



Report to: General Committee

Date Report Authoured: November 1, 2016

SUBJECT: Naming of Community Centre and Library in South East Markham
PREPARED BY: Mary Creighton, Director of Recreation Services ext. 7515

RECOMMENDATION:

- 1) That the report "Naming of the new Community Centre and Library in South East Markham" be received; and
- 2) That Council consider one of the following names:
 - a) Middlefield Mosaic Community Centre and Library
 - b) Markham Mosaic Community Centre and Library
 - c) Middlefield Community Centre and Library
 - d) Markham South East Community Centre and Library
 - e) Aanin Community Centre and Library
- 3) That staff be directed to seek input from the Community on the options recommended by General Committee;
- 4) That staff report back to the December 12, 2016 General Committee with public input;
- 5) And that Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

The purpose of this report is to present to Council names for the Community Centre and Library in South East Markham as outlined in the Facility and Park Naming Policy (Attachment A) which was approved by Council in 2012. The process for naming a facility is based on input from the community.

BACKGROUND:

The new Community Centre and Library in South East Markham is projected to open in late 2016. Prior to opening it is necessary to officially name the facility in order to provide signage direction to our contractor well in advance of opening. As outlined in the Facility and Park Naming Policy Staff have solicited input from the community over a period of three years.

OPTIONS/ DISCUSSION:

Naming Process

The naming process began during the community consultation process conducted in the South East area of the City. Staff incorporated naming opportunities into the community consultations held to get direct input into the design/function of the community centre and library. As per the Facility and Park Naming Policy, outreach to the community and key stakeholders including existing rate payers groups, is required to be undertaken by staff. In this case where the facility being named includes a library, the Markham Library Board is involved.

As outlined in the Facility and Park Naming Policy staff are to undertake due diligence on all of the submissions and report with recommendations to General Committee following discussions with the Mayor and the local Councillor. Following General Committee deliberations on the report the recommendation will be communicated to the public and further feedback will be sought.

Community Input Process

Input to name the facility was sought during the community consultation meetings on the function and design of the centre; there were seven (7) meetings between July 13, 2011 and November 30, 2011. In total there were approximately 200 community members who attended. In addition, outreach to the schools in the area resulted in feedback in the form of school projects, essays and artist renderings.

The following outreach activities occurred:

- 1) Advertisements were placed on the City Page in November 2012(attachment B), and a second round in December 2013.
- 2) The information was also posted on the website to seek feedback and suggestions from the community. (ongoing until 2016)
- 3) Information posters were on display at all community centre's and libraries November 2012 – April 2013 (attachment C). Email communications to rate payers associations.
- 4) A postcard was developed and distributed in December 2013 to the local elementary schools to be sent home with each child (attachment D).
- 5) E version of the postcard, which was distributed, to the database of residents that had been collected through the engagement process on development of the facility and its features.

Submission requirements:

Respondents were requested to provide the following information with their suggested name.

1. Suggested name
2. Reason for suggested name
3. Civic/historical/geographical/Cultural qualities
4. If named after a person:
 - a. Biography including biography including description of their contribution to Markham
 - b. Explanation of why this facility would be appropriate

All submissions were directed to an email address, naming@mmarkham.ca, or via Canada Post or direct delivery to the Commissioner of Community & Fire Services.

Submissions

After numerous outreach activities discussed above over the past several years a total of 22 submissions were received.

Overall, of the 22 submissions, there were 14 different names, or variations of names put forward.

A majority of the suggested names included a reference to the area/street location by incorporating Middlefield in the name. The two most popular were: Middlefield Mosaic Community Centre and Library and Markham Mosaic Community Centre and Library. Other names suggested were: Middlefield Community Centre and Library and Markham South East Community Centre and Library.

A staff team was formed to review all the submissions and to evaluate against selection criteria with the goal to bring forward a recommendation to General committee for approval. The staff team consisted of:

Brenda Librecz, Commissioner Community and Fire Services
Mary Creighton, Director of Recreation Services

Catherine Biss, CEO, Markham Library
Deborah Walker, Director Library Strategy
Lori Wells, Community Recreation Manager, Recreation Services
Support from Heritage Services and MPL to provide historical information about the area.

Selection Criteria

As outlined in the policy preference will be given to names that:

- have a **direct relationship with the facility**;
- reflect the **location** of the facility;
- recognize the **historical and cultural significance** of the area;
- reflect **unique characteristics** of the site;
- are in keeping with a **specific theme** of the facility;
- recognize the **contributions of organizations** to a particular facility – such as, partnership with or without financial contributions;
- honor, the significant **contribution of an individual** to the community and;
- **Other selection criteria** as deemed appropriate by Markham Council.

