

November 19, 2009

10-040

NAMING OF WILLAMETTE BLOCK BUILDING

PREPARED BY: Kristin Watkins, Associate Vice President, College Advancement

APPROVED BY: Dr. Preston Pulliams, District President

REPORT: Board Policy B703 (Naming of College Facilities and Programs) reserves to the Board "...sole authority to approve naming agreements for all College facilities..." While focused primarily on philanthropic naming opportunities, the policy does suggest that Board approval be received in other situations as well.

Staff recommends that the Willamette Building be named the "PCC Downtown Center" for its simplicity and overall descriptiveness of our presence.

(Note: while there are no City limitations on the naming, the existing architectural features that say "Willamette" on the building must be retained and not altered or replaced in order to comply with City historic preservation codes).

RECOMMENDATION: That the Willamette Block Building be named "PCC Downtown Center"