RECOMMENDATIONS

The Director of Legislative Services / Clerk recommends:

THAT Report No. LEG 2018-03 re: Founders’ Day be received for information;

AND THAT the comments from the Gravenhurst Municipal Heritage Advisory Committee regarding the name of Founders’ Day be received for consideration;

AND THAT Committee direct staff to proceed with the public advertising of Founders’ Day in accordance with the Naming of Public Parks and Facilities Policy;

AND THAT Administration report back with options including funding, marketing and event planning for the 2019 budget cycle.

PURPOSE

The purpose of the Founders Day' Report is to provide an update to Committee on the development of the Civic Holiday designation request and seek direction to proceed with the public notice and subsequent Resolution to officially declare the Civic Holiday in the Town of Gravenhurst as Founders’ Day. As well, provide direction to initiate development of an associated event to include within the 2019 budget and event cycle.

BACKGROUND

On January 17, 2017, Mr. Gord Durnan from the AP Cockburn Committee provided a deputation to Committee requesting consideration of naming the August Civic Holiday in Gravenhurst after local historical figure AP Cockburn. In response to this deputation, Committee passed the following Resolution:
Moved by Councillor Kelly
Seconded by Councillor Jorgensen

#B BE IT RESOLVED THAT staff bring back a report regarding the designation of AP Cockburn day in Gravenhurst for the August Civic Holiday.

CARRIED

Administration completed a review of the request and other municipal examples and reported back to Committee at the March 21, 2017 meeting (Report - Naming Designation for the Civic Holiday). At this meeting, Committee defeated the motion to name the day ‘AP Cockburn Day’. As a result of further Committee discussion, direction provided was to proceed with naming the day as ‘Founders' Day’:

Moved by Councillor Watson
Seconded by Mayor Donaldson

#G WHEREAS Council supports the naming designation for Civic Holiday and Council would like to see a Naming Program that reflects all local historical figures;

BE IT RESOLVED THAT staff bring back a report regarding the implementation of Founders' Day in Gravenhurst to include selection, funding and marketing of this initiative.

CARRIED

At the June 20, 2017 meeting, Administration provided an additional Report after consultation with the events planning and marketing divisions of the Communications, Culture and Recreation Department (Report - Founders Day). Through this Report, Administration recommended proceeding with the tasks associated with naming the Civic Holiday as ‘Founders’ Day’ and report back with implications on a program and subsequent event during the 2018 budget cycle. The recommended motion was tabled, however, it was deferred. The resulting direction from Committee was as follows:

Moved by Councillor Jorgensen, seconded by Councillor Kelly THAT the motion be deferred until the Gravenhurst Municipal Heritage Advisory Committee provides comment regarding the name of Founders' Day. CARRIED

Since that time, the information has been with the Gravenhurst Municipal Heritage Committee to review and provide comments regarding the name ‘Founders’ Day’. Due to various delays including change of staff, process reviews and quorum for meetings, the Gravenhurst
Municipal Heritage Committee were unable to review this matter until February 2018. Upon completion of their assessment, the Subcommittee identified that their preference would continue to be the original suggestion of ‘AP Cockburn Day’:

Moved by H. Smith  
Seconded by E. Godfrey

WHEREAS we believe the history and heritage of Gravenhurst is most closely associated with, influence by and indebted to Alexander Peter (A.P.) Cockburn more than any other single individual;

AND WHEREAS A.P. Cockburn’s tireless, enthusiastic and inspired efforts, and his many achievements in domains as diverse as settlement, commerce, tourism, transportation and governance are largely responsible for setting Muskoka on a developmental path that continues to influence the District and its’ people to this day;

THEREFORE BE IT RESOLVED the Gravenhurst Municipal Heritage Committee support the A.P. Cockburn Committee’s initiative to name Civic Holiday as Cockburn Day; we do not support the name Founder’s Day. CARRIED

