



**Jess Greenwood, P.E.**  
Director/County Engineer  
Goodhue County Public Works  
2140 Pioneer Road  
Red Wing, MN 55066

TO: Goodhue County Parks, Trails, and Recreation Advisory Board

FROM: Jess Greenwood, Public Works Director

RE: 16 Jun 26 Park Board Meeting  
**Donation Acceptance & Donor Recognition Plan**

Date: 08 Jun 26

#### Summary

It is requested that the Park Board review the second draft of a Goodhue County Byllesby Park Donation Acceptance and Donor Recognition Plan and ideas for a donor recognition monument.

#### Background

Requests for memorials and memorial benches at Goodhue County Byllesby Park has brought forward the matter of planning for donations, memorials, and partnerships at the park facilities.

The Park Board requested that staff begin to work on a Donation Plan. A draft Plan was presented to Park Board members for their review and consideration at the 15 Aug 25 Park Board meeting. The Park Board directed staff to keep the Plan as simple as possible, with creation of a donor recognition monument instead of individual recognition and memorials scattered throughout the park.

The second draft of the Plan accompanies this report, as well as affordable ideas for a donor recognition monument. After final revisions have been made, the Plan will need to be reviewed by other County Departments and will require the approval of the County Board of Commissioners.

#### Alternatives

- Review and approve the Plan as presented, recommend review by the Finance Director and County Attorney, and recommend County Board approval.
- Review and revise the Donation Acceptance and Donor Recognition Plan, approve the Plan with the revisions, recommend review by the Finance Director and County Attorney, and recommend County Board approval.
- Request further review and revisions to the Plan, to be presented at the next Park Board meeting.

**Find your Good here.**

**DONATION ACCEPTANCE AND DONOR RECOGNITION PLAN**  
**GOODHUE COUNTY PARKS & TRAILS**

Goodhue County has been authorized to accept donations as outlined in the Donation Policy approved by the Board of County Commissioners on 21 December 2010. Donations and contributions come to Goodhue County Parks & Trails from individuals, families, organizations, foundations, corporations, businesses, and other entities as an expression of support, acknowledgment of a need, or the result of organized fundraising efforts. Timely and appropriate recognition of donations and contributions is an important step to acknowledge their generous support.

This Donation Acceptance and Donor Recognition Plan (Plan) defines the criteria for accepting donations, outlines procedures for thanking donors, and describes the form of recognition for different types and levels of donations. The Plan will help guide park staff, donors, and philanthropic partners to understand the methods and levels of recognition Goodhue County Parks & Trails (Parks & Trails) can give within the framework of Goodhue County ethics regulations.

**I. Background**

This Plan focuses on recognition for donations of cash and assets directly to Parks & Trails or through Parks & Trails partner organizations for the benefit of Parks & Trails. When mutually agreed upon by Parks & Trails and the philanthropic partner organization(s), donors to the Parks & Trails' philanthropic partner(s) may be recognized according to the provisions established in this Plan.

Parks & Trails and their partners will comply with the Goodhue County Donation Policy and this Plan, including the standards for review of donations to maintain the integrity and impartiality of, and public confidence in, Goodhue County.

Gifts of land or easements help establish or enlarge many parks and trails, donated artifacts enrich park stories in interpretive exhibits, fundraising campaigns improve visitor facilities, and matching gifts increase the impact of programs.

Philanthropic support for parks, trails, and programs is an important supplement—not a replacement—for County appropriations. It creates opportunities for Goodhue County to react more quickly to resource protection or visitor needs than typical County, State, or Federal funding cycles may permit. Philanthropic support allows Goodhue County to undertake higher quality and more sustainable capital projects than might be possible with County appropriations alone. Private support for natural resource educational efforts and programs continues to grow, making it possible for parks to reach younger and more diverse populations, and be a more effective partner in communities. Philanthropic support comes in the form of donated funds, and as volunteerism, in-kind support, and the donation of talent to supplement the work of Park & Trail employees. Most importantly, private philanthropy in its many forms gives people opportunities to participate directly in the stewardship of our county's treasures.

