

MAR 17 2009

## SENATE RESOLUTION

REQUESTING THE UNIVERSITY OF HAWAII BOARD OF REGENTS TO DEVELOP  
POLICIES AND PROCEDURES TO AUCTION THE NAMING RIGHTS FOR  
BUILDINGS AND FACILITIES ON THE UNIVERSITY OF HAWAII - WEST  
OAHU CAMPUS.

1 WHEREAS, in these difficult times when the economy is  
2 dwindling and the state budget is shrinking, state agencies need  
3 to look into even unconventional means to raise needed funding;  
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6 WHEREAS, the new University of Hawaii - West Oahu campus in  
7 Kapolei is scheduled to open in 2011; and

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9 WHEREAS, the buildings and facilities of the University of  
10 Hawaii - West Oahu campus are not yet built; and

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12 WHEREAS, the University of Hawaii - West Oahu campus needs  
13 additional funds; and

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15 WHEREAS, the University of Hawaii - West Oahu campus needs  
16 to attract stellar faculty; and

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18 WHEREAS, in the past, the University of Hawaii Board of  
19 Regents has made exceptions to its policy on naming campus  
20 improvements; now, therefore,

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22 BE IT RESOLVED by the Senate of the Twenty-fifth  
23 Legislature of the State of Hawaii, Regular Session of 2009,  
24 that the University of Hawaii Board of Regents is requested to  
25 develop policies and procedures to auction the naming rights for  
26 buildings and facilities on the University of Hawaii - West Oahu  
27 campus; and

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29 BE IT FURTHER RESOLVED that in developing policies and  
30 procedures to auction the naming rights for buildings and  
31 facilities on the University of Hawaii - West Oahu campus, the  
32 Board of Regents is requested to:  
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- (1) Limit naming rights to two ten-year terms or one twenty-year term, starting with the opening of the University of Hawaii - West Oahu campus;
- (2) Limit naming rights to the names of deceased persons and historical figures of good repute;
- (3) Establish a reasonable reserve or minimum price for the auctioning of naming rights;
- (4) Convene a screening committee, including the Chancellor of the University of Hawaii - West Oahu, to review and make recommendations regarding the names submitted for approval to the Board of Regents;
- (5) Restrict the proceeds from the auctioning of naming rights to be used for capital improvements, equipment, and programs of the University of Hawaii - West Oahu campus; and
- (6) Upon conclusion of the twenty-year limit, the Board of Regents may choose to re-auction the naming rights for named buildings and facilities on the University of Hawaii - West Oahu campus or rename the buildings and facilities in recognition of individuals who have made significant contributions to the University of Hawaii - West Oahu campus; and

BE IT FURTHER RESOLVED that the University of Hawaii Board of Regents is requested to submit a report of its findings and recommendations regarding development of policies and procedures to auction the naming rights for buildings and facilities on the University of Hawaii - West Oahu campus, to the Legislature no later than twenty days prior to the convening of the Regular Session of 2010; and

BE IT FURTHER RESOLVED that certified copies of this Resolution be transmitted to the Chair of the University of Hawaii Board of Regents, President of the



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1 University of Hawaii System, and Chancellor of the University of  
2 Hawaii - West Oahu campus.  
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