

## Request for Decision

### Naming Commemorative Swings

Presented To: Community Services  
Committee

Presented: Monday, Jun 15, 2015

Report Date Wednesday, May 20,  
2015

Type: Managers' Reports

### Recommendation

WHEREAS the City of Greater Sudbury approved the 2015 budget enhancement option as submitted by the Chenier family to purchase two commemorative swings at a cost of \$26,000;

WHEREAS the commemorative swing sets be installed at the Jeanne D'Arc Playground (Dominion Park) located in Hanmer, in memory of Jason Chenier and at Ridgecrest Playground located in New Sudbury in memory of Jordan Fram;

AND WHEREAS the naming of the equipment would fall under By-Law 2012-256 which is a by-law of the City of Greater Sudbury to adopt a Building, Property and Park Naming Policy or By-Law 2011-152, which is a by-law of the City of Greater Sudbury to adopt the Parks Services Donation and Memorial Program Policy subject to option selected.

THEREFORE BE IT RESOLVED that the City of Greater Sudbury select option \_\_\_\_\_ related to the naming of the commemorative swings.

### Finance Implications

The cost of purchasing commemorative saucer swings estimated at \$26,000 has been approved as part of the 2015 Citizen and Leisure capital funded projects.

## Health Impact Assessment

The project will assist in removing barriers by providing accessibility to local neighbourhood playground sites.

## Background

### Signed By

**Report Prepared By**

Real Carre  
Director of Leisure Services  
*Digitally Signed May 20, 15*

**Health Impact Review**

Real Carre  
Director of Leisure Services  
*Digitally Signed May 20, 15*

**Division Review**

Real Carre  
Director of Leisure Services  
*Digitally Signed May 20, 15*

**Recommended by the Department**

Ron Henderson  
General Manager of Citizen and  
Leisure Services  
*Digitally Signed May 20, 15*

**Recommended by the C.A.O.**

Bob Johnston  
Interim Chief Administrative Officer  
*Digitally Signed Jun 3, 15*

As part of the 2015 public budget process, Mrs. Chenier submitted a request to purchase two commemorative saucer swings which would be purchased and installed at the Jeanne D'Arc Playground (Dominion Park) located in Hanmer in memory of Jason Chenier, and at Ridgecrest Playground located in New Sudbury, in memory of Jordan Fram. Council approved the 2015 Budget enhancement option which will be funded through the 2015 Citizens and Leisure capital funded projects.

The naming of the commemorative saucer swing sets would fall under either By-Law 2012-256 which is a by-law of the City of Greater Sudbury to adopt a Building, Property and Park Naming Policy or By-Law 2011-152 which is a by-law of the City of Greater Sudbury to adopt the Parks Services Donation and Memorial Program Policy. Attached are copies of both naming program policies for Council's information.

The following are two options for Council's consideration related to the naming process:

Option 1 – Council support deferring the decision on naming, pending a public consultation in accordance with Steps 2 and 3 of the Building, Property and Park Naming Policy consultation process. This option includes a decision by Council to waive the application and advertising fees and the application of the naming principles and priorities described in the policy which do not include memorial naming of this nature.

Option 2 – Council supports treating the funding of the equipment as a donation by the families which would result in applying this request through the City's Parks Services Donation and Memorial Program. The policy provides that persons may donate money to the City for memorials of the nature described.

**BY-LAW 2011-152**

**A BY-LAW OF THE CITY OF GREATER SUDBURY TO  
ADOPT THE PARKS SERVICES DONATION AND  
MEMORIAL PROGRAM POLICY**

**WHEREAS** Council for the City of Greater Sudbury deems it advisable to adopt a Parks Services Donation and Memorial Program as a Council policy;


**NOW THEREFORE THE COUNCIL OF THE CITY OF GREATER SUDBURY  
HEREBY ENACTS AS FOLLOWS:**

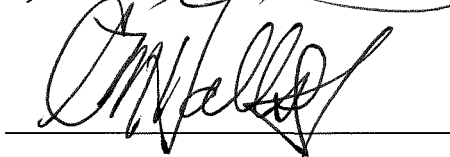
1. The Council of the City of Greater Sudbury hereby adopts the policy attached as Schedule "A" to this By-law and entitled "The Parks Services Donation and Memorial Program".

