

MAR 17 2009

SENATE CONCURRENT 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;
4 and

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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, the
24 House of Representatives concurring, that the University of
25 Hawaii Board of Regents is requested to develop policies and
26 procedures to auction the naming rights for buildings and
27 facilities on the University of Hawaii - West Oahu 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



1 facilities on the University of Hawaii - West Oahu campus, the
2 Board of Regents is requested to:

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- 4 (1) Limit naming rights to two ten-year terms or one
5 twenty-year term, starting with the opening of the
6 University of Hawaii - West Oahu campus;
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- 8 (2) Limit naming rights to the names of deceased persons
9 and historical figures of good repute;
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- 11 (3) Establish a reasonable reserve or minimum price for
12 the auctioning of naming rights;
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- 14 (4) Convene a screening committee, including the
15 Chancellor of the University of Hawaii - West Oahu, to
16 review and make recommendations regarding the names
17 submitted for approval to the Board of Regents;
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- 19 (5) Restrict the proceeds from the auctioning of naming
20 rights to be used for capital improvements, equipment,
21 and programs of the University of Hawaii - West Oahu
22 campus; and
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- 24 (6) Upon conclusion of the twenty-year limit, the Board of
25 Regents may choose to re-auction the naming rights for
26 named buildings and facilities on the University of
27 Hawaii - West Oahu campus or rename the buildings and
28 facilities in recognition of individuals who have made
29 significant contributions to the University of Hawaii
30 - West Oahu campus; and
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32 BE IT FURTHER RESOLVED that the University of Hawaii Board
33 of Regents is requested to submit a report of its findings and
34 recommendations regarding development of policies and procedures
35 to auction the naming rights for buildings and facilities on the
36 University of Hawaii - West Oahu campus, to the Legislature no
37 later than twenty days prior to the convening of the Regular
38 Session of 2010; and
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40 BE IT FURTHER RESOLVED that certified copies of this
41 Concurrent Resolution be transmitted to the Chair of the
42 University of Hawaii Board of Regents, President of the
43



S.C.R. NO. 79

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

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