ANALYSIS

As previously reported, local municipal Councils in Ontario are permitted to designate the August Civic Monday with a different name of their choosing. Administratively, Councils would be required to pass a resolution or by-law to officially complete the designation. No further public consultation or public notice is required. Nonetheless, Administration recommend following the Naming of Public Parks and Recreation Facilities Policy which identifies criteria for naming parks and facilities including:

- ‘a historically significant name in terms of famous pioneers, settlements, applied to the area in which the park or recreation building is located’, and
- ‘the contribution of an individual or group has made to the public life and wellbeing of the Town of Gravenhurst. The Contribution must be significant and over a duration of a decade’

Committee initially received a request to proceed with naming the Civic Holiday as ‘AP Cockburn Day’ and this initial name remains the preferred choice of the Gravenhurst Municipal Heritage Advisory Committee. However, when the Resolution was on the table for this request it was defeated and replaced with direction to proceed with the name of ‘Founders’ Day’. Therefore, unless brought forward again through a Notice of Reconsideration from a Committee member on the prevailing side and approved by the majority of the Committee, the matter is unable to procedurally be considered again.
As noted in the recommendation, due to timing, it is recommended that a further proposed new event and program be moved to 2019 as the 2018 budget cycle is all but completed.

If Committee wish to continue with the naming program, Administration recommend adoption of the deferred motion from June 2017. If Committee do not wish to continue with this program, Administration would suggest receiving the Report for information only and not provide further direction to Administration to continue.

**CONSULTATION**

The following individuals / community groups were consulted:

- Gravenhurst Municipal Heritage Advisory Committee
- Ministry of Municipal Affairs

**CORPORATE FINANCIAL IMPACT**

There is no corporate financial impact to proceed with public notice and future reporting regarding the naming of the Civic Holiday process. An advertisement would be placed within our existing publications and social media feeds.

There would be a financial impact if another event were to be established for 2019 or future years. Providing support to such a celebration requires resources and effort. Unless this event is supported exclusively by volunteers from the community there is a need to recognize that new resources will be required to undertake the development, marketing and hosting of an additional event within the municipality. Existing days of celebration such as Canada Day require $4,000 and many hours of staff time to effectively plan, promote and execute, even with many volunteers contributing.

**COMMUNICATIONS**

If Committee wish to proceed with naming the Civic Holiday ‘Founders’ Day’, public notice should be circulated providing public comment, as identified within the Naming of Public Parks and Facilities Policy. This policy requests at least two weeks public notice to provide a formal mechanism for residents to submit their comments. Upon completion of this process, Administration would report back to Committee for the results and formal declaration to complete the naming process.
FUTURE CONSULTATIONS

Committee has received comments from the AP Cockburn Committee and the Gravenhurst Municipal Heritage Advisory Committee regarding the naming of the Civic Holiday. As identified above, Administration recommends public notice to obtain further consultation from more members of the community.

CONCLUSIONS

Administration concludes that, if Committee wishes to proceed with the naming of the Civic Holiday as ‘Founders Day’, direction to proceed is required. Administration would then report back with any additionally received comments from the public and provide a formal Resolution to officially declare the Gravenhurst specific name for the Civic Holiday.

As the 2018 operating budget is all but concluded, planning and marketing for a new event hosted by the Town would be recommended for initiation in 2019. Unless community volunteers wish to run an event independently, the current work plan and resources of the Communications, Culture and Recreation Department could not accommodate this new event until 2019.

RELATION TO STRATEGIC PLAN

This Report advances and supports the following elements of the Town of Gravenhurst Strategic Plan by:

Goal 4: Build Our Cultural Capital
4A: Valuing our cultural and heritage assets and fostering cultural innovation

This Report promotes the history and culture of the Town of Gravenhurst by recognizing the contributions of the founders of the Town.

RELATION TO OTHER MUNICIPAL REPORTS, PLANS OR APPLICABLE LEGISLATION

This Report related to other municipal reports, plans or applicable legislation including:

1. Municipal Act
2. Naming of Public Parks and Facilities Policy