**Effective Date**

2. This By-law comes into effect upon final passage.

**READ AND ENACTED IN OPEN COUNCIL** this 29th day of June, 2011

  
\_\_\_\_\_  
Mayor

  
\_\_\_\_\_  
Clerk

## **Parks Services Donation and Memorial Program**

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### **Policy Statement**

Donations to the City of Greater Sudbury Parks Services Section will be accepted through the Parks Services Donation and Memorial Program.

### **Purpose**

The purpose of the Parks Services Donation and Memorial Program is to provide an opportunity for the public to make donations towards park enhancements and memorial gifts.

### **Scope**

The Parks Services Donation and Memorial Program is administered and managed by the Leisure Services Division, Parks Services Section. All costs associated with the purchase and installation of park enhancements or memorial gifts are the responsibility of donors on a cost-recovery basis.

### **Policy Details**

Members of the public are invited to make a donation through the Parks Services Donation and Memorial Program to commemorate a special person, a momentous occasion or simply donate as a philanthropic gesture to beautify a community park.

Donations towards the purchase of park enhancements or memorial gifts can include:

- Park Benches
- Trees (hardwoods and conifers)
- Bike Racks
- Picnic Tables
- Sun Shelters
- π Sports equipment (basketball standards, tennis nets, soccer goals, etc.)
- π Playground Structures
- π Other options can be discussed with Parks Services

**Gifting:** Items purchased by donors for Greater Sudbury parks will be accepted by Parks Services (exceptions: trees, benches). Donors must consult with Park Services before making any purchases in order to ensure adherence to safety standards.

**Location:** Items will be situated in available areas based on current inventory at specific sites. Parks Services will provide interested donors with options for consideration.

**Cost:** Every park in Greater Sudbury has a predetermined style and aesthetic plan that conforms to the usage of the space. The range of costs for specific items will be provided to donors based on location and installations fees (if installation is required). Donations towards the purchase of park enhancements or memorial gifts will be quoted using a cost-recovery formula.

## SCHEDULE A TO BY-LAW 2011-152

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**Installation:** Parks Services will be responsible for all installations. The City of Greater Sudbury maintains ownership of all park enhancements and memorial gifts purchased through donations. Park enhancements and memorial gifts will be available for public use and not the exclusive use of donors.

**Maintenance/ Replacement:** Parks Services will maintain park enhancements and memorial gifts in the same manner as similar items within parks. Tree replacements will be issued at no charge to donors within five years of the original planting or a subsequent replanting date, if required.

**Plaques:** Recognition or commemorative plaques will be installed at the request of donors.

**Tax Receipts:** Donations greater than \$10.00 paid to the City of Greater Sudbury Parks Services Division will receive a tax receipt. Tax receipts will also be issued for gifted items where supporting documentation of the purchase price, such as an invoice, is provided.

### **Procedure**

**Applications:** Application forms for the Parks Services Donation and Memorial Program will be available on the City of Greater Sudbury website and at all Citizen Service Centre locations.

**Tax Receipts:** Official tax receipts will be mailed to donors by Financial Services after payment is received by the Parks Services Division.

# Corporate Sponsorship Policy

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## Purpose

The purpose of the Corporate Sponsorship Policy is to provide an opportunity for businesses to make financial contributions towards programs, events, services or facilities in return for public recognition.

## Scope

If the value of the public recognition contribution is over \$35,000 a competitive process will be undertaken.

## Definition

Corporate Sponsorship: A mutually beneficial business arrangement between the municipality and an external company wherein the external party contributes funds to a municipal program, event, service or facility in return for recognition, acknowledgement or other promotional consideration.

