

**COMMEMORATIVE NAMES REGISTRY TASK
FORCE
2024 – FINAL REPORT**

March 15, 2024

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1. PURPOSE AND INTENT

Strathcona County established the Task Force on October 25, 2022, under the authority of Bylaw 56 – 2022 Commemorative Names Registry Task Force.

The mandate of the Task Force is described in Section 5 of the bylaw. The mandate of the Task Force is to:

- Review the current Strathcona County Commemorative Names Registry and investigate and propose additional people that should be added to the Strathcona County Commemorative Names Registry; and
- Work with Administration on proposed updates to the commemorative names registry portion of Policy SER-008-011 Naming of Development Area, Roads, Parks, and Public Facilities.
- The Task Force must provide a report with names and brief biographies of proposed additions to the Commemorative Names Registry to Council by end of March 2024.

Additionally, Section 7 of the bylaw advises that to fulfill its mandate the Task Force will consider:

- The guidelines for the Commemorative Names Registry as set out in Policy SER-008-011 Naming of Development Area, Roads, Parks, and Public Facilities when proposing additional people that should be added to the Strathcona County Commemorative Names Registry; and
- The use of naming commemorative significant persons, history, heritage, and natural features of the community when proposing updates to Policy SER-008-011 Naming of Development Areas, Roads, Parks, and Public Facilities.

The Task Force mandate included the roles of identifying, researching and proposing additional people to be added to the Strathcona County Commemorative Name Registry. During this process, the Task Force discussed the importance of how to honour the proposed names and what it meant to be added to the Commemorative Names Registry. The Task Force agreed that even though a name may not be used in future naming opportunities, that having the name added to the Commemorative Name Registry is an honour in itself.

After the Task Force has disbanded, the opportunity to add additional names to the Commemorative Names Registry through the County's naming process or at the direction of Council would continue.

2. BACKGROUND

2.1 TASK FORCE MEMBERS

The first Task Force meeting was held on July 14, 2023. The Task Force was comprised of Councillor Parks, alternative member Councillor Lawrence, and Mayor Frank as an ex-officio member. Additionally, the Task Force was made up of the following Public Members:

- Bill Clark (Chair)
- Kenneth Opena (Vice-chair)
- Glenda Sheard
- Kelly Rudyk

- Paul Smith
- Roxanne Carr

The Task Force was supported by the following administrative staff from Strathcona County:

- Kimberly Vana, Planner I, Land Development Planning
- Ryan Hall, Manager, Land Development Planning
- Brooke Hoeven, Planner II, Land Development Planning
- Sara McKerry, Manager, Governance Services and Deputy Clerk
- Lana Fleming, Coordinator, Boards, Committees, and Tribunals

3. AREAS OF REVIEW

3.1 NAMING POLICY

As part of the Task Force's mandate, they have reviewed the commemorative names portion of Policy SER-008-011 Naming of Development Area, Roads, Parks, and Public Facilities. The purpose of the existing policy is to establish a coordinated and consistent approach to the naming and renaming of development areas, roads, parks, and public facilities and wherever possible commemorating significant persons, heritage and natural features of the community. The commemorative name portion of the naming policy included the definition section and the naming criteria section.

Currently the existing naming policy does not have a definition for Commemorative Name, administration drafted a new definition to add to the naming policy which was reviewed by the Task Force. In addition to the definition section, the Task Force also reviewed the updated naming criteria for commemorative names.

The Task Force did not identify any concerns with the proposed updates to the proposed definition for commemorative name and the updated naming criteria to the commemorative name portion of the naming policy.

3.2 PROPOSED COMMEMORATIVE NAMES

The Task Force reviewed the current Strathcona County Commemorative Names Registry and proposed updates to the current layout and functionality of the registry.

The Task Force discussed additional ideas of where to gather names to potentially add to the Registry such as community leagues, the Strathcona County Museum, community business leaders, The Millennium Place Sports Wall of Recognition, the Strathcona County Awards of Excellence recipients, and leaders of the scientific community. Additional discussion included the importance of having a balance of names on the Registry that would fall under the commemorative naming criteria which included having a rural and urban mix represented, local sports recognition, political names and cultural and historic leaders.