The staff team met several times to review the submissions against the selection criteria, and to seek further input by undertaking other outreach activities.

Recommended Name(s)

The staff team, based on the selection criteria, is recommending consideration of the following names:

- 1) Middlefield Mosaic Community Centre and Library
- 2) Markham Mosaic Community Centre and Library
- 3) Middlefield Community Centre and Library
- 4) Markham South East Community Centre and Library
- 5) Aanin Community Centre and Library

In recognition of Canada celebrating its 150th birthday in 2017, which will be the year the centre will open, there was an additional suggestion for consideration that came internally during the review process. Aanin which means “hello/welcome” in Ojibway, celebrates Aboriginal people who first inhabit the lands now known as Markham. Aanin is pronounced as “ah-nee”. Staff have tested the word among other languages and have not found any translation concerns. Using an aboriginal name would align with the City’s relationship with Fort Hope (Eabametoong).

Rationale for Recommendation

The staff team provides the following rationale to support the recommended name(s):

- Meets the Selection Criteria as per the Facility and Park Naming Policy
- Aligns with the approach used for other Community Centre and Libraries i.e. Cornell, Angus Glen, Thornhill, and Milliken Mills.
- Will be supported by the community – high community acceptance

Middlefield Mosaic Community Centre and Library

Selection Criteria	
Direct relationship with the facility	Yes
Reflects location	Yes
Historical or cultural significant	No
Unique characteristic	Yes
Specific theme	Yes
Organization contribution	No
Individual contribution	No
Community Consensus	Yes (submitted name)

Markham Mosaic Community Centre and Library

Selection Criteria	
Direct relationship with the facility	Yes
Reflects location	Yes
Historical or cultural significant	No
Unique characteristic	Yes
Specific theme	Yes
Organization contribution	No
Individual contribution	No
Community Consensus	Yes (submitted name)

Middlefield Community Centre and Library

Selection Criteria	
Direct relationship with the facility	Yes
Reflects location	Yes
Historical or cultural significant	No
Unique characteristic	No
Specific theme	No
Organization contribution	No
Individual contribution	No
Community Consensus	Yes (submitted name)

South East Community Centre and Library

Selection Criteria	
Direct relationship with the facility	Yes
Reflects location	Yes
Historical or cultural significant	No
Unique characteristic	No
Specific theme	No
Organization contribution	No
Individual contribution	No
Community Consensus	Yes (submitted name)

Aanin Community Centre and Library

Selection Criteria	
Direct relationship with the facility	No
Reflects location	Yes
Historical or cultural significant	Yes
Unique characteristic	Yes
Specific theme	Yes
Organization contribution	No
Individual contribution	No
Community Consensus	No

Next Steps

As per the Facility and Park Naming Policy the community will have until December 1, 2016 to provide feedback on the proposed names, Staff will prepare a final report to General Committee outlining any comments received. Council will ratify the name for the facility at Council on December 13, 2016 following the December 12, 2016 General Committee meeting.

Following Council resolution a letter indicating the recommendation will be provided to all those whom submitted names and thanking them for their submission. As well a follow up email will be forwarded to the rate payer groups and posted on the website.

FINANCIAL CONSIDERATIONS AND TEMPLATE: (external link)

Not applicable.

HUMAN RESOURCES CONSIDERATIONS


Not applicable


ALIGNMENT WITH STRATEGIC PRIORITIES:

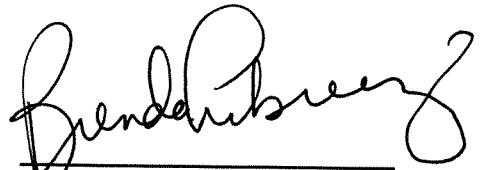
Not applicable.

BUSINESS UNITS CONSULTED AND AFFECTED:

Recreation, Library, Library Board and Planning

RECOMMENDED**BY:**

Mary Creighton
Director, Recreation Services

Catherine Biss
CEO, Markham Library

Brenda Librecz
Commissioner, Community and Fire
Services


ATTACHMENTS:

Attachment A - Naming Policy

Attachment B - City Page, November 2012

Attachment C - City Page, December 2013

Attachment D - Postcard

	Facility & Park Naming	
	Policy Category: <i>(Follow corporate standard to be developed)</i>	
	Policy No.: 2012-CFS-01	Implementing Procedure No.:
Approving Authority: <i>Markham Council</i>		Effective Date: <i>2012/03/20</i>
Approved or Last Reviewed Date: <i>2012/02/06</i>		Next Review Year: <i>2017</i>
Area(s) this policy applies to: <i>Town Wide</i>		Owner Department: <i>Community & Fire Services Commission</i>
Related Policy(ies):		

Note: Questions about this policy should be directed to the Owner Department.