## Policy Guidelines

Corporate Sponsorships must:

- respect and comply with City of Greater Sudbury policies, by-laws and plans;
- be consistent with the City of Greater Sudbury Visual Identity Program;
- support the City of Greater Sudbury's vision and mission.

The Corporate Sponsorship Policy excludes:

- corporations that are not in good standing with the municipality;
- businesses which derive revenue from the production of tobacco or alcohol products (except events and facilities licensed under the LLBO);
- funding obtained through formal government programs from other levels of government;
- donations received under the Parks Services Donation and Memorial Program (By-law 2011-152);
- third parties who lease City of Greater Sudbury properties or hold facility agreements with the City of Greater Sudbury for activities or events; and
- existing advertisement agreements that the City of Greater Sudbury has entered into through a competitive process.

The Corporate Sponsorship Policy does not:

- imply endorsement of businesses, products or services;
- relinquish control of program and service delivery, event planning or facility management; or

- include Naming Rights, Pouring Rights or advertisements within printed material produced by the City of Greater Sudbury.

Recognition of Corporate Sponsors will:

- be consistent with the proposed sponsorship of the program, event or facility in question;
- designed in a manner not to detract from the physical attributes and visual integrity of the facility or event/program location; and
- must not negatively impact the experience of users of sponsored events and facilities.

### **Sponsor Solicitation and Processes**

The solicitation of sponsorships shall be conducted in a manner that enhances access and fairness and results in a mutually beneficial agreement for both the City, residents of the City of Greater Sudbury and the corporate sponsor.

Corporate sponsors will advise the CAO and appropriate General Manager in writing of interest in potential sponsorship agreements.

City staff shall be specifically designated by the appropriate General Manager to meet with potential sponsors to discuss arrangements and expectations.

Sponsorships valued less than \$35,000 may be considered when brought forward to the City.

A competitive process will be undertaken for any sponsorship over \$35,000 or those sponsorships that offer a significant corporate profile.

Departments will establish the level and manner of sponsor recognition through the negotiation process associated with each sponsorship agreement.

Any costs to the City associated with a corporate sponsorship must be within approved operating and capital budgets.

Approved corporate sponsorships will be confirmed with a written agreement. Agreements will include at minimum the following:

- The program, service, event or facility in question
- The value of the sponsor contribution
- Obligations for sponsorship recognition
- Responsibility for maintenance, insurance, etc. of any assets associated with or resulting from a corporate sponsorship
- The term of the sponsorship agreement

- Specific plans for marketing and branding of the program, service, event or facility in question

Written corporate inquiries denied sponsorship approval will be advised in writing with a detailed rationale.

The City of Greater Sudbury reserves the right to reject any unsolicited sponsorships that have been offered to the City and to reject any proposals for sponsorship that have been openly solicited by the City.

#### **Termination of Sponsorship Agreements**

The City reserves the right to terminate a sponsorship agreement under the following circumstances:

- the sponsor in question uses the City's name outside the parameters of the sponsorship agreement, without prior consent;
- the sponsor in question develops a public image which conflicts with the City's vision, mission and services.

#### **Term**

Corporate sponsorship agreements will not exceed the program or service cycle, the event duration or the life of the asset in question.



**BY-LAW 2012-256**

**A BY-LAW OF THE CITY OF GREATER SUDBURY TO  
ADOPT A BUILDING, PROPERTY AND PARK NAMING POLICY**

**WHEREAS** Council of the City of Greater Sudbury wishes to adopt a  
Building, Property and Park Naming Policy;

**NOW THEREFORE THE COUNCIL OF THE CITY OF GREATER SUDBURY  
HEREBY ENACTS AS FOLLOWS:**

1. Council for the City of Greater Sudbury adopts the Building, Property and Park Naming Policy attached hereto as Schedule A, as the City of Greater Sudbury's Building, Property and Park Naming Policy;
2. By-law 2003-126 and all By-laws amending By-law 2003-126 are hereby repealed.
3. This By-law shall come into force and effect upon passage.

