

CLEVELAND PUBLIC LIBRARY

Board Meeting

June 18, 2020

RESOLUTION ADOPTING POLICY ON PROMOTIONAL ITEMS, AWARDS, GIFT CARDS AND PRIZES FOR DISTRIBUTION TO PATRONS

WHEREAS, One of the Cleveland Public Library’s missions is to engage and educate the community through its programs and events; and

WHEREAS, The Library would like to sometimes expend public funds to support this goal by giving away promotional items, awards, gift cards and prizes to patrons to encourage participation in the various Library programs and events; and

WHEREAS, The use of Library funds for the promotion of programs and events requires that the expenditures that the Library makes on such items be for a “proper public purpose”; and

WHEREAS, In order to standardize the procedures and rules for the expenditure of public funds on promotional items, awards, gift cards and prizes for the Library’s programs and events, and to address legal and practical concerns arising from giving away such items to patrons, the Library Administration has crafted a Policy on Promotional Items, Awards, Gift Cards and Prizes for consideration by the Board of Library Trustees, which is attached as an exhibit to this Resolution; now therefore be it

RESOLVED, That the Board of Trustees of the Cleveland Public Library hereby adopts the Policy on Promotional items, Awards, Gift Cards and Prizes, as attached, to be effective June 19, 2020 and declares such expenditures as permitted in the attached Policy to be a proper public purpose and authorizes the Library’s Fiscal Officer to expend moneys in accordance with the Policy.

POLICY ON PROMOTIONAL ITEMS, AWARDS, GIFT CARDS, AND PRIZES

Purpose

Cleveland Public Library's mission includes engaging and educating the community through its programs and events. To support this goal, the Library would like to sometimes expend public funds by giving away promotional items, awards, gift cards, and prizes. Using public funds for the promotion of Library programs requires that the expenditures made by the Library be for a "proper public purpose." This policy declares that the purchase of and expenditure of funds for promotional items, awards, gift cards, or prizes for Library programs and events is a proper public purpose, and establishes the guidelines for the types, use, approval, and limitations on amount of the promotional items, awards, gift cards, and prizes.

Types

Gift cards, which include gift certificates, are "cash like instruments" used to purchase items from a specific business entity.

Promotional items may be, but are not limited to, such items as, t-shirts, sweatshirts, caps, backpacks, and books, but for purposes of this policy, are not intended to include items of nominal value.

Awards and prizes are items of significant value including, but not limited to, such items as tablets, e-readers, and headphones.

Use

Promotional items, awards, gift cards, or prizes may be given away to patrons as part of Library programming when properly authorized.

Approval

The purchase of promotional items, awards, gift cards, or prizes must be approved in advance by the Chief Financial Officer ("CFO") or the CFO's designee in conjunction Library programs, and must be approved by the Board of Library Trustees when the purchase exceeds \$25,000.

Limitations on Amount

Individual gift cards may not exceed \$500 in value unless approved by the CFO.

Acquisition, Safeguarding, and Documentation

The Executive Leadership Team will develop and implement the procedures regarding the acquisition, safeguarding, and documentation of the promotional items, awards, gift cards, and prizes that are given to patrons that participate in Library programming or events.