

Ice Age Park and Trail Foundation, Inc.

Policy: Trail Segment Names

Approved: Board of Directors

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Related Policies:

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1.0 Background and Purpose

The Ice Age Park and Trail Foundation (Foundation) is a nonprofit organization whose mission is to create, support and protect a thousand-mile footpath, known as the Ice Age National Scenic Trail. For a variety of reasons related to local conditions, state parks, National Park Service certification applications, or other reasons, small portions of the Trail are broken into “segments” that are often named. Several years ago Foundation staff adopted an informal policy not to name segments after people or businesses in order to maintain the nature-based integrity of the Trail. Given on-going questions about whether a segment can be named in return for a monetary donation, this policy shall be formalized to provide clear guidance and consistency.

2.0 Authority for this Policy

Authority for this policy is not absolute across the entire thousand-mile Ice Age Trail but is based on four principles, each providing limited reach. First, the Foundation’s trademark on the name “Ice Age Trail” gives the organization a limited degree of control over the context in which the words *Ice Age Trail* might be used, for example, the “xyz segment of the Ice Age Trail”. Second, on lands that are controlled by the Foundation, either by easement or fee title ownership, the Foundation has clear authority to name – or not to name -- segments of the Trail, as well as other features on these properties, as it sees fit. Third, since it is Foundation volunteers who generally maintain and sign the Trail, this policy will clarify the official policy of the organization for volunteers. Fourth, most maps and guidebooks about the Trail are published by the Foundation, thus allowing the organization to use language that is consistent with approved Foundation policy.

3.0 Prohibited Segment Names

3.1 Segments of the Ice Age Trail will not be named for people, for-profit businesses or other like entities.

3.2 No two segments along the Ice Age Trail shall have the same name.

4.0 Allowable Segment Names

Trail segments may be named after natural features located along the segment. Obvious segment names are where the Trail follows a single natural feature for most of the length of the segment, such as a river, as in the case of the *Mecan River Segment*.

5.0 Exclusions

5.1 This policy does not affect segment names that are taken from existing places along the Trail, such as Loew Lake or Iola, which have a person as the origin for the name. In these two examples, the segment name is only indirectly based on a person, and therefore neither would be in opposition to this policy.

5.2 This policy does not affect the names of properties, preserves, parks, events, WebPages or other non-Trail segment proper nouns that are used by the Foundation.

6.0 Other Provisions

6.1 Trail segment names are to change only at road crossings of the Trail, preferably where there is trailhead parking. Not all road crossings of the Trail require a change in the name of the Trail segment.

6.2 Segment names may be applied to Trail segments that are usually at least five (5) miles in length but not more than ten (10) miles in length, except in cases where a new off-road Trail segment will be less than five (5) miles in length until additional lands can be secured and the Trail segment extended.

6.3 As the Ice Age Trail evolves toward completion, and off-road segments of the Trail are extended to pass through new areas, it may be necessary from time to time to re-name Trail segments. Segments will be renamed according to this policy.