**READ AND PASSED IN OPEN COUNCIL** this 11th day of December, 2012

  
Mayor

  
Clerk

**BUILDING, PROPERTY AND PARK NAMING POLICY****Policy**

The naming and re-naming of interior spaces, portions or elements of municipal buildings, properties, parks are important for public awareness, promotion and recognition. All honourific naming and re-naming will respect the need for public consultation and follow appropriate legislative approvals. Honourific naming requests must come from a recognized community or service group or organization, rather than from individuals or affiliated groups or organizations.

**Purpose**

The purpose of this policy is to ensure consistency and fairness in the naming and re-naming of interior spaces, portions or elements of municipal buildings, properties and parks. The goal is to provide an evaluation framework and approval process that is reflective of the name being proposed.

**Scope**

This policy applies to Honourific Naming and New Park Development. Names of municipal facilities will not be named after elected officials currently in office. The details of this policy refer to the honourific naming and re-naming of municipal assets which reflect the achievements and contributions from an individual or organization. The significance of their contribution(s) is based on a graduated structure – Neighbourhood or Community **SEE DEFINITIONS\***. This structure determines the type of facility to be named and the type of supporting documentation required from the applicant.

When there is a large financial support that exceeds 35% or a sizable donation of the total capital contributions towards new or redeveloped facilities and properties it can also result in the naming of a municipal facility or property. When there is a substantial financial contribution towards a municipal facility or property in excess of 35% or a sizable donation of the total capital contributions, the request for naming may be brought forward for the approval of the Council of the City of Greater Sudbury outside of the Building, Property and Park Naming Policy.

**TYPES OF SITUATIONS APPLICABLE TO NAMING****1. Honourific Naming**

Requested by a community group/organization to recognize a group or an individual's outstanding accomplishments, involvement or work in the local community.

**2. New Park Development**

New neighbourhood parks created as part of the subdivision development process, names are based on geographical association. No public consultation is required and City staff will select an appropriate name for Council's consideration, unless there is a request for a component within the park to be named, in which case the guidelines for honourific naming apply.

**Policy Guidelines**

Naming Principles and Priorities will be used in conjunction with the graduated system in order to consider a honourific name:

- Names shall assist in emergency response situations by: avoiding duplication, using similar sounding names.
- Names that place the element of the building, property or park in geographical context, so as to assist the citizens in locating the named element – this may reflect such things as significant ecological or natural resource features.
- Names reflect the purpose or use of the element within the building, property or park.
- Names convey a sense of place and community and celebrate the distinguishing characteristics of the neighbourhood or community.
- Names are understandable, recognizable and explainable to citizens and respect the values in regards to history, heritage and culture of the neighbourhood or community.
- Names reflect an individual or organization’s significant contributions to public life in general.
- Names reflect an individual or organization with such extraordinary prominence and lasting distinction that no other individuals, families or organizations can come forward and suggest alternatives.

**DEFINITIONS**

**Element:** A component within a park or facility, being walkways, meeting rooms, dressing rooms, corridors, gazebos, squares, fountains and other such features.

<b>GRADUATED STRUCTURE</b>		
<b>MUNICIPAL BOUNDARIES</b>	<b>TYPES OF FACILITIES TO BE NAMED</b>	<b>SUPPORTING DOCUMENTATION</b>
<b>Neighbourhood</b> = area that provides services and amenities in a specific locality within Greater Sudbury to a small group of citizens.	Accessory use of a public building  Neighbourhood Park (meets the recreational needs of its immediate neighbourhood)	Acknowledgements reflect the contributions made by an individual or organization in regards to a specific neighbourhood.
<b>Community</b> = area that provides services and amenities to an area or district of Greater Sudbury that may encompass several neighbourhoods and benefit a large group of citizens.	Indoor building features  Community Parks (provides the space and supportive facilities needed for active recreation)	Acknowledgements reflect the contributions made by an individual or organization in regards to the community and may be recognized throughout the City of Greater Sudbury.