## **II. Review and Acceptance Process**

The minimum Parks & Trails donation review process, in accordance with the Goodhue County Donation Policy approved by the Board of County Commissioners on 21 December 2010, is outlined as follows:

- A. Donations made to Goodhue County Parks & Trails of less than \$500 may be reviewed and accepted by the Public Works Director.
- B. Donations made to Goodhue County Parks & Trails between \$500 and \$1,000 may be reviewed by the Public Works Director and accepted by the County Administrator.
- C. Donations exceeding \$1,000 must be reviewed by the Parks, Trails, and Recreation Advisory Board (Park Board) and accepted by 2/3 majority of the County Board.
- D. Any donation of real property (regardless of value) must be reviewed by the Park Board and accepted by 2/3 majority of the County Board.
- E. County Administration will provide an annual report to the County Board at the last board meeting of the year detailing all donations accepted by the Public Works Director or the County Administrator during the calendar year.

Goodhue County reserves the right to conduct a more thorough donation review process, which may also include: in-depth vetting of donors, public meetings, public hearings, meetings with adjacent landowners, township meetings, Park Board meetings, joint meetings with boards and commissions in adjacent counties and/or municipalities, and other meetings as necessary.

### **III. Acceptance Considerations**

Acceptance of donations must be done in a legally and ethically appropriate manner. This section provides considerations for the authorized employee to use in determining whether the circumstances of the donation and its acceptance would maintain the integrity and impartiality of Goodhue County and public confidence in the County. This list is neither intended to be exclusive nor to imply that any one of these factors absolutely requires acceptance or declination of a donation, but rather to illustrate what should be considered when evaluating the totality of circumstances and making donation-related decisions. The authorized employee must weigh the circumstances from the perspective of a reasonable person with knowledge of the relevant facts.

#### **A. Maintaining the integrity of the County's programs and operations.**

- (1) The donation is not, or does not appear (such as by its size or circumstances) to be, an attempt to influence the exercise of any regulatory or other authority of the County.
- (2) The donation meets a legitimate need of Parks & Trails and does not require the commitment of funding that is not planned or available.
- (3) The donation is consistent with, and does not otherwise circumvent, law, regulation, or policy.
- (4) The County is able to properly utilize or manage any donated real property, including land or interests in land, or personal property within policy, programmatic, and management goals.
- (5) Any conditions on the donation are consistent with authorized purposes and any relevant policy or planning documents.
- (6) The donation will not be used by the donor to state or imply endorsement by the County of the donor or the donor's product or services.

#### **B. Maintaining the impartiality, and appearance of impartiality, of the County and its employees.**

- (1) The proposed donation is made in an amount that would not influence, or appear to influence, any pending County decision or action involving the donor's interests.
- (2) There is neither an actual nor an implied commitment to take an action favorable to the donor in exchange for the donation.
- (3) The donor will not obtain or appear to obtain special treatment in dealing with the County.

- C. Maintaining public confidence in the County, its programs, and its personnel.
  - (1) Acceptance would not likely result in public controversy.
  - (2) Any conditions on donations are consistent with the County's policies, goals, and programs.
  - (3) The donation does not involve any inappropriate goods or services.
- D. Goodhue County retains the discretion to decline any particular donation.

**IV. Donor Recognition Levels**

Donors will be recognized by the following levels, and recognition will include the following methods which may be cumulative:

<b>Form of Donor Recognition</b>	<b>Donor Level</b>
Thank You Letter from Public Works Director	\$100 and above
Thank You Letter from Park Board	\$1,000 and above
Bronze Level Recognition on a Donor Recognition Monument for a period of 10 Years	\$500 to \$2,499.99
Silver Level Recognition on a Donor Recognition Monument for a period of 10 Years	\$2,500 to \$4,999.99
Gold Level Recognition on a Donor Recognition Monument for a period of 10 Years	\$5,000 and above
Recognition on Social Media Platform(s)	\$1,000 to \$2,499.99
Official Press Release	\$2,500 and above

Most donor recognition will occur through letters of appreciation, social media acknowledgements, press releases, and on-site monuments that commemorate donations.