Each Task Force member was responsible for providing a few proposed names along with a brief biography. Task Force members then presented proposed names at a Task Force meeting, where the members agreed upon which names should be considered as a commemorative name.

Task Force members were then responsible for contacting the proposed individuals or families that were being proposed for consideration. Once the proposed individuals or

families consented to proceed with their name being added to the Commemorative Names Registry, they were presented with a naming application and supplement information. When applications are completed by the individual or family, they will be submitted to administration for review.

The Task Force agreed that names would be brought forward for approval in the order that administration receives the completed naming application. As completed naming applications are received administration will bring forward 1-2 names at a time to Council meetings from the proposed names list for Council approval. This way each name on the list can get the recognition it deserves.

3.3 WEBSITE UPDATES AND SOCIAL MEDIA

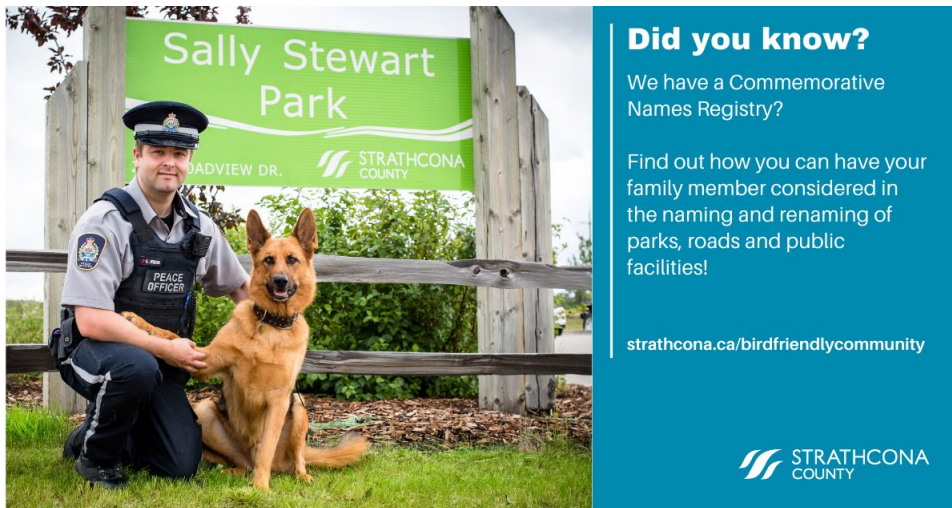
The Task Force reviewed and suggested changes to the Strathcona County website regarding commemorative naming. Some of the suggestions included:

- Reorganizing the Naming of Development Area, Roads, Parks, and Public Facilities webpage so that it is easier to read;
- Adding a contact email and phone number;
- For the Commemorative Names Registry, adding a link to the biographies for each name;
- Reformatting the Commemorative Names Registry so that it is easier to read and see what names are currently in use versus not in use;
- Adding an interactive map that shows what names are in use currently and the location of those sites.

Social media ads (Facebook, Instagram, Twitter) ran monthly while the Task Force was researching proposed names to be added to the registry. After a sufficient number of names were found, the Task Force then decided to lower the frequency of the ads so that they occur either quarterly or twice a year. The social media ads were used to inform the public of the Commemorative Name Registry and to obtain additional names from the public. Going forward ads will be used to maintain public awareness of the registry.

Administration will continue to implement the website suggestions made by the Task Force.

Figure 1: Social Media Ad Example



4. SUMMARY

In summary the Task Force completed the following:

- Reviewed the naming criteria guidelines for proposing additional people to the Commemorative Names Registry.
- Researched and compiled a list of proposed names to be added to the Commemorative Names Registry.
- Reviewed and suggested changes to the Commemorative Names Registry portion of the current naming policy and procedure.
- Reviewed and suggested changes to the Naming of development areas, roads, parks, and public facilities portion of the Strathcona County website.
- Met with the Strathcona County Museum & Archives to learn more about the museum, the history of Strathcona County and to strengthen the relationship with the museum.