

**City of Kelowna  
Regular Council Meeting  
AGENDA**



Monday, March 3, 2025  
10:00 am  
Council Chamber  
City Hall, 1435 Water Street

**Pages**

1. **Call to Order**
2. **Confirmation of Minutes** 2 - 3  
Regular AM Meeting - February 24, 2025
3. **Reports**
  - 3.1 **Naming Policy Options Workshop** 30 m 4 - 20  
To consider possible policy directions for civic asset naming.
4. **Resolution Closing the Meeting to the Public**

THAT this meeting be closed to the public pursuant to Section 90(1) (e) (k) of the Community Charter for Council to deal with matters relating to the following:

  - Acquisition of Land
  - Proposed Provision of a Municipal Service
5. **Adjourn to Closed Session**
6. **Reconvene to Open Session**
7. **Termination**



**City of Kelowna  
Regular Council Meeting  
Minutes**

Date: Monday, February 24, 2025  
 Location: Council Chamber  
 City Hall, 1435 Water Street

Members Present Deputy Mayor Luke Stack, Councillors Ron Cannan, Maxine DeHart, Gord Lovegrove, Mohini Singh, Rick Webber and Loyal Wooldridge

Members Absent Mayor Tom Dyas\*\*, Councillor Charlie Hodge\*\*

Staff Present City Manager, Doug Gilchrist; City Clerk, Laura Bentley

(\*\* Denotes leave of absence)

**1. Call to Order**

Deputy Mayor Stack called the meeting to order at 9:00 a.m.

**2. Confirmation of Minutes**

Moved By Councillor Lovegrove/Seconded By Councillor DeHart

THAT the Minutes of the Regular AM Meeting of February 10, 2025 be confirmed as circulated.

Carried

**3. Resolution Closing the Meeting to the Public**

Moved By Councillor Wooldridge/Seconded By Councillor Singh

THAT this meeting be closed to the public pursuant to Sections 90(1)(e) (f) (g) and (k) of the Community Charter for Council to deal with matters relating to the following:

- Acquisition and Disposition of Land
- Law Enforcement
- Litigation affecting the Municipality
- Proposed Provision of a Municipal Service

Carried

**4. Adjourn to Closed Session**

The meeting adjourned to a closed session at 9:01 a.m.

**5. Reconvene to Open Session**

The meeting reconvened to an open session at 11:42 a.m.

**6. Termination**

The meeting was declared terminated at 11:42 a.m.

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Deputy Mayor Stack

lb/acm

  
\_\_\_\_\_  
City Clerk

DRAFT

# Report to Council



**Date:** March 3, 2025  
**To:** Council  
**From:** City Manager  
**Subject:** New Civic Asset Naming Policy Options  
**Department:** Community Communications

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**Recommendation:**

THAT Council receives, for information, the report from the Community Communications Manager dated March 3, 2025 with respect to potential policy directions for the New Civic Asset Naming Council Policy.

AND THAT Council directs staff to bring forward a draft New Civic Asset Naming Council Policy for consideration following on this report.

**Purpose:**  
To consider possible policy directions for new civic asset naming.

**Background:**  
On March 11, 2024, Council adopted the following resolutions with respect to the naming of new civic assets owned and operated by the City.

*Previous Council Resolution*

Resolution	Date
THAT Council receives, for information, the report from the Community Communications Manager dated March 11, 2024, with respect to the naming of new civic assets;	March 11, 2024
AND THAT Council directs staff to prepare an updated naming of new civic assets policy based on best practices and consultations.	March 11, 2024

Since this resolution was adopted, staff have completed the following policy development best practices:

- Compiling the strategic policy directions from existing City plans or Council policies which may give direction to a New Civic Asset Naming Council Policy.

- Identifying existing policies which may need to be rescinded in order to bring forward a more holistic New Civic Asset Naming Council Policy.
- Reviewing the landscape of common municipal policy directions from other jurisdictions that have undertaken this work in the recent past.
- Developing options for policy statements and refining those through internal and external consultations.

