Cultural Sensitivity, Inclusion guidelines.
3. **Categories of Names That Are Prohibited:** Proposed names shall not include any of the following:
  - a) Offensive or insensitive names;
  - b) Linguistically corrupted or modified names;
  - c) Names of living persons or persons who have been dead for less than five years.
4. **Commemorative Naming of Individuals Guidelines:** Commemoration of individuals through the permanent naming of District properties shall be consistent with the following guidelines:
  - a) Reasonable care and consideration should be given to determine if the individual's merit and/or contribution can stand the test of time.
  - b) A review of prior public statements or published works shall be conducted to ensure the individual did not advance inequity based on race, color, religion, sex, age, national origin, disability, marital status, sexual orientation, military status or any other legally protected status racial, gender, or ethnic inequity.
  - c) Commemorative naming opportunities shall be commensurate with the contributions and achievements of the person being honored.

**C. Sole Power:** The District's Board of Commissioners maintains the exclusive right to name and/or rename any District property at its own sole discretion, and to reject any proposed name change at its sole discretion.

**D. Renaming Policies & Procedures:**

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1. **Renaming Criteria Policy:** The District's Naming Committee may recommend approval for renaming a District property on limited occasions when one or more of the following criteria have been met:
  - a) The District acquired property that the Board of Commissioners did not name;
  - b) There are duplicate, or confusing, named District properties;
  - c) The individual for whom the District property was named advanced inequity based on race, color, religion, sex, age, national origin, disability, marital status, sexual orientation, military status or any other legally protected status.
  - d) The individual for whom the District property was named has been found guilty of a crime related to fraud, corruption, or other similar act(s).
2. **Review of Re-naming Restrictions:** For any District property that is being considered to be renamed, the District shall review any existing naming restrictions or guidelines (such as restrictions imposed by a party donating a site to the District or funding acquisition of a site by the District).

#### **E. Naming & Renaming Request Standards:**

1. Individuals seeking to name or rename a District property should complete the District "*Permanent Naming Request Application Form*".

#### **RESPONSIBILITY:**

All other relevant/necessary District staff should be trained on this policy.

#### **TRAINING REQUIREMENTS:**

**Training for using authorized vendor language translation services.**  
**Language Accessibility Policy Training**

#### **COMMUNICATION PLAN:**

1. This policy should be distributed to all relative/necessary staff.
2. This policy should be distributed to any individual who requests to name/rename a District property.
3. This policy should be added to the District website.

#### **REFERENCES:**

Forest Preserve District of Cook County, Advertisements (FPDCC Code Section 3-3-8)

Forest Preserve District of Cook County  
Fundraising Policy

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Forest Preserve District of Cook County  
Signage & Wayfinding Master Plan

Forest Preserve District of Cook County  
Origins of Names and Histories of Places Manual

**POLICY LEAD:**      Legal and Office of the General Superintendent Office

**APPROVAL:**      Arnold Randall  
General Superintendent

**POLICY HISTORY:**

**Approved:**      11/3/2023

**Revised:**                      **Revised**

**If you have questions, comments, or suggestions concerning District policies, please contact:**

**Forest Preserve District of Cook County**  
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