

THESE MINUTES ARE TENTATIVE AND WILL NOT BECOME OFFICIAL UNTIL APPROVED BY THE BOARD AT A SUBSEQUENT MEETING

BROWARD COMMUNITY COLLEGE  
Minutes of the Special Meeting of the Board of Trustees  
October 11, 2007

AGENDA ITEM III  
NOV 28 2007  
ENCLOSURE 1

**I. MEETING CALLED TO ORDER**

The special meeting of the Board of Trustees of Broward Community College was called to order at approximately 1:16 p.m. Thursday, October 11, 2007 by Vice-Chair, Paul Tanner. In attendance were Vice-Chair Tanner, Ms. Douglass, Mr. Williams, Mr. Guerin, College Attorney Fernander and President Armstrong.

**II. APPROVAL OF AGENDA AND ACKNOWLEDGMENT OF PUBLIC NOTICE**

Upon motion made by Mr. Williams/Ms. Douglass, the agenda and public notice of the special meeting of the Board of Trustees held on October 11, 2007, by announcement appearing in a newspaper of general circulation in Broward County was approved.

**III. NEW NAMING POLICY AND POLICY AND PROCEDURE (No number assigned)**  
(Item VII-b on Agenda)

Vice-Chair Tanner indicated that the board would be proceeding out of order from the agenda and introduced BCC Foundation Chairman, Mr. Lloyd Rhodes, who was presenting the New Naming Policy and Procedure (Item VII (b) on the agenda).

Mr. Lloyd Rhodes indicated that much time, effort and work went into this new naming policy/procedure and that he felt quite comfortable with the results. He introduced attorney, Jesse Little, of Greenberg Traurig and attorney, Tom Loffredo, from Gray Robinson to answer any questions the board might have regarding the new policy/procedure.

Jesse Little proceeded to explain that if BCC is going to endeavor to assign naming rights for either recognition of extraordinary service or contributions, it is very important to have a policy and procedure established that is acceptable and works well. He indicated they reviewed many policies and procedures from other colleges, universities and organizations in an attempt to find a model that was both acceptable and comprehensive enough to cover all issues that may arise. Mr. Little stated that the new policy is actually much more comprehensive than typical policy. Mr. Little explained that the beginning of the policy basically identifies the goals of the policy and explains the criteria that should apply when approving the naming of buildings.

The next section entitled "Developing Naming Opportunities" was included to emphasize the importance of working together and communication between different interested parties. Two types of naming opportunities are covered by this policy: honorary and philanthropic. Honorary naming opportunities do not involve monetary contributions and tend to be a more subjective type of naming opportunity. The majority of the section refers to philanthropic naming opportunities. The first paragraph discusses the scrutiny required when considering philanthropic naming rights, especially with regard to corporate donors, their reputation in the community, and the college's goals in terms of being associated with well-recognized organizations.

The next section describes naming authority. Basically, anyone associated with the college can suggest or recommend a naming opportunity. Mr. Little then indicated that it is the President who ultimately decides whether to present or recommend a naming opportunity to the Board of Trustees. Mr. Williams asked what if a member of the Board of Trustees wanted to make a recommendation for naming. Mr. Little said that the policy that states any member of the campus community may suggest a naming opportunity, but the