The City’s community vision (Imagine Kelowna), the Official Community Plan (Kelowna as We Grow) and our Cultural Plan are among the established plans which have been used to shape the possible policy options in this report, following a summary of jurisdictional examples to help demonstrate contemporary naming practices across the country and locally.

**Discussion:**

Through both jurisdictional research and consultations with community-based organizations, it was affirmed that public sector organizations are moving away from naming assets after individuals as a default policy direction for all their assets. In addition, there is evidence from communities across the country that it is becoming common practice to avoid names which may be culturally divisive and to draw from either the natural landscape or the intended use of a facility to establish its name. Finally, naming after historic persons and families can eventually become unintentionally repetitive for a rapidly growing community with many new facilities and amenities being built every year so having a variety of approaches to naming can be helpful for creating engaging, diversely representative and interesting public spaces. Many cities and public sector organizations are updating their policies around commemorative recognition as an overarching policy framework to affirm that even if not engaged in commemorative naming on a routine basis, that commemorative recognition has a place in the culture of community. Given these drivers of change, it is worth creating a naming policy that re-orient naming decisions towards a variety of acceptable policy directions, as opposed to a dominant default policy position of naming after settlers and pioneers as current policies indicate.

While procedures for naming may vary across jurisdictions, there are many examples from across the country that show municipalities are naming assets from a balance of policy directions, frequently with a focus on unity, community benefit, natural assets and local ecosystem knowledge sharing, alongside language revitalization where Indigenous partners have been collaborators on the asset. From these examples it is evident that interpretive information, cultural installations and enhanced storytelling within the City’s built environment is important to consider because the name of the asset is one of many ways to enliven public space and build shared awareness of the many histories and cultures within the city. Likewise, asset naming is routine and frequent but may still involve unique circumstances, history and intended use of the asset for the community, which can result in a variety of different naming approaches depending on the project.

***Examples from other jurisdictions***

Jurisdiction	Policy statements and examples
Calgary	<ul style="list-style-type: none"> <li>• Names should further a sense of community</li> <li>• Community names should reflect Calgary’s heritage, local geographic features, flora and fauna and/or further a sense of community</li> </ul>



Jurisdiction	Policy statements and examples
	<ul style="list-style-type: none"> <li>• Circumstantial dedications and commemorative naming after individuals are permitted under the policy.</li> <li>• Incorporation of nsyilxcen or Syilx knowledge and culture in park naming or park features is based on active partnership with local Nations.</li> <li>• The implementation of the policy is primarily in the naming of park trails and the inclusion of ecosystem and language education within parks, supported by a partnerships with Westbank First Nation.</li> </ul>

Options for possible policy directions for the City of Kelowna may include:

### ***Land based naming***

Land based naming has become a frequent practice as it unifies our common understanding of “flora and fauna” with the principle that land has traditional and/or historical ways of supporting the social and physical wellbeing of a community. The natural landscape can provide an accessible basis for possible asset names and acts as a form of nature and ecosystem-based wayfinding. By naming assets after the land and what it provides, this in turn becomes a more deeply meaningful form of wayfinding by orienting the public to the natural legacy of an area of the City.

### ***Interpretive and educational animation of our public spaces***

Our Official Community Plan’s Chapter 2 and Chapter 11 suggest that the City prioritize interpretive information within its public facing assets to build in educational components for the public (e.g. displays, plaques, information boards, artwork). Chapter 10 and policy statement 10.3 commit the City to enhancing cultural learning and appreciation of the natural environment in our parks specifically. Numerous community based organizations suggested that storytelling and adding cultural context to an asset name can be as important as the name choice itself.

### ***Wayfinding and orienting the public***

It remains important to consider the primacy of wayfinding in our community. By using adjacent neighbourhood naming conventions to name new public amenities, we make it easier for residents and first responders alike to know where it is located. At the same time, we can create unnecessary repetition by repeating names already used within a neighbourhood. Wayfinding should always be among the considerations for an asset name and for minor routine asset naming would likely still be routine.