**PROCEDURE - APPLICATION AND APPROVAL PROCESS FOR HONOURIFIC NAMING****Step 1**

Applicant shall submit a request – Application Form, for naming to the City Clerk, along with a permission letter obtained from the organization, individual or family member for the proposed name.

A deposit of \$900.00 (price to vary according to costs of advertisement) will be submitted with the application form.

The application form will then be forwarded to the appropriate department that will lead the process.

The lead staff will forward the application form to the Mayor, all members of Council and the appropriate applicable City departments. Comments on the suitability of the application will be gathered from City departments.

The lead staff will work with the applicant to ensure that the following documentation is included:

- Background information outlying the rationale for consideration of the request;
- Biographical information;
- Documentation including but not limited to media clipping (s) as well as petitions and letters from organizations and individuals providing substantial support for the request – support is based on the graduated structure (Neighbourhood or Community);
- Lead staff to review that the contributions from an organization or individual are well documented;
- All discussions of naming and re-naming of municipal buildings, properties or parks and their elements will be considered initially by the appropriate Committee of Council (e.g. Community Services or Operations);
- The Committee will review the application form, comments from City Departments and documentation from the applicant to complete the Checklist. The graduated structure (neighbourhood, community) selected and information provided to the Committee will determine if the Naming Priorities and Principles satisfy the naming request;
- Lead staff and applicant will determine whether or not a special event is planned to coincide with a formal naming ceremony;
- All costs of establishing the naming option e.g., advertising, signage, event, etc., will be made known to the applicant. Funds from the applicant must be confirmed in order to proceed.

**Step 2**

- The applicant will work with the lead staff person for ensuring that community consultation is met in accordance with City of Greater Sudbury approved guidelines;
- All requests for naming will be advertised in the local media. Citizens will be provided with a period of 30 days within which to comment, as well, the advertisement will contain information about the day of the public meeting;
- All promotion will be done in both English and French;
- News release will be issued;
- PDF Flyer will be created with the information relating to the naming and sent to City Council, CGS Senior Management, Community Action Networks, key stakeholders, Tom Davies Square, CSC, Libraries and the facility where possible;
- Information will be posted on the City's website and other social media formats by which the municipality's Corporate Communications team delivers information (i.e. Facebook);
- Comments on the matter will be sent to the appropriate lead staff;
- Comments must be received by 4:30 p.m. from the 30 days of the notice being issued to residents and then passed along to the lead staff person; and,
- The lead staff person reviews the written comments which are recorded– Total Written Comments Received.

The process to provide notice on the naming process may change to reflect any new Notice By-law that deals with this matter.

- 14 days after the notice has been advertised in the local media, a public meeting will occur to review the name request in more detail.
- Meeting shall occur in the community and as close to the space or element of the building, property or park as possible;
- Lead staff person will facilitate the meeting. The applicant will be in attendance to review the name request and respond to inquiries in more detail;
- The date and time of the meeting will be scheduled so as to allow for the greatest number of the public to be in attendance; and,
- The lead staff person gathers only written comments at the meeting and records it accordingly – Total Written Comments Received.

**Step 3**

The City administration will bring forward a report for Council containing background information pertinent to one or more suggested names.

The report to Council shall include but not be limited to the following:

- Options for consideration;
- Application form;
- Comments from City Staff;
- Rationale for approval according to the naming principles and priorities;
- Background and biographical information;
- Documentation supporting the request in relation to the graduated structure selected;
- Comments received from the notice with the public;
- Recommendation from the Committee of Council;
- Whether or not a ceremony is required; and,
  
- All associated expenses with respect to signs, ceremonies, etc. will be paid for by the applicant.

