

**CITY OF EL PASO, TEXAS  
AGENDA ITEM  
DEPARTMENT HEAD'S SUMMARY FORM**

**DEPARTMENT:**

**AGENDA DATE:**

**PUBLIC HEARING DATE:**

**CONTACT PERSON NAME:**

**PHONE NUMBER:**

**DISTRICT(S) AFFECTED:**

**STRATEGIC GOAL:**

**SUBGOAL:**

**SUBJECT:**

**BACKGROUND / DISCUSSION:**

**COMMUNITY AND STAKEHOLDER OUTREACH:**

**PRIOR COUNCIL ACTION:**

**AMOUNT AND SOURCE OF FUNDING:**

**REPORTING OF CONTRIBUTION OR DONATION TO CITY COUNCIL:**

NAME	AMOUNT (\$)

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\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

**DEPARTMENT HEAD:** \_\_\_\_\_



(If Department Head Summary Form is initiated by Purchasing, client department should sign also)

**RESOLUTION**

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:**

That the City of El Paso adopts, as its policy for the naming of spaces at the El Paso Museum of Art, the Naming Policy attached hereto as Exhibit A.

**APPROVED** this \_\_\_\_\_ day of \_\_\_\_\_ 2025.


**CITY OF EL PASO:**

\_\_\_\_\_  
**Renard U. Johnson**  
Mayor

**ATTEST:**

\_\_\_\_\_  
**Laura D. Prine**  
City Clerk

**APPROVED AS TO FORM:**

  
\_\_\_\_\_  
**Jesus Quintanilla,**  
Assistant City Attorney

**APPROVED AS TO CONTENT:**

  
\_\_\_\_\_  
**Ben Fyffe,** Managing Director  
Quality of Life

**EXHIBIT A**

**NAMING POLICY FOR EL PASO MUSEUM OF ART**

It shall be the policy of the City of El Paso to name spaces within the El Paso Museum of Art, One Arts Festival Plaza, El Paso, Texas 79901 in accordance with this naming policy.

A space may be named for a donor provided that the donor's gift meets or exceeds the goal for that space according to the list of Endowment Opportunities and Valuation Methods set out below, meets the Giving Guidelines set out below, and provided further that the space has not been previously named.

**Endowment Opportunities**  
**Spaces Available for Naming**  
**Goal: \$7,500,000**

**UPPER LEVEL**

<i>Space:</i>	<i>Goal:</i>
1. *** <b>El Paso Energy Auditorium</b>	\$250,000***
2. *** <b>Larry Francis Board Room</b>	\$100,000***
3. *** <b>Peter and Margaret de Wetter Gallery</b>	\$250,000***
4. *** <b>Tom Lea Gallery</b>	\$1,000,000***
5. The Samuel H. Kress Collection Galleries (Title wall + 3 galleries)	\$800,000
6. The Samuel H. Kress Collection Gallery 1	\$250,000
7. The Samuel H. Kress Collection Gallery 2	\$250,000
8. The Samuel H. Kress Collection Gallery 3	\$250,000
9. *** <b>Woody and Gayle Hunt Family Gallery</b>	\$1,000,000***
10. *** <b>Dorrance and Olga Roderick Gallery</b>	\$250,000***
11. *** <b>Richard and Frances Mithoff Gallery</b>	\$250,000***
12. *** <b>Isha Rogers Sculpture Gallery</b>	\$250,000***
13. Museum Administration Offices	\$25,000

**LOWER LEVEL**

<i>Space:</i>	<i>Goal:</i>
14. *** <b>Patricia and Jonathan Rogers Grand Lobby</b>	\$500,000***
15. *** <b>Dede Rogers Special Events Gallery</b>	\$800,000***
16. *** <b>Robert Hillary Hoy III Memorial Conference Room</b>	\$75,000***
17. *** <b>Algur H. Meadows Art Library &amp; Maker Space</b>	\$204,000***
18. Museum Connect Lab	\$150,000
19. Art School (title wall)	\$500,000
20. Studio A	\$150,000
21. Studio B	\$150,000
22. Studio C	\$200,000
23. Low Sensory Room	\$50,000
24. Events Space (C2 Gallery)	\$300,000
25. *** <b>Lory and Jonny Rogers Orientation Station</b>	\$100,000***
26. *** <b>Mac Rogers Fine Arts Gallery</b>	\$100,000***
27. *** <b>Ginger Francis Seminar Room</b>	\$50,000***
28. *** <b>Judy Robison Terrace</b>	no value assigned
29. Museum Entrance Vestibule	\$50,000

## Valuation Methods

A gift shall be valued, for purposes of qualifying for an Endowment Opportunities goal, based on the valuation methods set out below.

1. Cash - Full value when received.
2. Marketable Securities - Average of high/low selling prices on date when received.
3. Closely Held Stock - Fair Market Value (FMV) of shares as determined by independent qualified appraiser or, if one is not used, by company's independent CPA.
4. Gifts of Real or Personal Property - If real property, FMV as determined by independent qualified appraiser for charitable deduction purposes. If personal property other than shares of closely held stock, FMV as determined by independent qualified appraiser for charitable deduction purposes or, if one is not used, by company's independent CPA.
5. Charitable Remainder Trusts and Pooled Income Funds - Discounted present value as permitted by the IRS.
6. Charitable Gifts Annuities - Value as permitted by the IRS (generally being face value minus discounted present value of remainder).
7. Remainder Interest in Personal Residences - Discounted present value of remainder as permitted by the IRS as a deduction by the donor.
8. Charitable Lead Trusts - (I.e., Immediate gifts in trust) at discounted present value as permitted by the IRS.
9. Wholly Charitable Trusts - FMV of those assets that are going for the benefit of the Museum, at discounted present value as permitted by the IRS.
10. Testamentary Pledge Commitments - No value.
11. Life Insurance - Museum must be owner and irrevocable beneficiary.
  - a. Paid-Up Policies - Cash surrender value.
  - b. Policies Not Fully Paid-Up - New or existing, valued only at existing cash surrender value.

Example: A proposed gift of a fully paid up policy having a face value of \$500,000 with the Museum being the owner and also being the irrevocable

beneficiary and with a present cash value of \$100,000 would be valued as a gift worth \$100,000.

Any type of gift not addressed by this schedule shall be subject to consideration and subsequent approval by City Council prior to a space being named for the donor.

### **Giving & Guidelines**

Each gift shall be owned and possessed by the City or if applicable, a sponsoring foundation, trust or similar entity holding the gift in trust for the benefit of the Art Museum. Each gift, the proceeds therefrom, and the income and the principal balance from time to time on hand, shall be and remain payable solely for the benefit of the El Paso Museum of Art. When collected, the proceeds of each gift shall be deposited in a segregated account which shall be identified in the donor's name for the benefit of the El Paso Museum of Art.

No name shall be put upon any space which would cause the City of El Paso to be viewed unfavorably, the determination of which shall be in the judgment of the Museum and Cultural Affairs Director but may be vetoed by the City Manager.

The Art Museum Director may negotiate with potential interested donors in good faith for an amount that does not grossly deviate from the listed goal amount.

Upon receipt of the gift and confirmation that the gift conforms to this policy and that the gift and donor are acceptable to the City, the City Council shall vote on granting authority to the City Manager to enter into a written agreement with the donor and if applicable, any sponsoring foundation, trust or similar entity, memorializing the matters set out herein. Upon execution of such agreement or any additional related document by all parties, the City shall cause the particular space to be named and identified by the donor's name.

All references to a named space shall thereafter refer to it by the said name. Reasonable modifications and renovations, including expansions and contractions, may be made to any space from time to time.