



City of Apache Junction

Development Services Department



MEMORANDM

DATE: October 4, 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 reviews and discusses the summary of its October 3, 2016 discussion regarding the recognition of donors during city council meetings.

BACKGROUND

October 2016

During the October 3, 2016 work session, staff presented the ad-hoc committee's recommendations to the city council. See Attachment One for recommendations.

The following points were made by councilmembers during that meeting:

- There should be flexibility in the size of the donation that merits the presentation of a ceremonial check. The proposed threshold of \$2,500 may be too high for some smaller organizations or donors. The city's public information officer could help to decide when it is appropriate to circumvent the \$2,500 threshold as suggested in the proposed guidelines.
- Recognition should be given as donations are received. It is too long to wait for quarterly council meetings or until the end of a fund raising campaign. The delay in donor recognition may act as an impediment to receiving other donations.
- A thank you card signed by the council members should be sent to donors as soon as possible after a donation is received.

- A thank you card signed by the council members should be sent to donors as soon as possible after a donation is received. When appropriate, the card would include the date of the quarterly council meeting at which time the donor will be recognized.
- An event thanking all donors should be held on an annual basis.
- An event thanking all donors should be held on a quarterly basis.

DISCUSSION

There did not seem to be consensus among council members during the October 3, 2016 work session on such issues as: 1) the proposed donation increments and the recognition each would receive; 2) the timing of the recognition—i.e. quarterly or immediate; and 3) the timing of a donor thank you event—i.e. quarterly or annually.

Further, at the time this report was prepared the Friends of Apache Junction Board of Directors had not had an opportunity to meet and discuss the issues raised by the council during the October 3, 2016 work session. The Friends Board will meet on October 17, 2016 to discuss council's recommendations.

RECOMMENDATION

Staff respectfully recommends that the October 18, 2016 council meeting be used to clarify what modifications council would like made to the proposed recommendations.

If it pleases the council, the amended recommendations would then be presented to council during its November 1, 2016 meeting as an action item.

ACTION REQUIRED

Receive and discuss the committee's recommendations and identify for staff what modifications council would like made to the proposed recommendations.

ATTACHMENT

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