
TO: GENERAL COMMITTEE

SUBJECT: RESULTS OF PUBLIC CONSULTATION - NAMING OF ARBORETUM
IN SUNNIDALE PARK IN RECOGNITION OF WYMAN JACQUES

WARD: 4

PREPARED BY AND KEY CONTACT: D. MCALPINE, CITY CLERK/DIRECTOR OF LEGISLATIVE AND COURT SERVICES, EXT. 4421

SUBMITTED BY: D. MCALPINE, CITY CLERK/DIRECTOR OF LEGISLATIVE AND COURT SERVICES

GENERAL MANAGER APPROVAL: P. ELLIOTT-SPENCER, MBA, CPA, CMA, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES

CHIEF ADMINISTRATIVE OFFICER APPROVAL: C. LADD, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That the Arboretum in Sunnidale Park be named in recognition of Wyman Jacques' community contributions.
2. That the contributions of the Barrie Horticultural Society (now known as the Barrie Garden Club) be formally acknowledged as part of the interpretative signage at the Arboretum.
3. That any costs associated with acknowledging Wyman Jacques and the Barrie Horticultural Society/Barrie Garden Club contributions be funded from the Strategic Priorities Reserve.

PURPOSE & BACKGROUND

Report Overview

4. The purpose of this staff report is to provide the results of the public consultation with respect to a recommendation from the Municipal Naming Working Group to name the arboretum in Sunnidale Park to recognize the contributions of Wyman Jacques to the community. The report also recommends formally recognizing the contributions of the Barrie Horticultural Society (now known as the Barrie Garden Club) through interpretative signage at the Arboretum.

Background

5. On January 11, 2016, City Council adopted the Municipal Naming Policy and established the composition of a Municipal Naming Working Group to review suggestions and provide recommendations related to the names of municipal assets (where such naming was not related to sponsorships). In late 2016, a submission was received to name the Arboretum in Sunnidale Park in recognition of the late Mr. Wyman Jacques.

6. Wyman Jacques dedicated a significant amount of time and energy throughout his life to improving the community, with a focus on the Barrie Arboretum. He was a member of the Barrie Horticultural Society at the Arboretum's inception in 1974. For over twenty years, he tended the gardens and trees in the 12-acre Arboretum six days a week and assisted families who wished to dedicate a memorial to a loved one by helping them select a tree, having a plaque engraved, digging the hole, and then continuing to water and care for the sapling for years. In 1984, Wyman became the Chairman of Barrie's Arboretum.
7. Mr. Jacques passion for the community extended beyond the Arboretum. Over many years, he volunteered with numerous organizations such as the Bruce Trail Club, Brereton Field Naturalists Club, Barrie Humane Society, Nottawasaga Conservation Club, Central Unity Church, Barrie Horticultural Society, Citizens on Patrol Program, and the Canadian Red Cross.
8. Mr. Jacques received many awards acknowledging his work, including the Ontario Horticultural Society *Silver Fir Award*, Barrie Horticultural Society *Lifetime Membership Award* and *Diploma of Service Award*, Barrie Chamber of Commerce Award, the Royal Canadian Legion *Citizen of the Year Award* and the Rotary International *Paul Harris Fellow*.
9. In accordance with the Municipal Naming Policy, the Municipal Naming Working Group met on September 26, 2016. The Working Group reviewed Mr. Jacques' contributions to the community and recommended that public consultation be undertaken with respect to naming the Arboretum at Sunnidale Park in honour of Wyman Jacques.

ANALYSIS

10. In response to the Municipal Naming Working Group recommendation, staff in the Legislative and Court Services Department and Access Barrie undertook a campaign to encourage feedback with respect to the potential naming of the Arboretum in Sunnidale Park in honour of Wyman Jacques. The public were consulted over a minimum of 30 days to determine the level of support and/or any concerns with respect to the proposed naming of the Arboretum. The public consultation involved advertisements in This Week in Barrie, on the City's website and through social media.
11. The deadline for comments was January 27, 2017. The public was asked to provide comments by completing an on-line survey, emailing, mailing or dropping off surveys or correspondence, or contacting the Legislative and Court Services Department. A total of 194 responses were received through these methods. The same individuals may have responded to the on-line survey as well as by providing correspondence and/or contacting the Legislative and Court Services Department.