## **V. Off-Site Donor Recognition:**

The following forms of Goodhue County off-site recognition may be initiated at the discretion of the Public Works Director subject to the wishes of the donor and in accordance with the donor levels established in Article IV. Any type of off-site recognition not listed in this Plan must be agreed upon prior to utilizing by the signatories of this Plan in writing.

### **A. Letters of Acknowledgement and Thank You Letters**

The Public Works Director and Park Board must acknowledge donations in writing through a letter of acknowledgement and/or thank you letter. The Public Works Director's and Park Board's acknowledgement shall identify the type of donation, the donor, date of acceptance, reiterate any restrictions of the donation, the dollar amount (or description for in-kind gifts), and thank the donor. The Public Works Director will provide this letter, in accordance with the donor levels established in Article IV, as soon as possible but no later than 1 month after the date the donation is received. The Park Board will provide this letter, in accordance with the donor levels established in Article IV, immediately following the next Park Board meeting after the date the donation is accepted. In addition, Parks & Trails will work with their philanthropic partners to determine when the Public Works Director or the Park Board will also provide a thank you letter to a donor who has provided a donation to a park partner that will ultimately benefit Parks & Trails.

### **B. Parks & Trails Websites and Social Media**

Parks & Trails may include a page on their website to function as a virtual donor recognition board that acknowledges contributions and can tell donor stories about why they made a gift to Parks & Trails. Parks & Trails may post stories and other information on their website to celebrate and stimulate Parks & Trails philanthropy. Parks & Trails staff may generate and post social media content to recognize the contributions of donors as appropriate and tell a donor's story, with their concurrence, to inspire others. Social media and Parks & Trails web authors will consult with their Communications Department and obtain the concurrence of the Public Works Director and donors as appropriate.

### **C. Publicity**

Press releases to media - including newspapers, magazines, web, radio, television, articles in newsletters, and articles in the donor's media (e.g. corporate employee newsletter,

magazine, annual report) - are a few of the ways that Parks & Trails and the donor may publicly recognize donors/sponsors/cause marketing efforts that benefit Parks & Trails.

**D. Donor Appreciation Mementos**

A photograph, book, lapel pin, coin, or other park/trail/project-related memento may be presented as an expression of appreciation and recognition for a donation. Items should be purchased by a philanthropic partner, as appropriated funds should not be used. These kinds of items can be sent to the donor or presented during a simple ceremony, media event, or other activity.

**VI. On-Site Donor Recognition**

In some cases, a gift may warrant on-site (in-park/on-trail) recognition. The goal of on-site recognition is to tie the local accomplishments to the gifts and to inspire others to support Parks & Trails. On-site recognition will not be distracting to Parks & Trails visitors, detract from the visitor experience, nor imply commercial endorsement by Goodhue County. Where on-site recognition is determined appropriate, the following examples of in-park donor recognition may be authorized at the discretion of the Park Board subject to the approval of the donor and in accordance with the donor levels established in Article IV. Other forms of on-site recognition not described in this Plan must be agreed upon by the signatories of this Plan in writing. Duration of donor recognition will be determined by the Public Works Director if not specified in Article IV.

**A. Events**

Media events, press announcements, photo opportunities, ribbon cuttings, or other recognition events, and other activities or forums in which donors are acknowledged or involved (e.g., annual meeting/convention of nonprofit organizations) may be used to provide high-profile donor recognition.

Special events at Parks & Trails must comply with Township Zoning Ordinances and Goodhue County Ordinances, and will fall into three categories:

**(1) Events wholly or partially sponsored by Goodhue County.**

Goodhue County may recognize donors and sponsors as long as corporate names are not used in a way that would imply or suggest Goodhue County Parks & Trails endorsement of a product, service, or company, or be construed as commercial solicitation or advertising. Goodhue County may, however, recognize business

sponsors by limited display of logos and name script on temporary event facilities, signs, banners, and literature at such special events. Any lettering or design identifying the sponsor shall be no larger than one-third the size of the lettering or design identifying the special event. Events will not be "named" for sponsoring business entities or individuals, as in "ABC Corporation Heritage Festival." Event sponsors may not distribute product samples or give-aways that are intended to promote their product or product lines. Goodhue County will not permit the appearance of advertising and marketing slogans and taglines. The purpose of recognition is simply to acknowledge the sponsor.

