



Corporation of the Township of Brock

Staff Report to the Mayor and Members of Council

From: Wayne Ward, Manager Parks, Recreation, Facilities & IT
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Title / Subject: Marydel Park Block Naming Request

Date of Report: January 31, 2024

Date of Meeting: February 12, 2024

Report No: 2024-PRF-002

1.0 Issue / Origin

The Beaverton Lions Club submitted a Municipal Asset Naming Application with the proposed name "McHattie Park" for the future park located in the Marydel subdivision between McCaskell Street and Foster Hewitt Street. Submitted application is attached as Appendix "1".

2.0 Background

Subject Land

The subject land was conveyed to the Township as part of the Marydel subdivision (noted as the "Marydel Park Block" in Appendix "2"). An addition to the park block is proposed to come through an adjacent subdivision application (noted as "Proposed Park" in Appendix "2"). The subdivision application was recently endorsed by Township Council but still requires a decision by the Region of Durham. An aerial map of the park is attached as Appendix "2".

There is currently no plan or design for this park with respect to what would go in the park, as the park block has not been assumed by the Township.

Council Direction

At the December 11, 2023 Council meeting, Ryan Lloyd and Erika Sale of the Beaverton Lions Club made a presentation to Council with respect to Beaverton Lions Club 2024 Major Projects of which one included the application submitted previously for the proposed name "McHattie

Park”. As part of the council resolution, “Council moved to support, in principle, the McHattie Park Name request, for the Marydel Park, while staff prepare a facility and park naming policy to be presented to Council in January 2024.” In addition, Council directed staff to conduct a survey on the proposed “McHattie Park” name request.

3.0 Analysis

Municipal Asset Naming Policy

The Township of Brock adopted Municipal Asset Naming Policy AP29 On February 14, 2022. This policy introduced principles, prioritization, and criteria for naming municipal assets. As part of the December 11, 2023 resolution, Council directed staff to revise the existing Municipal Asset Naming Policy in accordance with the newly adopted Parks, Recreation & Culture Mater Plan and the recommendations to amend the policy, application and process for naming municipal assets.

Though the resolution had requested that this amendment be presented to Council by the end of January 2024, staff do not wish to rush through an exercise to revise the Municipal Asset Naming Policy without proper consideration and review of best practices and full public consultation. Staff will present a revised policy later in 2024.

Parks, Recreation & Culture Master Plan

In early 2023, the Township of Brock commissioned the services of a consulting team to complete an updated Parks, Recreation & Culture Master Plan. The master plan team comprised of thinc design, Mehak, Kelly & Associates Inc. and Oraclepoll Research Ltd.

The consulting team conducted research between April 2023 and October 2023 and presented the final Park, Recreation & Culture Master Plan to Council in December 2023.

As part of that final plan, a number of recommendations were made, in particular to park/facility naming rights, staff draw Council’s attention to Item 7.6.3 of the plan which outlines:

Financial support can be recognized by naming a park or facility after the donor. An asset naming application is available on the Township’s website without an associated policy, which should be prepared to guide the process.

In recent years, the practice of naming places after individuals has come under fire as public pressure emerges to rename institutions, streets, and other public spaces when the namesake’s worthiness is called into question - whether this is an individual or a business / commercial enterprise. A way to preclude this possible eventuality is to provide a highly visible plaque in the park or facility that acknowledges the individual or business that contributed to its development, while choosing a formal name that is not tied to a specific donor(s). In addition to the

benefit noted above, a plaque permits multiple donors to be recognized for their contributions, which opens the door for a wider reaching campaign and possibly various levels of support. In the event that an individual or organization is considered for sole naming rights, however, a minimum contributions level could be set based on the relative cost of providing the asset and/or a contracted period for the right could be specified.

Truth and Reconciliation Commission of Canada

As part of the 94 calls to action, “Commemoration” and specifically call to action #79 outlines:

We call upon the federal government, in collaboration with Survivors, Aboriginal organizations, and the arts community, to develop a reconciliation framework for Canadian heritage and commemoration. This would include, but not be limited to:

- i. Amending the Historic Sites and Monuments Act to include First Nations, Inuit, and Métis representation on the Historic Sites and Monuments Board of Canada and its Secretariat.*
- ii. Revising the policies, criteria, and practices of the National Program of Historical Commemoration to integrate Indigenous history, heritage values, and memory practices into Canada’s national heritage and history.*

Granted, that this call to action speaks to “National” commemoration, it would be wrong for municipal governments to ignore this call to action to commemorate and celebrate our history with our indigenous partners.

Chippewas of Georgina Island First Nation

To date, staff have not received any direct feedback from the Chippewas of Georgina Island First Nation in response to the notice of the proposed “McHattie Park” naming request. However, an earlier submission from Chief Donna Big Canoe with respect to another recent matter helps to outline the general position of our Indigenous partners:

“I see why Beaverton is wanting to recognize those settlers who created the town and settled in the area, its history, we can’t erase that. But at the same time, our hunting and fishing and trading rights were taken from us by the granting of land that hadn’t been paid for but stolen. If they want to use it as a teaching point and include that the land given by these grants was stolen and the Ojibwe in this area suffered because of that, and include what we lost by granting those lands, then that would be more in line with Truth and Reconciliation... People can’t rewrite history, but they can commemorate events without including the celebration of acts of cultural genocide and theft.”

4.0 Related Policies / Procedures

1. Municipal Asset Naming Policy AP29
2. Diversity, Equity & Inclusion Commitment
3. Parks, Recreation and Culture Master Plan

5.0 Financial / Budget Assessment

There is no direct financial impact with this report, however, any naming of the park block will have a financial component that will be included as part of the park development plan.

5.1 Asset Management

The Marydel Park Block and Proposed Park will ultimately be assumed by the Township as part of the subdivision process. The Township will plan, construct and maintain the park.

6.0 Climate Change Impacts

There are no climate change impacts related to this report.

7.0 Communications

Staff posted a survey on Let's Talk Brock, seeking input on the proposed "McHattie Park" naming request. The survey was open from December 19, 2023 to January 12, 2024. The survey received 266 responses with 86.5% in favour of the proposed name and 13.5% in opposition of the proposed name. The survey report and all survey comments are attached as Appendix "3".

Additionally, staff sent direct notification to the following agencies/partners:

- Regional Municipality of Durham
- Durham Regional Police Services
- Durham EMS
- Brock Fire
- Chippewas of Georgina Island First Nations
- Mississaugas of Scugog Island First Nation
- Brock non-for-profit organizations.

Agency letter attached as Appendix "4". At the date of writing this report, no agencies/partners had provided a response.

8.0 Conclusion

A public survey and agency notification have been undertaken in response to Council direction regarding the proposed "McHattie Park" naming request. Staff will work to review and update the Municipal Asset Naming Policy and present a revised policy to Council by the end of 2024.

9.0 Recommendation

BE IT RESOLVED THAT report 2024-PRF-002, entitled “Marydel Park Block Naming Request”, be received; and

THAT Council approve the name “McHattie Park” for the park block between McCaskell Street and Foster Hewitt Street as outlined in Appendix “2” with the caveat that the name is reserved until such time as the park has an official ribbon cutting;

OR

THAT Council reserve the “McHattie” name for a feature within the future park along with a plaque giving the history of the name; and

THAT Council direct staff to include the park naming as part of the overall park design process.