### ***Dual Naming of Assets***

Where there are many suitable names for an asset, the City’s policy could also include a dual naming policy direction. This would allow for City staff to suggest dual name assets under specific circumstances, without promoting the dual naming of all assets. It is important not to treat dual naming as a panacea for resolving differing perspectives and is most successful when it is used to enhance public understanding of multiple perspectives or unique factors about the land or asset, rather than doing it to avoid “choosing between” options.

### ***Language revitalization***

The City may also include a language revitalization policy statement. Incorporating nsyilxcen words into the name of new assets is being done by RDCO, UBCO and Okanagan College. These name aligns to the intended future use of the asset – housing, interdisciplinary academic collaboration, language program delivery – and are not assigned simplistically but rather a reflection of deliberate partnership and cultural collaboration frameworks. The existing policy statements within our Official Community Plan give sufficient policy direction to incorporate syilx Okanagan language education into our public spaces, however many jurisdictions and public organizations have made this an explicit policy statement as it aligns to the Calls to Action from the Truth and Reconciliation Commission.

### ***Major and Minor Asset Types***

While names generally include the intended use of the asset as part of the name (e.g. “Recreation Park” or “Aquatic Centre”), there is little justification or precedent from other jurisdictions as to why a City would take a substantially different approach to naming an asset based on whether it is a building or a park or a road. A more salient driver of how an asset should be named is the significance of the asset for the community or the intended community benefit of the asset. In this regard, the City’s New Civic Asset Naming Council Policy is intended to distinguish between minor and major assets and to set out different routine processes for each so that resources applied to the process of naming an asset are appropriately aligned to the significance, impact and benefits of the asset. This ensures the many minor improvements the City makes year over year to our community’s amenities can be named at the staff level, while the naming of significant community assets goes to Council for decision. Examples of how this could be defined in policy include:

“major asset” meaning an asset with a regional, City-wide or substantially multi-purpose use and/or an asset that consumes a significant land mass within the City of Kelowna boundaries.

“minor asset” means an asset with a singular, specific purpose; an asset contained within a major asset; or an asset with an intended use that is limited to a core area, a neighbourhood or an otherwise defined limited area of the City.

Under these definitions, City staff would continue to name a small neighbourhood park or a side street, in alignment with Council and corporate policies, while the naming of a significant asset of broad community benefit would go to Council for decision given the significance of the assets in size, use and community impact.

### ***Public Engagement on Asset Naming***

Staff already engage community-based organizations, neighbourhoods, history and culture partners and syilx/Okanagan advisors in the process of designing and animating our public spaces. Based on the policy directions being explored, these collaborations would continue to be important. Should Council wish to see public engagement as part of the naming of a major asset, staff would adhere to our existing public engagement Council policy to do that. It’s important to avoid creating expectations that residents can vote on name options or that City asset names are being crowdsourced to the general public. The naming of an asset should be a researched and thoughtful reflection of the land, our history and our future as a City, first and foremost. Public engagement processes commonly generate feedback from those with strong opinions or intrinsic motivation on the topic, which is why our [Engage Council Policy No. 372](#) indicates public engagement input always be taken alongside other decision inputs.



### ***Sponsorship***

As the City already has [Council Policy No. 376](#) confirming naming rights as a form of permissible sponsorship within the City of Kelowna, a new naming policy could simply refer to this policy to affirm that sponsorship opportunities may drive an asset naming decision on a case-by-case basis in accordance with existing policy.

### ***Commemoration***

Currently the City has a policy on commemorative recognitions in City parks, [Council Policy No. 242](#), but this policy is focused on the use of plaques and monuments and other installations within a public space as opposed to commemorative naming of the asset itself. It is evident from jurisdictional research and staff experience that commemorative recognition remains important. The City may wish to rescind and revise Council Policy No. 242 to more exhaustively address commemorative naming as part of a broader framework of commemorative recognition and dedication practices in the community, or the New Civic Asset Naming Policy could have a brief statement that acknowledges the potential for circumstantial commemorative naming. It is important to avoid creating community expectation that assets will be routinely named after individuals or families. Staff routinely receive requests from the public to consider naming an asset after their family member. Commemorative recognition usually involves unique circumstances and there can be many creative options this may take in relation to the individual or family being recognized.