(2) Authorized Philanthropic Partner Events.

An authorized philanthropic partner, with a Parks & Trails Event Permit to hold an event at a park or trail, may recognize donors and event sponsors at the event. The forms of recognition should:

- Be described in the partner's approved annual work and/or donor recognition plans; and
- Follow the standards for recognition for sponsored events outlined above.

(3) Non-Goodhue County events allowed under a Parks & Trails Event Permit.

Temporary displays directly associated with an event may show sponsors' names, logos, or name scripts. The size, scale, scope, and location of corporate or organization logos and name script should not dominate the event facilities or area. These displays are restricted to the times and locations outlined in the permit. Distribution of coupons or vouchers for special offers or samples to park visitors is not permitted at non-Goodhue County events.

B. Interpretive and Educational Programs

When interpretive, educational, or other Parks & Trails programs or products were accomplished through philanthropy, the program leader or product may highlight how this philanthropic support played a role and recognize primary donors to the project or program.

C. Exhibits

Traditional exhibits may include donor recognition. The donor name may be represented in the standard text and font used for that level of text within the exhibit - typically a

similar size as a caption or photo credit. If the exhibit is intended to be a temporary installation (generally less than one year or the duration of the construction phase of a more permanent exhibit), the credit line within the exhibit may include the donor's logo or name script.

D. Donor Walls/Monuments

A donor wall or monument may be located at a Park or Trail where generous donors to the Park or Trail are publicly recognized in a systematic and ongoing manner. This will serve as both a tangible and visible record of philanthropic support for the Park or Trail and an expression of appreciation for such support that will likely motivate others to give. This wall/monument may include bronze, silver, and gold plaques with the donor name in accordance with the table in Article IV. Corporate name scripts, logos, or other marketing tools will not be used. Anonymity will be respected, and only those donors wishing to be recognized will be acknowledged. Donor Recognition Walls/Monuments will be designed to be complimentary to the setting and the Park or Trail's decor. It will remain in place for a term of twenty (20) years, after which the County Engineer will conduct a review to determine whether it remains appropriate to leave in place. The Donor Recognition Wall/Monument will be designated to thank all donors at or above a threshold of \$500 in cash. Goodhue County Parks & Trails holds the responsibility for maintenance of this Donor Recognition Wall/Monument.

**VII. Prohibitions**

A. Impact on Natural and Cultural Landscapes or Historic Fabric

On-site recognition will not intrude on the character of the Park or Trail by detracting from its natural and cultural landscapes or historic fabric.

B. Naming of Park Items

The naming of natural, cultural, or recreational structures, features, amenities, fixtures, and equipment will not be used to recognize donations.

C. Special Considerations

Donors will not receive special treatment or consideration under any law, regulation, or policy. This includes preferential treatment on any applications for Park & Trail Event Permits, and the prohibitions and limitations on in-Park advertising including distribution of product samples. This does not preclude donors and partners from working together on

events, programs, and special use permits related to programs and projects identified in their Partnership Agreement and Annual Work Plan.

D. Endorsement

County employees are prohibited from using or permitting the use of their position, title, or authority to endorse any service, product, or enterprise. Therefore, donor recognition cannot state or imply Park, Trail, or government employee endorsement of any business, brand, product, or service. Also, County employees may not appear in any corporate advertising. These prohibitions do not prevent the Park or Trail from acknowledging the assistance provided by a donor and how that assistance has benefited the Park or Trail. Parks & Trails staff may be photographed accepting a donation. Any distribution of those photos in print or electronic media should be reviewed by the Public Works Director (per the agreement with the donor/partner) in order to ensure that the intention is not marketing or endorsement but rather to announce the acceptance of the donation.

E. Use of the Goodhue County Logo, Goodhue County Seal, or Images of County Staff by the Donor

The use of the County Logo and County Seal is regulated by Goodhue County policy. Park staff and philanthropic partners should consult with the key official identified in their Partnership Agreement to determine if use of the logo, seal, or image of County staff is appropriate. A County staff member may be photographed accepting the donation and this photograph could be used to announce the donation or thank the donor; however, this image could not be linked to a statement of endorsement or used in connection with any marketing or advertising.

