

From: "Johnston, Sadhu" <Sadhu.Johnston@vancouver.ca>

To: "Direct to Mayor and Council - DL"

CC: "City Manager's Correspondence Group - DL"
"Impey, Patrice" <Patrice.Impey@vancouver.ca>
"Singh, Sandra" <Sandra.Singh@vancouver.ca>
"Foley, Sonja" <Sonja.Foley@vancouver.ca>

Date: 7/9/2018 5:39:19 PM

Subject: Memo - Naming and Renaming Update - RTS 12661

Attachments: CMO - IGR - Naming Renaming Memo.pdf

Greetings Mayor and Council,

Attached you will find the update memo on the naming/renaming motions put forward by Councillor Reimer on March 28, 2017. Motion here: <https://council.vancouver.ca/20170328/documents/motionb2.pdf>

The memo addresses the 5 original motions put forward, in addition to other related policies (such as donations and sponsorship policies) that we have decided to combine into the larger project to ensure alignment and coordination. Please keep in mind that the project requires cross-departmental participation, as well as significant MST participation and therefore the timelines are not entirely controlled by the City. Given the various levels of participation, staff view this as a multi-year project.

Should you have any questions, please contact Sonja Foley, Director IGR & Strategic Partnerships at 604.873.7039 or Sonja.Foley@vancouver.ca.

Best,
Sadhu

Sadhu Aufochs Johnston | City Manager
City of Vancouver | 453 W 12th Avenue
Vancouver | BC V5Y 1V4
604.873.7627 | Sadhu.johnston@vancouver.ca
Twitter: sadhuajohnston



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MEMORANDUM

July 6, 2018

TO: Mayor and Council

CC: Sadhu Johnston, City Manager
Paul Mochrie, Deputy City Manager
Katrina Leckovic, City Clerk
Lynda Graves, Administration Services Manager, City Manager's Office
Rena Kendall-Craden, Communications Director
Kevin Quinlan, Chief of Staff, Mayor's Office
Naveen Girn, Community Relations Director, Mayor's Office
Patrice Impey, General Manager/CFO, Finance, Risk and Supply Chain Mgmt
Sandra Singh, General Manager, Arts, Culture and Community Services

FROM: Sonja Foley
IGR and Strategic Partnerships Director

SUBJECT: RTS 12661 – Update on Naming and Renaming Project

Introduction

This memo responds to Council's request to receive an update on the Naming & Renaming project. To date, steps have been taken to advance this work, including the recent Vancouver Art Gallery ("VAG") and Queen Elizabeth Theatre ("QET") naming; however, a significant portion of this work remains outstanding. The components of this major project include:

- Commemorative Naming/Re-Naming Policy

Under this policy there are two distinct pieces:

1. Specific Indigenous Naming & Renaming initiatives and related direction from Council, all which will be co-led by MST through an intergovernmental framework
 2. Non-Indigenous related Commemorative Naming and Renaming initiatives
- Sponsorship and Donations Policy
 - Commercial Naming Rights Policy

Given other workloads, we have allocated the appropriate resources to begin this project in Q4, 2018. The following provides an update on the work completed to date and the proposed approach to ensure all related aspects of this work is coordinated and aligned.

Background

The City of Vancouver is undertaking a process of naming and renaming several existing City-owned public spaces in advance of National Indigenous People's Day, as a fulfillment of its broader policies and approach to Reconciliation and redress. The work has been facilitated by City staff from Public Engagement, Cultural Services and Intergovernmental Relations. It is a collaborative process led by a joint CoV/MST **Naming Committee** comprised of leads from Musqueam, Squamish and Tsleil-Waututh ("MST").

Current Status

Vancouver Art Gallery & Queen Elizabeth Theatre Plaza

1. The Naming Committee has unanimously agreed upon names for the Vancouver Art Gallery north plaza on the Georgia side of the Vancouver Art Gallery, as well as the Queen Elizabeth Theatre Plaza. These names have been presented in both the həŋqəmiñəm language and *Skw̓wú7mesh sníchim* and have all been ratified by the councils of each nation. The names were presented and revealed to the public at an event at the Vancouver Art Gallery north plaza on Monday, June 18th. A hybrid ceremony incorporating elements of Coast Salish traditions and City of Vancouver protocols unfolded before a crowd gathered at the VAG plaza.
2. The committee is working with Indigenous staff to develop cultural education materials to help the public learn about the significance of the names. This will include audio recordings, presentations, pronunciation guides, and educational films among other materials and approaches.
3. The Committee had agreed to continue work on naming the future North East False Creek Community, as well as several other local sites. However, following the announcement of šxw̓łəxən Xwtl'a7shn and šxw̓łəneq Xwtl'e7énk Square, the committee has expressed concern that they are not sufficiently resourced to take on this next project at this time. In order to be sensitive to the committee's time and limited resources, and in the interest of maintaining a strong, mutually beneficial and respectful relationship with MST, it is recommended that staff focus on completing the accompanying work related to the roll-out and socialization of the new names (signage design, education, technical issues) before commencing the next project.
4. The Committee also decided against a rapid reworking of the current Welcome to Vancouver signs, in favour of a more considered approach, taking into account the jurisdictions of each Nation, the location of each sign and the need for strong visibility of local languages on the signs.