12. A summary of the results indicating support of the proposal for the naming of the Arboretum at Sunnisdale Park in honour of Wyman Jacques, is as follows:

	# of responses	Yes	No	Unsure
On-line Survey	168	94.64%	4.76%	0.60%
Emails, letters and phone calls	26	92.31%	7.69%	0%
TOTAL	194	94.33%	5.2%	0.52%

Notes:

Social media posts were not included in the above summary as the public was asked to respond by completing the survey (either online or a hardcopy), or write to/email/or call the Legislative & Court Services Department. Individuals who either liked the City's post or re-tweeted it, may have also responded to the on-line survey. The Facebook posting received 8 likes, 8 comments with 6 being against the naming in general, 1 in favour and 1 with a general comment regarding the park. Twitter received 11 likes and 1 comment questioning the cost associated with naming.

13. The public consultation resulted in a clear majority of respondents supporting the naming of the Arboretum in recognition of Mr. Jacques' contributions (94.33%). A summary of the general themes associated with the comments provided is attached as Appendix "A" to Staff Report LCS007-17.
14. A small percentage of the respondents were opposed to renaming the Arboretum in recognition of Wyman Jacques (5.2%) and a portion of these respondents identified concerns that the contributions of the Barrie Horticultural Society (now Barrie Garden Club) and its other members would not be recognized if it was named for a single member. To ensure that the valuable contributions of the numerous members of the Barrie Horticultural Society/Barrie Garden Club are acknowledged, interpretative signage highlighting the Society's/Club's role is recommended to be included at the Arboretum.
15. Should the recommendation to name the Arboretum and install interpretative signage be supported by City Council, staff would work with Mr. Jacques' family and representatives of the Barrie Garden Club to establish an appropriate date for a ceremony.

ENVIRONMENTAL MATTERS

16. There are no environmental matters related to the recommendation.

ALTERNATIVES

17. The following alternatives are available for consideration by General Committee:

Alternative #1

General Committee could recommend that the Arboretum not be named commemoratively.

While it is acknowledged that the decision to name of a municipal asset, including commemorative naming may reduce the opportunities for potential sponsorship revenue, the potential revenue associated with any naming rights for the Arboretum is likely to be limited.

Alternative #2

General Committee could choose to undertake further public consultation regarding the naming of the Arboretum.

Although this alternative is available, 194 responses were received regarding the naming of the Arboretum. Based on the public consultation process, the respondents overwhelmingly (94.33%) supported the naming of the Arboretum.

Alternative #3

General Committee could choose to undertake public consultation regarding another suggestion for recognition of Wyman Jacques such as a plaque acknowledging his contributions.

Currently, a rock with a bronze plaque acknowledges the contributions of Norm Synott, one of the founding The naming of the Arboretum in Sunnidale Park in honour of Wyman Jacques was recommended by the Municipal Naming Working Group, has been supported by his family members and 94.33% of respondents.

Alternative #4

General Committee could choose to not to acknowledge the contributions of the Barrie Horticultural Society/Barrie Garden Club members to the Arboretum through interpretative signage on site.

Over the years, the members of the Barrie Horticultural Society/Barrie Garden Club have played an important role in the planning, design and maintenance of the Arboretum. Interpretative signage would provide an opportunity to recognize the members' contributions in addition to the unique contribution of Mr. Jacques.

FINANCIAL

18. Should the recommendation be approved, it is estimated that the cost associated with a plaque to identify the Wyman Jacques Arboretum is anticipated to be between \$2,000 to \$3,000 depending on the final size and design. The cost associated with interpretative signage/story board(s) to provide context and history associated with the Barrie Horticultural Society/Barrie Garden Club contributions is estimated to be \$2,000.

19. It is recommended that any costs associated with acknowledging Wyman Jacques and the Barrie Horticultural Society/Barrie Garden Club contributions be funded from the Strategic Priorities Reserve, as a specific account for Municipal Naming does not exist at this time.

LINKAGE TO 2014-2018 STRATEGIC PLAN

20. The recommendation(s) included in this Staff Report are not specifically related to the goals identified in the 2014-2018 Strategic Plan.