F. Recognition for Corporate Partnerships

Parks & Trails will follow the requirements pertaining to acceptance and recognition of corporate donations. Corporate donors may receive recognition on the same basis as other donors, if the recognition does not suggest official endorsement or could be perceived by the public as advertisement. Additionally, the use of name scripts or logos for corporations or organizations are prohibited except as part of a credit line (and only as part of a credit line) on printed materials, temporary signage, other temporary items, and limited forms of digital media.

**VIII. Signatures:**

---

Goodhue County Public Works Director

---

Date

---

Goodhue County Administrator

---

Date

---

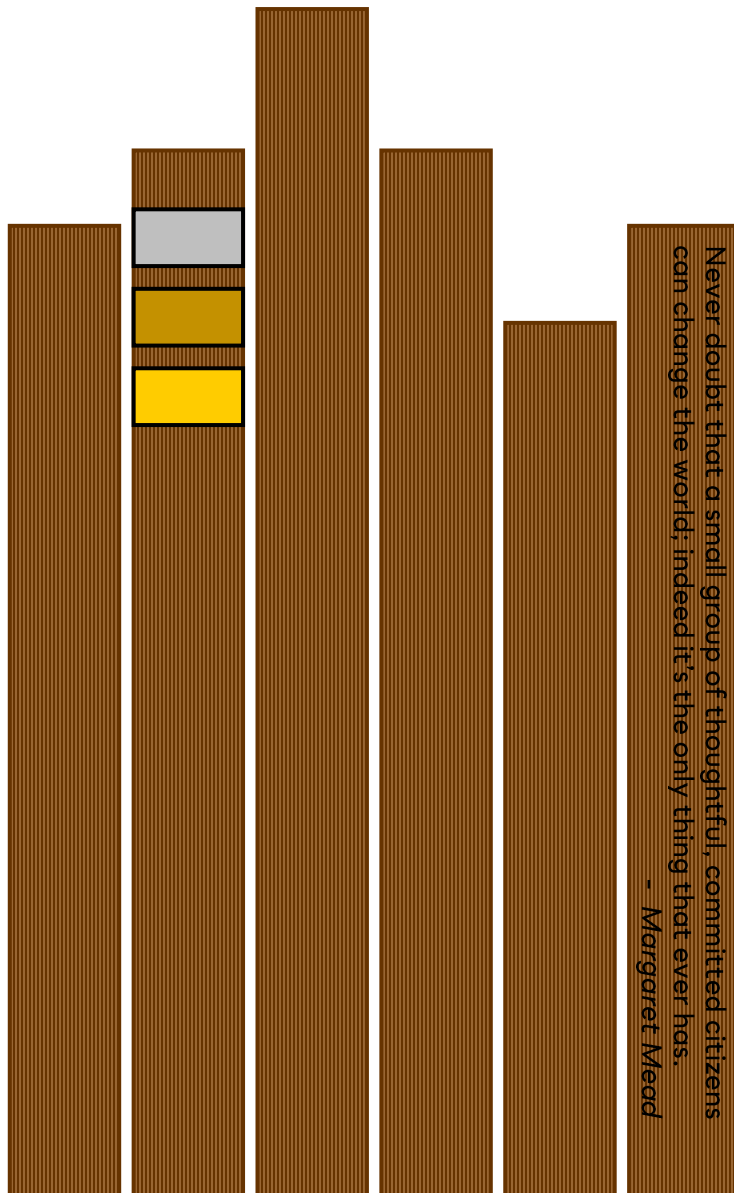
Goodhue County Board of Commissioners Chairperson

---

Date

# GOODHUE COUNTY BYLLESBY PARK

## DONOR RECOGNITION MONUMENT IDEAS



Never doubt that a small group of thoughtful, committed citizens can change the world; indeed it's the only thing that ever has.  
- *Margaret Mead*

- Cedar posts with engraved plaques
- Colors identify donation level
- Inspirational quote
- Most economical option
- Posts may need to be replaced periodically

