



# Staff Report to Council

Parks, Recreation and Culture

FILE: 01-0340-50/24

**REPORT DATE:** April 29, 2024

**MEETING DATE:**

May 07, 2024

**TO:** Mayor and Council

**FROM:** Diane Chamberlain, Director Parks, Recreation and Culture

**SUBJECT:** Policy Update – C084 Naming of City Owned or City Managed Assets

**CHIEF ADMINISTRATIVE OFFICER REVIEW/APPROVAL:**

**RECOMMENDATION(S):**

THAT Council:

- A. Approve the amendments to Council Policy C084 - Naming of City Owned or City Managed Assets, as presented at the May 7, 2024 meeting of Council; OR
- B. Other.

**PURPOSE**

To present to Council proposed amendments to Council Policy C084 – Naming of City Owned or City Managed Assets.

Information Report

Decision Report

Direction Report

**DISCUSSION**

**Background:**

The review of Council Policy C084 - Naming of City Owned or City Managed Assets was identified as a key initiative in the 2024 Business Plan. Upon review of this policy, staff and the Parks, Recreation and Culture Advisory Committee are recommending a number of updates.

**Relevant Policy, Bylaw or Legislation:**

C012 – Purchasing Policy, C024 – Street Naming, C059 – Sponsorship and Advertising on City Owned or City Managed Assets.

**Analysis:**

This policy was last reviewed in 2016 when the city established its own independent Parks, Recreation and Culture Department. The existing policy is named “Park and Facility Naming Policy”, and in 2016 the review primarily focused on parks and recreation facilities.

The 2024 review of the policy took into consideration the broader context of city wide assets, and with that staff is recommending to rename policy C084 to “Naming of City Owned or City Managed Assets”.

The existing policy does not include sections for exclusions, definitions, eligibility, restrictions, or delegations, which leaves the current policy up to individual interpretation. These sections have all been added to the new policy and are now inline with other city wide policies.

The current policy does not include any consideration to incorporate traditional names with indigenous origins, and this has now been included in the general requirements when considering the naming of a city asset.

At the recommendation of the Parks, Recreation and Culture Advisory Committee language has been included in the new policy to ensure it is clear that the city can revoke the name of an existing asset where it no longer aligns with the city’s core values.

**C084 Naming of City Owned or City Managed Assets Policy**

This policy was amended to:

- rename the policy;
- update the format to the new Council Policy template;
- add and exclusions section;
- add a definitions section;
- add the inclusion of traditional names with indigenous origins in the policy statement;
- add an eligibility and restrictions section.

There are no other substantive changes to the content or intent of the Policy.

**COUNCIL STRATEGIC PLAN ALIGNMENT**

- Principled Governance     Balanced Economic Prosperity     Infrastructure  
 Community Spirit & Wellbeing     Corporate Pride     Public Safety  
 Not Applicable
-

**WORKPLAN IMPLICATIONS**

- Already accounted for in department workplan / no adjustments required
  - Emergent issue / will require deferral of other priority(ies)
  - Other
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**FINANCIAL IMPLICATIONS**

- None       Budget Previously Approved       Referral to Business Planning
  - Other
- 

**PUBLIC PARTICIPATION**

- Inform       Consult       Involve       Collaborate       Empower

Comment(s):

The Parks, Recreation and Culture Advisory Committee was consulted and their recommendations have been incorporated into the new draft policy.

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**KATZIE FIRST NATION CONSIDERATIONS**

- Referral       Yes       No       Other
- 

**SIGN-OFFS**

**Written by:**

Diane Chamberlain,  
Director Parks, Recreation and Culture

**Reviewed by:**

Mark Roberts,  
Chief Administrative Officer

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**ATTACHMENT(S):**

- A. Proposed new Council Policy C084 – Naming of City Owned or City Managed Assets