Appendix "A"

General Themes of Comments received in response to Public Consultation regarding the potential naming of the Arboretum

Approximately 115 comments from the 94.33% of respondents indicating "yes" or their support regarding the naming, with the following general themes:

- Wyman Jacques was a dedicated and caring volunteer in many organizations and gave countless hours to this beautiful, peaceful part of our city. This is a fitting tribute.
- His efforts were tireless.
- Wonderful teacher and a good man who loved gardens and the environment.
- People like this in our community should be recognized for the hard work that they have put in.
- I had the privilege of working as the Barrie Arboretum's summer student for ten years, eight of which were under the supervision of Wyman Jacques ... During that time his dedication, passion and desire to make it a better place for all to enjoy was an inspiration.
- Never met a man that was more deserving and dedicated. Everyone knew him. He was a fixture in that park and his memory should live on.
- Touched many people in Barrie, from teens to newlyweds with his science based knowledge of life. He served his community passion and compassion. A fitting way to say thank you.
- Naming it after him would honour not only his work but that of the many other passionate volunteers who give of their own time and resources to make the community better for all of us.
- No better way to honour a man who did so much for us. I am a frequent user of the trails through the Arboretum as well as in the back forest and it's a beautiful pace to be. It would be nice to place a plaque with Wyman's story so everyone can enjoy and appreciate what he has done.
- Public recognition of the volunteer service that Wyman gave to the city would be a superb Council decision.
- Wyman was one of my high school teachers, and since leaving Barrie I've repeatedly read of his many contributions. This is a great way to honour Wyman and inspire future contributors.
- I strongly support the use of Wyman's name for the arboretum. In addition to what has been mentioned, his civic duty made him a strong supporter of local sports teams.
- Wyman loved the arboretum. He treated it like it was his own beautiful garden, as he took care of each and every day; before and after work (teaching).
- No other person/group has committed so much of their time and effort to the Arboretum. As long as he was able, Wyman spent countless hours maintaining and improving the Arboretum asking nothing in return. Wyman is a true example of a selfless giver – someone we should honour and respect.

- Over the years I have participated in the planting and naming of at least six more trees, and every one, it was Wyman's kind sympathy that helped the process. This remarkable, committee and knowledge man deserves to be recognized in the city of Barrie and I can't think of a more appropriate way.
- There could not be a better person to name this after. 100% support. Your list of his volunteering didn't include anything about his association with the Kiwanis Club of Barrie Golden K and he was a major force there too, heaving involved the community through Kiwanis. Very happy to support this suggestion.
- Wyman was a very unique gentleman. In his teaching he was so far ahead of learning and providing involvement and understanding for his students. I know also that he spent hours of his own time; planning, planting and looking after the Arboretum in Sunnidale Park. It was a joy for him to see it grow and expand, and naming the Arboretum after Wyman is a must do. Also I would hope that suitable signage and background on Mr. Jacques would be also included.
- He is most deserving of this honour and will hopefully inspire others to contribute to our city. I know he already has in many ways.

Approximately 13 comments from the 5.2% of respondents indicating "no" or providing comments that were assumed to be in opposition to the naming/naming in general, with the following general themes:

- Recognize other individuals who have devoted many hours of hard work to the Arboretum or to the community in general (Peggy Staite-Wong, Jean Gable, John and Larry Parry, Norm Synnott)
- Wyman Jacques has already been honoured many times.
- Do not name the Arboretum for one single person because many individuals, private businesses and services clubs have made significant contributions.
- Did not agree with Wyman's approach to/behaviour on boards/committees or being challenged, and would not like the Arboretum named after this personality.
- Should stay as Sunnidale Park.
- As a member of the Barrie Horticultural Society, I have to say that there have been many volunteers from the Society that have given decades of service to horticulture in Barrie, Simcoe County and the province of Ontario among other community services. and I think to honour just one of those people is a disservice to all those other important citizens and their equivalent community service. It may be more acceptable to enhance the Arboretum's title by linking it to a historical event (example – 9 mile historical portage).
- Leave the Arboretum as the Arboretum.
- Many more members of BHS/Garden Club volunteered thousands of hours to this project. Mr. Jacques had no involvement in the creation of the Arboretum Master Plan, the various gardens, etc. Perhaps a plaque honouring his contribution, perhaps on the Tranquility Garden Gate would be appropriate. The City should be placing a formal acknowledgement for the many years that the Barrie Horticultural Society/Garden Club as a whole, established, developed and managed this site.
- Why not use Sunnidale Park Arboretum or The Arboretum? Why complicate things? If we start renaming everything we will lose the civic nature of these areas are meant to be and were intended to be. Make a statue, plaque, bench, plant a tree, etc. Renaming opens the door to corporations renaming civic/public areas into corporate advertising. ...