



The Corporation of the Town of LaSalle

To: Mayor and Members of Council

Prepared by: Dawn Hadre, Director of Strategy and Engagement

Department: Strategy and Engagement

Date of Report: September 20, 2022

Report Number: SE-04-2022

Subject: SE-04-2022 Consultation for Naming of the Waterfront

Recommendation

That the report of the Director of the Strategy and Engagement Department dated September 20, 2022 (SE-04-2022) regarding the consultation for the naming of the waterfront be received; and

That council approve the consultation to take place in November 2022 as outlined in the report, with names for consideration to be presented to Council in January 2023.

Report

At the July 12, 2022 Regular Meeting of Council, a motion was passed instructing administration to hold a community consultation for the naming of the waterfront. This almost 60-acre waterfront property will become a community hub, a meeting place, and a destination in LaSalle. This redevelopment initiative will reinforce the goals of LaSalle's 2050 Strategic Plan by creating a community and cultural hub for the residents of LaSalle and visitors to the area. The waterfront development will strengthen community engagement, grow and diversify the local economy and build on our high-quality of life. The naming must exemplify the uniqueness and heritage of the waterfront development and the Town of LaSalle.

Names will be accepted through the Town of LaSalle's website on a fillable form from November 1 to November 30, 2022. The form will collect information including name, address, email, suggested waterfront name and description/explanation of the suggested name. Administration will review all submissions in December based on the description submitted and consider the uniqueness, cultural significance, and overall suitability of the name. All submissions, along with three to six options preferred by administration, will be presented at a Regular Meeting of Council in January 2023 for consideration.

Submissions will be limited to one per person. Any names submitted of a family and/or individual may be subject to a police record check. Anything received that is inappropriate will be discarded. The naming of the waterfront is not a contest, so any name that is submitted more than once may not be chosen. The name will be chosen based on uniqueness and character in relation to the waterfront development.

The consultation for naming will be promoted through the Town's website, social media pages and the PlaceSpeak project page. In addition, it will be included in the monthly email blast and the Town news page in the monthly LaSalle Post Reporter newspaper. Should an event be held at the Event Centre in the month of November, an in-person consultation session will be held encouraging visitors to submit a name. If this is not possible based on the ongoing construction/timing of event scheduling, an in-person session will be held at the Vollmer Complex in the month of November, and/or at the LaSalle Civic Centre during the Holiday Lights event.

Consultations

J. Milicia, CAO; P. Marra, Deputy CAO; D. Langlois, Director of Finance; P. Funaro, Director of Culture and Recreation; G. Beggs, Director of Planning and Development

Financial Implications

There may be some low costs incurred to promote the consultation period.

Prepared By:



Director, Strategy and Engagement

Dawn Hadre

Link to Strategic Goals

1. Enhancing organizational excellence - Not Applicable
2. Strengthen the community's engagement with the Town - Yes
3. Grow and diversify the local economy - Not Applicable
4. Build on our high-quality of life - Not Applicable
5. Sustaining strong public services and infrastructure - Not Applicable

Communications

Public communication with respect to the consultation for the naming of the waterfront is included in this report.

Notifications

None

Report Approval Details

Document Title:	SE-04-2022 Consultation for Naming of the Waterfront.docx
Attachments:	
Final Approval Date:	Sep 21, 2022

This report and all of its attachments were approved and signed as outlined below:



Chief Administrative Officer

Joe Milicia