# GOODHUE COUNTY BYLLESBY PARK

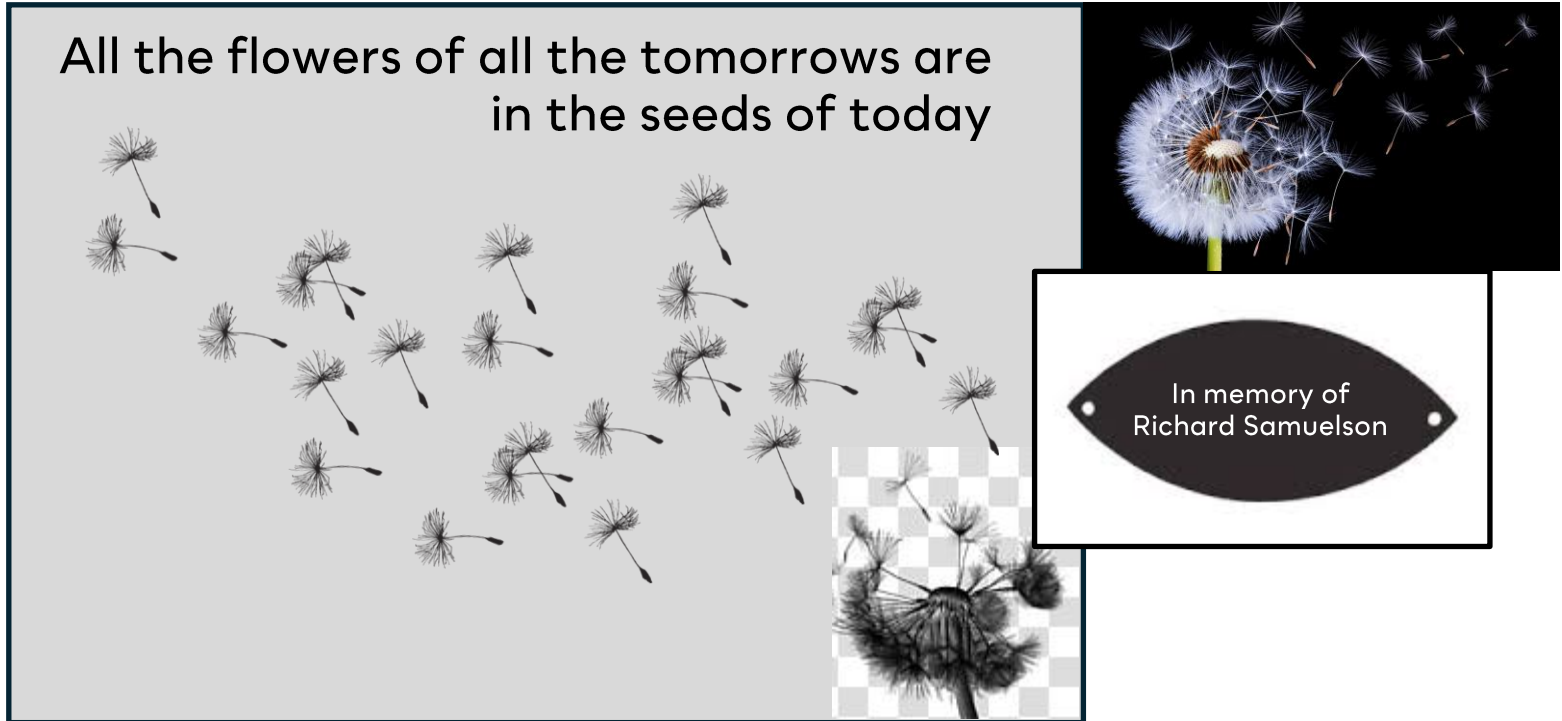
## DONOR RECOGNITION MONUMENT IDEAS



- Freestanding concrete wall
- With or without painted tree
- Leaves are engraved metal or plastic
- Color may identify donation level
- Inspirational quote

# GOODHUE COUNTY BYLLESBY PARK

## DONOR RECOGNITION MONUMENT IDEAS



- Freestanding concrete wall
- Painted dandelion tufts
- Seeds are engraved metal or plastic
- No identification of donation level
- Inspirational quote