1. Purpose Statement

This policy establishes the process and criteria for naming, renaming, or dedicating properties or facilities, including methods by which the public may provide suggestions and comments. This policy does not deal with sponsorship of facilities.

2. Applicability and Scope Statement

For the purposes of this policy, "facility" refers to all Markham municipally owned Town property and facilities including:

- parkland and open space;
- community centres, arenas, and other specialty buildings and rooms;
- multi-use trails;
- indoor and outdoor recreation fields;
- cultural venues;
- libraries;
- fire stations;
- community gardens;
- storm water management ponds; and
- other significant features of the property.

Facilities that are not included are:

- valley lands;
- works yards; and
- other properties owned by Markham that do not allow for use by the community.

3. Background

N/A

4. Definitions

N/A

5. Policy Statements *(Detail the specific regulations, requirements, or modifications to organizational behaviour to be addressed by this policy)*

Markham “facilities” are named or dedicated by Council, based on specific criteria and in consideration of any public comment. The naming of a park and/or facility must respect the community where it is located and be a name that is sustainable as communities grow and change.

NAMING A NEW FACILITY

Proposed Names

Anyone may propose a name for a “facility”. Written submissions should be forwarded to the Commissioner of Community & Fire Services with the following information:

- Name suggested
- Rationale
- Civic/Historical/geographic/cultural aspects
- If named for after an individual – biography of individual including description of contribution to Markham and explanation of why this facility would be appropriate.

Selection Criteria

All suggested names will be considered, unless the name duplicates another existing name, or will cause confusion due to similarity to another existing name, or is meaningful only to a limited number of people.

Preference is given to names which:

- have a direct relationship with the facility;
- reflect the location of the facility;
- recognize the historical and cultural significance of the area;
- reflect unique characteristics of the site;
- are in keeping with a specific theme;
- recognize the contributions of organizations to a particular facility such as partnership with or without financial contributions;
- honour, the significant contribution of an individual to the community;
- other selection criteria as deemed appropriate by Markham Council.

Suggestions for names in honour of individuals must be accompanied by a written biography of the individual, including a description of the individual’s contribution to Markham or the facility, and an explanation of why the honour should be given. This will be kept on file and reviewed as opportunities arise.

Note: * It is recommended that if a facility is being named to honour the significant contribution of an individual to the community that this be done posthumously. Any member of Council may direct staff to investigate the appropriateness of naming a facility in honour of a living individual. Based on staff’s recommendation, Council may waive the requirement that recognition of an individual be posthumous. However, a facility may not be named in honour of an elected official, unless the official has

retired from public service.

Naming Process

The Naming Process will begin during the consultation process for a facility or amenity. The intent is to have the facility named prior to construction completion through the following process.

1. Staff will seek and receive input and written submissions from the community. Submissions to be directed to Commissioner of Community and Fire Services as the policy and process monitor.
2. All submissions will be evaluated as follows:
 - a) Contact those who submitted names if more information is required.
 - b) Research heritage / historical/community relevance.
 - c) Confirm historic relevancy with Town Historian and/or Heritage Staff.
 - d) Use Selection Criteria to review each name submitted.
 - e) Reviewed by internal staff team based on the nature of the project.
3. If no submissions are received, staff will initiate and search using the Naming Checklist and confer with Mayor and Members of Council.
4. Staff will receive and review all names submitted by the community, and after consultation with the respective ward councillor and the Mayor, recommends to General Committee one name and up to two alternates.
5. General Committee will receive recommendations and allow one month to receive public comment. The committee may require that staff and/or the local councillor solicit public comment through appropriate media or a public meeting.
6. At the General Committee meeting scheduled to ratify the name, staff will provide a summary of any public comment. General Committee considers both the staff recommendation, and the public comment, and either approves one of the names, or proposes an alternate.
7. When a name has been finalized through Council approval, then it is referred to appropriate staff to implement communication and signage.

RE-NAMING A FACILITY

Generally, changing the name of an existing facility will not be considered. Renaming will only proceed if Council authorizes the commencement of a renaming process as outline below. When a request to rename is received, staff will proceed to evaluate the request only when Council approval granted through Notice of Motion or a report.



Facility and Park Naming

Policy No.:2012-CFS-01

Implementing Procedure No.:

Re-naming Process

If it is deemed appropriate to change the name of the facility, a name will be selected using the following process.

