



Report to: General Committee

Date Report Authored: May 7, 2012

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

RECOMMENDATION:

- 1) THAT the report "Naming of Community Centre and Library in East Markham" be received; and
- 2) THAT Council endorse Cornell Community Centre and Library as the name of the new Community Centre and Library in East Markham; and
- 3) THAT the report be tabled to the June 11, 2012 General Committee meeting to allow the public opportunity to provide feedback on proposed name before Council ratifies the name, as per the Facility and Park naming Policy; and
- 4) 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 recommend a name for the Community Centre and Library in East Markham as outlined in the Facility and Park Naming Policy which was recently approved by Council. The process for naming a facility is based on input from the community.

BACKGROUND:

The new Community Centre and Library in East Markham will be opening in late 2012. Prior to opening it is necessary to officially name the facility. As outlined in the Facility and Park Naming Policy staff is to seek input from the community.

OPTIONS/ DISCUSSION:

Naming Process

Generally the naming process will begin during the consultation process for a facility. Staff will incorporate into the community consultation process opportunities to receive suggestions on naming from persons attending meetings related to the design/function. However in the case of the Community Centre and Library in East Markham the naming policy did not exist, so naming has not taken place as early in the process as outlined.

As per the Facility and Park Naming Policy outreach to the community and key stakeholders including existing rate payers groups was undertaken by staff. In this case where the facility being named includes a library the Markham Library Board was consulted.

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 local Councillor. Following General Committee deliberations on the report the recommendation will be made public and the public will again be asked for further feedback.

Community Input Process

Input was sought through advertisement in the Economist on the Town Page (Attachment A). Information was posted on the website. As well information flyers were posted and made available at all community centres and libraries. Information was forwarded via email to rate payer associations.

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 biography including description of their contribution to Markham
 - b) Explanation of why this facility would be appropriate

An email address, naming@markham.ca, was set up to receive submissions, or submissions were received via mail. The community was provided 3 weeks to respond with the closing date of Friday, April 27, 2012.

Submissions

The response was very good with our residents putting significant efforts into their submissions. In total 63 submissions were received, 61 via email and 2 through mail.

Overall, of the 61 submissions, there were 7 different names, or variation of names put forward. Eighty one percent (51) of the submissions suggested Cornell (or variation of Cornell) Community Centre and Library. All of the seven names were evaluated against the selection criteria outlined in the Facility and Park Naming Policy.

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 of Community and Fire Services
Mary Creighton – Director of Recreation Services
Catherine Biss - CEO, Markham Library
Deborah Jestin - Chair, Markham Library Board
Regan Hutcheson -.Manager, Heritage Planning

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;
- honour, the significant **contribution of an individual** to the community and;
- **other selection criteria** as deemed appropriate by Markham Council.

The staff team met to review the submissions and reviewed the submissions against the selection criteria.

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

History of the Cornell Name

The new Community Centre and Library is located in the Cornell Community. When this community was being named the development group provided the following historical overview of the Cornell name.

In the early 1800's Elizabeth Cornell wed Christian Reesor and together they ran the family farm on Lot 14, Concession 10 in Markham. Elizabeth and Christian one of the founding families in Markham, had six children.

Elizabeth died giving birth to their last child in 1832 and Christian remained a widower for 34 years. As age 74 Christian was remarried – to Elizabeth's first niece Melissa Ann Cornell.

The Cornell family has given character and growth to the Town of Markham. It is appropriate that the first community built in Markham using the principles of new urbanism bear the Cornell family name. The name speaks of Markham heritage; the strength to it pioneers; and now to a safe, human scale and pleasant diverse community.

Recommended Name

The staff team, based on the selection criteria, is recommending that the new facility be named **Cornell Community Centre and Library**.

Rationale for Recommendation

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

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

Next Steps

As per the Facility and Park Naming Policy the community will then have until June 11th to provide feedback on the proposed name before Council ratifies the name for the facility at Council on June 12th following the June 11th General Committee meeting.

A letter has been sent to all individuals who submitted names thanking them for their submission. Following General Committee a letter indicating General Committee's recommendation will be provided to all those whom submitted names. As well a follow up email will be forwarded to the rate payer groups and posted on the website.

Staff will prepare a final report outlining any comments received to General Committee on June 11, 2012.

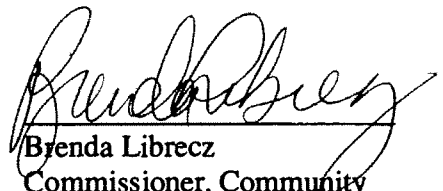
BUSINESS UNITS CONSULTED AND AFFECTED:

Library, Recreation, Library Board, and Planning

RECOMMENDED BY:

BY:


Mary Creighton
Director of Recreation Services


Brenda Librecz
Commissioner, Community
& Fire Services


Catherine Biss
CEO, Markham Library

ATTACHMENTS:

Attachment A – Ad in Town Page

EAST MARKHAM COMMUNITY CENTRE AND LIBRARY *NEEDS A NAME*

Our newest community centre and library is attached to the east side of Markham Stouffville Hospital located at the corner of Church Street & Bur Oak Avenue.

As outlined in the Facility and Park Naming policy*, you have the opportunity to provide input to the name of the new centre. Send us your suggestions in writing.

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

Submit to: Naming@markham.ca

OR

Commissioner of Community & Fire Services
Markham Civic Centre, 101 Town Centre Blvd.
Markham, ON L3R 9W3

Submission deadline: Friday, April 27, 2012

**Read the Facility and Park Naming policy at www.markham.ca*

