

Staff Report 2023-0024

Meeting Date: May 9, 2023

Subject: Proposed Facility and Park Assets Naming Policy

Submitted By: Deidre Richards, Specialist Community Development, Community Services

RECOMMENDATION

That the Town's Naming of Facilities and Property Policy be repealed and replaced with the proposed Facility and Park Assets Naming Policy, attached as Schedule A to Staff Report 2023-0024.

REPORT HIGHLIGHTS

- In January 2003, Council approved the current, Naming of Facilities and Property Policy which primarily speaks to Town facilities and does not include Parks, nor the necessary naming criteria and selection process
- The proposed update to the Facility and Park Assets Naming Policy (Schedule A) captures the diversity of facility and park assets; establishes consistency in the criteria used for naming; and formalizes the selection process for greater continuity
- The proposed Facility and Park Assets Naming Policy demonstrates a commitment to ensuring the naming of Town facility and park assets is approach in an open and transparent manner
- Any member of Council, Staff, non-profit organization, community partner or the public may propose an asset name which is then presented to Council for approval
- Naming proposals will be managed through the Facility and Park Assets Naming Procedure

DISCUSSION

The Town of Caledon acknowledges the significance and importance of naming facility and park assets. These assets contribute to civic pride, in their reflection of the location, geography and community in which they reside. The purpose of this report is to bring forward a new Facility and Park Assets Naming Policy, that captures the diversity of these assets; establishes consistency in the criteria used for naming; and formalizes the selection process for greater continuity.

Naming, renaming or dedication of a Town asset is an meaningful way to recognize Caledon's history and unique ecology.

In January 2003, Council approved the Naming of Facilities and Property Policy. This policy primarily speaks to Town facilities. Staff propose it be repealed for varying reasons, including the exclusion of park assets, the criteria is outdated and requires refinement, and a comprehensive selection process is required with an accompanying procedure.

The proposed Facility and Park Assets Naming Policy attached as Schedule A to this report demonstrates a commitment to ensuring the naming of Town facilities and park



assets is considered in an open and transparent manner. The Policy will be managed by staff through a Facility and Park Assets Naming Procedure.

Assets covered under this policy include all Town facilities and parks that are owned, leased, licensed, or occupied/operated by the Town. Including, but not limited to, community centres, administration buildings, operation yards, fire halls, rooms and amenities, open spaces, parkland, and park features.

Any member of Council, Staff, non-profit organization, community partner or the public may propose an asset name. The duration of an asset's name is determined by the Town. Preference is given to names that have a strong connection to the geography, history, indigenous and social significance to the asset location. Naming recommendations are presented by staff to Council for consideration and approval.

Names to commemorate an individual; perceived as discriminatory; are a duplication; result in inappropriate abbreviations; or viewed as advantageous for business related initiatives (excepting those attributed to sponsorship or naming rights) will not be put forward for Council's consideration.

Naming proposals will be managed as outlined in the Facility and Park Assets Naming Procedure, including online submissions, staff responsibilities, background and consultation, heritage assets, naming preferences, selection process, renaming and dedication criteria.

The naming of assets in return for sponsorship will be considered as per the Corporate Partnership Policy. Naming in memorial of a person who has passed, will be considered as per the Memorial Program. These policies and other Town related naming policies will be captured in an all-encompassing corporate naming policy to be presented to Council later this year.

FINANCIAL IMPLICATIONS

There are no additional financial and resource implications anticipated with this policy update. Financial contributions for naming rights will be managed through the Partnerships Policy.

COUNCIL WORK PLAN

Good Governance: Implement and clearly communicate to the community approaches to asset management.

ATTACHMENTS

Schedule A: Proposed Facility and Park Assets Naming Policy