### **Conclusion:**

Municipalities are moving towards more expansive and multi-cultural approaches to naming their assets, both in their policies and their project-based decision-making. The City's existing policies are 10-30 years old and a broader range of policy statements are needed to align our naming practices with our community vision (Imagine Kelowna) and our Official Community Plan (Kelowna as We Grow). The above options demonstrate where contemporary municipal practice, staff and community group feedback are most aligned, for Council's consideration. As a next step following this report, staff will create a draft New Civic Asset Naming Policy to return to Council for consideration.

### **Internal Circulation:**

Parks Planning and Design, Facilities Planning and Design, Partnerships, Real Estate, Cultural Services

### **Considerations applicable to this report:**

#### **Consultation and Engagement:**

Staff held meetings with a variety of external organizations across the City that play a role in cultural education and celebration, heritage preservation, and the animation of our community spaces, offering opportunities to provide input to policy directions through emails, online questionnaires and in-person sessions. Organizations engaged included the Central Okanagan Heritage Society, Kelowna Museums, Metis Community Services, Westbank First Nation, Okanagan Indian Band, Ki-Low-Na Friendship Society, and the Central Okanagan Local Immigrant Partnership.

### **Considerations not applicable to this report:**

#### ***Legal/Statutory Authority***

#### ***Legal/Statutory Procedural Requirements***

***Financial/Budgetary Considerations***  
***External Agency/Public Comments***

**Attachments**

[James Short Park and Parkade renamed Harmony Park and Parkade](#)  
[New island in the Port Lands named Ookwemin Minising, place of black cherry trees – City of Toronto](#)  
[Agamemnon and Eleni Kasapi Park](#) [New public park opens in South Jubilee neighbourhood in Victoria](#)  
[Protecting relatives: Whale conservation and storytelling](#)  
[Lewis Farms Facility and Park Project | City of Edmonton](#)  
[Edmonton's biggest rec centres face name change in new sponsorship deal | CBC News](#)  
[Naming Committee Announcements | City of Edmonton](#)  
[#UncoverOliver](#)  
[syilx / Okanagan partnerships - Regional District of Central Okanagan](#)

**Submitted by:** Christine Matte, Community Communications Manager

**Approved for inclusion:** Lisa Corcoran, Communications Director



# New Civic Assets Naming Policy Options

March 3, 2025

# In Scope Council Policies

- Park Naming – [Policy No. 251](#)
- Civic Community Facility Naming – [Policy No. 343](#)
- Naming Street Name, Address Changes & Compensation – [Policy No. 363](#)

# New policy approach

- Harmonize different asset types into one policy
- Create a menu of options for naming that celebrate and reflect the landscape and diversity of our community
- Provide transparency to the public and align naming policy with current OCP , community vision and cultural plan

# Major and Minor Assets

<b>Major asset</b>	<b>Minor asset</b>
<p>an asset with a regional, City-wide or substantially multi-purpose use</p> <p>an asset that consumes a significant land mass within the City of Kelowna boundaries</p>	<p>An asset with a singular, specific purpose</p> <p>an asset contained within a major asset</p> <p>an asset with an intended use that is limited to a core area, a neighbourhood or an otherwise defined limited area of the City</p>

# National and local examples

01

Calgary

02

Toronto

03

Victoria

04

Edmonton

05

Regional District of Central Okanagan

# National and local examples





# Consultation process

- Central Okanagan Heritage Society
- Kelowna Museums
- Metis Community Services
- Westbank First Nation
- Okanagan Indian Band
- Ki-Low-Na Friendship Society
- Central Okanagan Local Immigrant Partnership
- Regional District of the Central Okanagan staff

# Policy Options



Land based  
naming



Interpretive  
cultural  
animation of  
public space



Wayfinding



Dual naming



Language  
Revitalization

# Related Existing Council Policies

- Sponsorship
- Public Engagement
- Commemorative Recognition



Questions?