Sponsorship, commercial naming rights & donations strategy

1. City staff are currently engaged in a project to develop Sponsorship, Naming Rights & Donations policies. As communicated to Council at the November 6th, 2017 Council briefing, the project will look to develop an appropriate policy for sponsorship of events and assets in the City based on best practice. While the City utilizes sponsorships from time to time, there is no specific policy. The City currently has a naming rights policy, and will be updating this policy to align with a new sponsorship policy. The project will also take the opportunity to document the City's donations policies and processes to ensure clarity in definition and process between sponsorship, naming rights and donations.
2. In the first phase, which is just coming to an end, a number of actions have been taken to inform a future policy: current CoV policies were assessed against best practices; a review and valuation of sample assets were undertaken to assess the potential financial opportunity of sponsorship and commercial naming rights for the City; two external stakeholder engagement sessions have been completed and public opinion research on sponsorship and commercial naming will be undertaken as well.
3. Sponsorship for events, something that the City is already undertaking, was determined as an appropriate first step for the policy development. The goal is to develop a first version of the sponsorship policy, focused on events, which will then be expanded upon through the work in the second phase.
4. Considering the commemorative naming projects referenced above and the importance of aligning commercial and commemorative naming/re-naming, the second phase of the sponsorship, commercial naming rights & donations project will be restructured to include commemorative naming/re-naming. The project will be renamed "Sponsorship & Naming – Commercial & Commemorative" and the objective is to develop the following policies, either as one or closely aligned:
 - a. Sponsorship Policy
 - b. Commercial naming-rights policy
 - c. Commemorative naming and re-naming policy
 - d. Donations policy
5. The learnings from the renaming of the VAG and QET Plazas described above, including the associated event on June 18th, will feed into and inform the restructured project, which will be advanced in Q4-2018.

Sponsorship & Naming Rights Policy	Current Exec Sponsor	Proposed Exec Sponsor	Proposed Project Lead	Proposed Project Team	Proposed Timing
a. Sponsorship & donations policy	Patrice	Steering Committee: Patrice & Sandra S	BPPS, tbd	Lesley M, Staff from: ACCS, FRS, REFM, etc.	BPPS lead in place by Q4-2018
b. Commercial naming rights policy	Patrice				
c. Commemorative naming/re-naming policy	Sandra S				

Outstanding Items

Commemorative Naming Policy

As mentioned above, the Commemorative Naming policy will be informed by the work and learnings undertaken on the Vancouver Art Gallery North Plaza and Queen Elizabeth Theatre Plaza. To date, this work has not been completed but it is anticipated that it will be advanced in Q4 – 2018.

Indigenous Design Guidelines

There has been agreement amongst the Nations that the Indigenous Design Guidelines should be co-created in order to ensure local Indigenous values are reflected and respected. This will be a long term and cross-departmental project as the design framework should and will be reflected in all design endeavours across the city. The learnings from QET, VAG North and other ongoing Indigenous related projects will be used to inform the development of a comprehensive design framework.

Indigenous Naming Policy

The Indigenous Naming Policy will commence in Q4 of 2018 and the below immediate components will inform the development of the larger policy. The next steps with respect to VAG North and QET Plaza are as follows:

- Staff are working with a committee lead by REFM to design and implement appropriate signage later in 2018. During the ten Committee meetings, leading to the naming of ʔxwʔexən Xwtl'a7shn and ʔxwʔənəq Xwtl'e7énk Square, MST leads provided some guidance on the content and function of the signage. Staff will work with REFM's design consultants to draft signage options and work with MST remotely to ensure the process is more efficient and less time-intensive for MST.
- In order to ensure the new names are implemented successfully, additional staff resources are required to follow through on the stewardship of the existing new names with respect to partner, stakeholder, audience and public education and communications.

Registry of Commemorations on Public Land

This item remains outstanding but will be rolled into the larger project beginning in Q4.

A handwritten signature in black ink that reads "Sonja Foley". The signature is fluid and cursive, with a large loop under the "y".

Sonja Foley
Director, IGR + Strategic Partnerships
604.873.7039 / Sonja.Foley@vancouver.ca