

Date: October 6, 2011



TO: Board Members – Vancouver Park Board
FROM: General Manager – Parks and Recreation
SUBJECT: Commemorative Naming – Special Events Room at the Hillcrest Aquatic Centre

RECOMMENDATION

THAT the Board approve the commemorative naming of the special events room at the Hillcrest Aquatic Centre after the late Percy Norman (“Percy Norman Room”).

POLICY

Policy Name

Commemorative Naming Policy for Park Board Community Facilities.

Policy Background

In April 2007, the Park Board approved a comprehensive new policy and process to direct the evaluation of naming proposals for its community facilities. This Commemorative Naming Policy was developed to assist community members in bringing naming suggestions forward to the Board. It provides a clear set of guidelines and a decision making framework for Park Board staff and Commissioners to consider naming requests. The Commemorative Naming Policy addresses requests for facility naming in honour of outstanding achievement, distinctive service, or significant community contribution without financial consideration. A companion policy, the Naming Rights Policy, was approved at the same time and addresses the granting of naming rights for property or portions of property in exchange for financial consideration.

FACILITY OVERVIEW/BACKGROUND

The Hillcrest Aquatic Centre opened in July 2010. Attracting over 1,000,000 visitors annually, it is Vancouver’s largest aquatic facility and home to the City’s first destination pool.

The special events room is located on the mezzanine level of the Centre in a high traffic, high visibility location. Equipped with a sink, microwave, small fridge, glass wall

surround, media projection wall, and storage, the room supports numerous community events and activities, including:

- Meetings;
- Special events;
- Birthday parties; and
- Other community celebrations.

Some images of the special events room are provided below.



View from Mezzanine



View from Pool Deck

DISCUSSION

The Park Board has received a formal application/proposal from the Riley Park Community Association to name the new special events room at the Hillcrest Aquatic Centre after Percy Norman in honor and recognition of his service to the Vancouver swimming community. In order for commemorative naming to be considered for this community facility, several Commemorative Naming Policy requirements must be satisfied. The table below sets out these requirements, reviews the actions taken by the appropriate parties, and identifies whether the requirement has been met.

| Policy Requirement | Action Taken | Requirement Met |
|--|---|-----------------|
| <p><i>For all commemorative naming requests, the Applicant shall submit a written proposal including information demonstrating the proposed name is of significance to the community and letter of support for the naming. A direct relationship should exist between the Naming Entity and the Applicant.</i></p> | <p><i>In September 2011, the Park Board received background and biographical information from the Riley Park Community Association (the Applicant) detailing the achievements of the late Percy Norman, and a proposal to recognize Mr. Norman by naming the special events room at the Hillcrest Aquatic Centre after him.</i></p> | <p>Yes</p> |
| <p><i>Commemorative naming rights may be granted in recognition of individuals who have made significant community contributions or provided distinctive service. These contributions must be well documented and broadly acknowledged.</i></p> | <p><i>Percy Norman was considered one of Canada's foremost authorities on swimming and diving, and was highly involved in the Vancouver swimming community for decades.</i></p> <p><i>As a successful coach, he concentrated on developing young athletes, often digging into his own pocket to pay their way to meets in other cities when they couldn't cover the costs themselves.</i></p> <p><i>His career highlights included:</i></p> <ul style="list-style-type: none"> - <i>Coaching the 1936 Canadian Olympic swim team and the 1954 British Empire & Commonwealth Games team that won 6 medals; and</i> - <i>Coaching the Vancouver Amateur Swim Club at Crystal Pool from 1931 to 1955.</i> <p><i>Many of Mr. Norman's past swimmers are now members of the BC Hall of Fame.</i></p> <p><i>Mr. Norman was a devoted community citizen and his dedicated service and contributions are widely acknowledged by community members, Association Board members, and Park Board staff.</i></p> | <p>Yes</p> |
| <p><i>Written permission and agreement must be obtained from the individual who is being commemorated, or their legal representative, prior to consideration.</i></p> | <p><i>Ralph and Ernie Norman, Mr. Norman's sons, have provided written permission to the Park Board indicating that they are in agreement with this commemorative naming initiative.</i></p> | <p>Yes</p> |

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| <i>A notice of the Park Board's intent to grant commemorative naming rights shall be published in a newspaper of general circulation.</i> | <i>A notice of intent to grant commemorative naming rights to this community facility was published in the September 23, 2011 edition of The Vancouver Courier (Attachment 1).</i> | Yes |
| <i>The Park Board shall hold at least one advertised public meeting in the vicinity of the relevant community facility to hear public input with respect to the proposal.</i> | <i>A public Open House was held at the Hillcrest Aquatic Centre on October 1, 2011. The meeting was advertised in the September 23, 2011 edition of The Vancouver Courier (Attachment 1). In addition, posters notifying the public of the Open House were displayed in the Aquatic Centre in the weeks leading up to the event (Attachment 2).</i> | Yes |
| <i>If a proposal is approved by the Park Board, an Approval Agreement (outlining the terms and conditions of approval in granting Commemorative Naming Rights to a Naming Entity) will be executed between the Park Board and the Naming Entity to the satisfaction of the General Manager and the City's Director of Legal Services.</i> | <i>Staff have reviewed this proposal with Legal Services and have been advised that a Commemorative Naming Rights Agreement is not required.</i> | Yes |

SUMMARY

The proposal to name the new special events room at the Hillcrest Aquatic Centre after the dedicated community citizen Percy Norman meets the guidelines of the Commemorative Naming Policy, and would be an appropriate way to acknowledge Mr. Norman's decades of significant contribution to the Vancouver swimming community.

Prepared by:

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