

August 20, 2012

TO: Santa Monica Mountains Conservancy Board

From: Ernest M. Scheuer

Subject: Input concerning a naming policy

Attachment: As noted below

Background

At the Board's May 21, 2012 meeting I presented a proposal that the SMMC name a trailhead in honor and memory of Howard Kayton. Mr. Yeramian had previously distributed a written form of my proposal to you. (For completeness, it is attached hereto.)

When I completed my presentation, the Board's Chairperson, Ms Cheadle, said that consideration of my proposal first required a new policy to be developed.

I learned from Mr. Edmiston that this matter will be on the Board's September 24, 2012 meeting. It wasn't clear if by then that a committee will have been formed to consider the policy and will make its recommendations on that date or if a committee will only then be appointed.

In any event, I want to present my input on the matter of a naming policy for the SMMC.

Who should be considered to have a feature within SMMC territory named in their honor/memory?

I suggest that anyone who has made a *significant* contribution to furthering the Mission of the SMMC should be eligible for such consideration. As you know, the SMMC's Mission is ...

Through direct action, alliances, partnerships, and joint powers authorities, the Conservancy's mission is to strategically buy back, preserve, protect, restore, and enhance treasured pieces of Southern California to form an interlinking system of urban, rural and river parks, open space, trails, and wildlife habitats that are easily accessible to the general public.

But my suggestion is nothing new. I asked, and answered, in the attached proposal from May 21, whether naming a trailhead for Howard Kayton established a precedent within the Conservancy.

• Does the proposed trailhead-naming establish a precedent within the Conservancy?

Not at all. The Conservancy has honored many individuals who have advanced its Mission, for example, Michael Antonovich Open Space, Marvin Braude Mulholland Gateway Park, Jerome Daniel Overlook, Ed Davis Park, Summit Valley Ed Edelman Park, Lois Ewen Overlook, Alisa B. Katz Overlook, Sara Wan Trailhead.

Howard Kayton's contributions to the Conservancy's Mission are of a different nature than those of the aforementioned persons, but nevertheless of high importance. It is directly in line with the Conservancy's raison d'etre that it acknowledge the efforts of persons, like Howard, who actively promote the enjoyment of the Santa Monica Mountains by members of the public. Naming a trailhead in Howard Kayton's memory would establish a lofty standard that others would have to meet to be similarly honored.

So while I think that the SMMC already has a naming policy in force, I, of course, defer to the Board as to how to proceed in this matter.

I will gladly make myself available to the Board and any of its committees to discuss this topic further.

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