Final decision on naming will be made by Council. Council retains the right to change any name at any time without notice.

<b>CGS Budget Option</b>	Year: 2015
Category: Public Submission	Type: Enhancement Fund: Capital
Department: 4420 Playgrounds and Tot Lots	Division: Community Development Servis
Request: Provide one time funding from Capital Budget of \$26,000 for purchase of Commemorative Swings	
<p><b>Description/Impact:</b></p> <p>The Chenier family is requesting the purchase of 2 saucer swing sets which would be purchased and installed at the Jeanne D'Arc playground located in the Dominion park subdivision - Hanmer and Ridgecrest Playground in New Sudbury. The equipment purchase would be in memory of Jason Chenier and Jordan Fram.</p> <p>Option 1: Approve the budget option and have the funding treated like a donation by the families which would then trigger the application of the City's Parks Services Donation and Memorial Program. This policy provides that persons may donate money to the City for memorials of the nature described.</p> <p>Option 2: Approve the budget option and defer a decision on naming pending a public consultation in accordance with steps 2 and 3 of the Building, Property and Park Naming Policy public consultation process. This option includes a decision by Council to waive the application and advertising fees and waive the application of the naming principles and priorities described in the Policy which do not include memorial naming of this nature.</p> <p>Funding will be provided by the Leisure Services 2015 Capital Budget - playground enhancements</p>	
<b>Impact on Staffing (Negative if Reduction)</b>	<b>Net Budget Increase (Negative if Reduction)</b>
Full Time Postion(s): 0	Permanent: \$0 One-time: \$0 Notes:

Status: Accepted

RECEIVED

CLERK'S

Feb 2nd, 2015

To Whom it May Concern,


My name is Tracy Chenier, on June 8th, 2011 my husband Jason Chenier and his co-worker Jordan Fram were killed at Stobie Mine in a mining accident. Vale plead guilty in the matter and the city was awarded a significant fine.

Last fall, the Fram family and myself spoke to Mayor Matichuk whom supported the idea of using a small portion of the fine to enhance both our local parks (Jeanne D'arc to commemorate Jason and Ridge Crest to commemorate Jordan). This would consist of installing a small structure at each site in memory of the men.

It would mean very much to both our families and enhance the community at the same time. We have had a chance to speak to both Councillors Lapierre and Altmann. They have been kind and supportive of our endeavors.

Please give the attached request your consideration,

Sincerely,  
Tracy Chenier

  
705 677 4457



# Budget 2015 Community Consultation Form



Deadline for submissions: Friday, February 6, 2015

As part of Council's commitment to balancing the need to provide excellent, efficient services with the desire to maintain low property taxes, the Finance and Administration Committee of Greater Sudbury is looking for your input into the 2015 municipal budget.

The Committee is looking for creative solutions to find efficiencies or increase revenues, as part of their long-term fiscal sustainability plan. If you have suggestions for fiscal opportunities for our City, the community consultation is your chance to talk about them.

The community consultation is also an opportunity to make funding requests. Such requests should be in line with the City's vision, mission, and values, which speak to quality of life, excellence of service, innovation, and the social, environmental, and economic development of our community.

RECEIVED



## The 2015 Municipal Budget Begins with You:

Tracy Chenier  
 Name: Tracy Chenier Organization (if applicable):  
705 677 4457 Email: j.chenier@eastlink.ca  
 Daytime telephone: \_\_\_\_\_

Check here if you would like to make a presentation to the Finance and Administration Committee by attending the Public Consultation on Tuesday, January 20, 2015, starting at 4 p.m. in the Council Chamber of Tom Davies Square. Presenters are asked to limit their remarks to five minutes.

### Comments/Suggestions/Opportunities for Savings:

When Vale was found guilty in the accidental death of Jason Chenier and Jordan Frain the City received one million fines. The former Mayor was looking into putting a structure in place for each of the men in commemoration.

