



City of Apache Junction

Development Services Department



MEMORANDM

DATE: September 7, 2016

TO: The Honorable Mayor and City Council

THROUGH: Bryant Powell, City Manager
Larry Kirch, Development Services Director

FROM: Roger S. Hacker, Revenue Resources Manager

SUBJECT: Proposed Guidelines for Donor Recognition
During City Council Meetings

REQUEST

Staff respectfully requests that the city council receive and discuss the ad-hoc committee's recommendations regarding the recognition of donors during council meetings.

BACKGROUND

January 2016

The revenue resources manager reached out to Mr. Powell seeking direction regarding the city's revenue development program. Specifically, Mr. Hacker was suggesting that the city needed to examine its "tradition" of recognizing donors during city council meetings. Such recognition has included: the presentation of ceremonial checks, photo opportunities with the mayor, and the opportunity to address the council.

Mr. Hacker was concerned that there were no criteria for guiding such recognition events. As example, he was concerned that some large donors have never received recognition while at the same time, some donors are being recognized in ways not commensurate with their donations.

Mr. Hacker felt that the city needed to adopt guidelines covering recognition during city council meetings. Mr. Hacker noted to Mr. Powell that such guidelines are the "standard of the industry" for most giving and/or sponsorship programs.

In a subsequent meeting, Mr. Powell directed Mr. Hacker to prepare information for the January 28, 2016 city council weekly report regarding the issue. In addition, the city manager directed him to constitute an ad-hoc committee to make recommendations to the council regarding this matter.

See Attachment One for the information submitted to the weekly report.

February-March 2016

Assistant City Manager Matt Busby reached out to other municipalities to see how they handle the recognition of donors. No other municipalities reported receiving such donations.

An ad-hoc committee was formed that included: 1) an individual donor; 2) a representative of an organizational donor; 3) a Friends of Apache Junction Board Member; 4) the parks and recreation director; 5) the chief of police; 6) the assistant city manager; and 7) two representatives of the city council.

March-July 2016

The group met three times to discuss the matter. The group generated the recommendations that are included as Attachment Two. It should be noted that in addition to the suggested guidelines contained on page one of the document, the committee also made other suggestions regarding the city's giving program. Those suggestions are contained on page two of the document.

August 2016

The Friends of Apache Junction Board met and reviewed the proposed guidelines and suggestions.

DISCUSSION

Guidelines

The proposed guidelines include:

- Specific donation levels and the type of recognition to be received by each;
- The suggestion to have quarterly recognition events;
- Ways to recognize donors outside of city council meetings;
- The right of donors to remain anonymous; and
- The need to recognize donors who fund 100% of a given need.

Suggestions

The ad-hoc committee also made the following suggestions:

- Have more "show and tell" thank you events for donors;
- Host a reception for all donors to the city;
- Make all donors feel appreciated;
- Create an annual needs list to help individual and organizational donors plan for their gifts;

- Increase the use of the city's public information officer in the recognition process; and
- Utilize consistent themes when recognizing donors.

It should be noted that the Friends of Apache Junction's Board of Directors met and supported the proposed guidelines and suggestions except for the suggestion to host an event to thank all donors. Instead, the board suggested that the revenue development staff work with the various departments to devise ways to thank its own donors.

RECOMMENDATION

Staff respectfully requests that the city council receive and discuss the ad-hoc committee's suggestions.

ACTION REQUIRED

Receive and discuss the committee's recommendations.

If it pleases the council, staff will: 1) present this topic again during the Direction to Staff portion of the October 4, 2016 city council meeting and 2) seek adoption by the council of the proposed guidelines during the November 1, 2016 city council meeting.

ATTACHMENTS

Attachment One: Information Submitted to the January 28, 2016 City Council Weekly Report

Attachment Two: Ad-hoc Committee's Recommendations and Suggestions