1. The Town notifies all residents and ratepayer associations within service area of the facility of the proposed name change.
2. Community will have 30 days to comment on the proposed name change.
3. The Commissioner of Community & Fire Services will receive all comments/submission provided by the community, and after consultation with the Mayor and respective ward councillor and the Mayor, makes a recommendation to General Committee.
4. The General Committee may accept the recommended name, or may refer to the community for further comment through appropriate media or a public meeting.

NAMING/DEDICATION PLAQUES AND CEREMONIES

When a facility is named after an individual or dedicated to an individual, a plaque describing the significance of the individual will be installed at the facility. A ceremony will be held to unveil the plaque.

SPONSORSHIPS

Where an opportunity arises, or an interest is expressed in naming a specific room, facility, garden or park after an organization whereby and that organization wishes to pay for the naming honour, the Corporate Sponsorship Policy will be followed.

6. Roles and Responsibilities

Community:

- Provide written submissions that provide the information required as outlined in the policy.

Council:

- Final approval for all naming covered under this policy.
- Outreach to community for input into process.

Internal Staff Team:

- Established based on area of responsibility and type of naming.
- Unique to each naming but will proactively reach out to community for input.

Commissioner of Community and Fire Services:

- Policy and Process Monitor.
- Ensures policy followed and communicates to Council on application of policy.

THE COMMUNITY CENTRE & LIBRARY IN SOUTH EAST MARKHAM *NEEDS A NAME*

The new 121,000-square-foot community centre and library, and adjacent park will be located on 13.6 acres of land at the southeast corner of 14th Ave. and Middlefield Rd.

As outlined in the Facility and Park Naming policy*, you have the opportunity to provide input to the name of this new facility.

Submission requirements:

1. Suggested name
2. Reasons for suggesting the name
3. Civic/historical/geographic/cultural qualities
4. If named after a person-
 - a. Biography including description of their contribution to Markham
 - b. Explanation of why this facility would be appropriate

Submission deadline: January 18, 2013

Submit in writing:

- 1) Complete the form on this Major City Project's page at www.markham.ca
- 2) Email: naming@markham.ca
- 3) Regular mail: Commissioner of Community & Fire Services, Markham Civic Centre, 101 Town Centre Blvd., Markham, ON L3R 9W3



**Read the Facility and Park Naming policy on our website.*

NEW COMMUNITY CENTRE & LIBRARY IN SOUTH EAST MARKHAM NEEDS A NAME

The community centre and library will be located at 14th Ave. and Middlefield Rd. As outlined in our Facility and Park Naming Policy, you can provide input to help name this new facility.

Official Submission Requirements:

- 1. Suggested name**
- 2. Reasons for suggesting name**
- 3. Civic/historical/geographic/cultural qualities**
- 4. If named after a person, include:**
 - a. Biography (including their contribution to Markham)**
 - b. Explanation of why this facility would be appropriate**

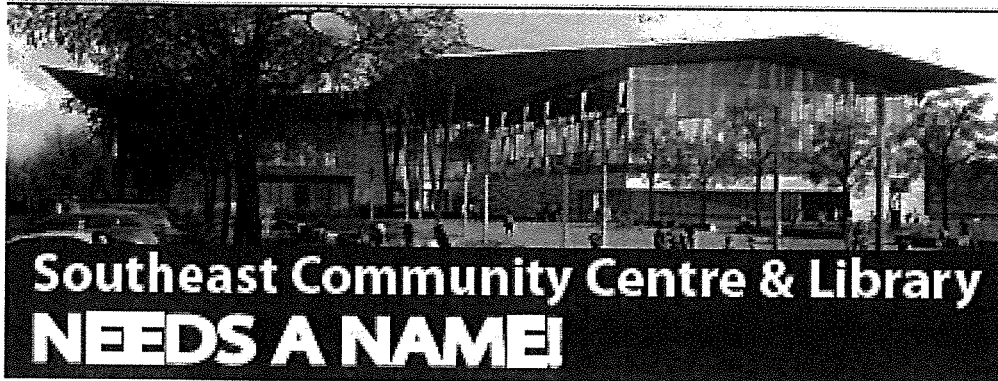


Collaborate with other Markham residents today! Join the talk with @cityofmarkham on twitter. Use #NameItNow

Submission deadline: May 10, 2013

More information: www.markham.ca





Southeast Community Centre & Library NEEDS A NAME!

Be part of building Markham's future by naming the City's next premier community centre and library!

4 Easy Steps:

1. Suggest a name.
2. Tell us why you suggested this name.
3. Make sure it has civic/historical/geographical or cultural relevance.
4. If suggesting a person's name, give details about their contribution to Markham.

Submit your entry by Friday, January 31, 2014.

Visit the Southeast Community Centre & Library page in the Major City Projects section of markham.ca for rules and to submit your entry.