Description of project/program requiring funding and why this project/program would benefit the community (if applicable):

I am requesting a soccer swing (similar to attached) be placed at Trane Park in Hammer. - Honor of Jason  
In addition one at RidgeCrest - Honor of Jordan

Estimated one-time cost or saving: \* Estimated cost for one park  
 Estimated on-going costs or savings: 12 927.98 - includes swing, freight, installation, sand, sight prep.

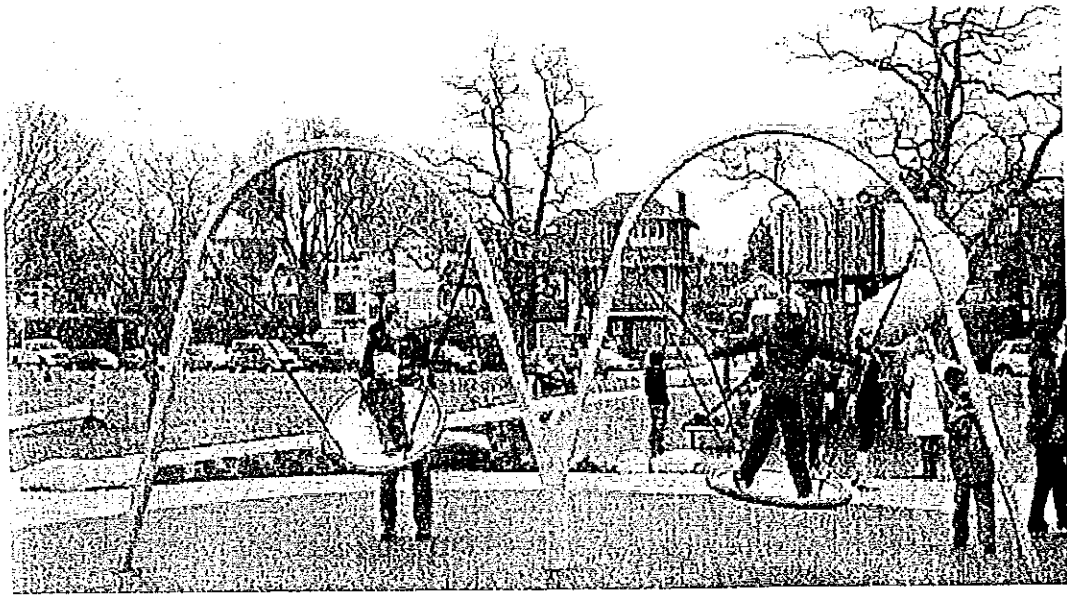
### Municipal Freedom of Information & Protection of Privacy Act

I hereby acknowledge that the City of Greater Sudbury collects this information for the purpose of collecting information for the 2015 municipal budget process in accordance with the Municipal Act, 2001. I consent to the information in this form, its attachments and any further information provided being disclosed in its entirety to Council, City staff and/or members of the public and the information may be discussed in public meetings and posted on the Internet. Any questions relating to the collection, use and/or disclosure of the information provided in this form may be addressed to the Deputy City Clerk at Tom Davies Square, 200 Brady Street, 2nd Floor, P3A 5P3 or by telephoning 705-674-4455 ext. 4206.

Complete and mail/deliver to:  
 City Clerk, Tom Davies Square,  
 200 Brady Street, 2nd Floor,  
 P.O. Box 5000, Stn A,  
 Sudbury, ON P3A 5P3  
 Fax: 705-671-8118

Tracy Chenier  
 Signature

Note: Failure to sign may result in the information or portions thereof not being considered for the 2015 Budget Process.



Sample of swing we are asking to have installed. This can be done over a sandy surface.

RECEIVED

CLERK'S

Melissa at CRCs 705-522-4984

Price quoted for

- Saucer swing
- Installation
- freight
- sand
- sight prep.

\* 12,927.98

\* Ginette Forget Rose has also been helping with pricing and sight inspections for Jeanne D'Arc location.