
TO: GENERAL COMMITTEE

SUBJECT: RENAMING OF THE BARRIE METALS PAVILION IN RECOGNITION OF PEGGY STAITE-WONG AS PRESENTED BY GLOBAL ELECTRIC ELECTRONIC PROCESSING (GEEP)

WARD: WARD 4

PREPARED BY AND KEY CONTACT: D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES, EXT. 4421

SUBMITTED BY: D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES, EXT. 4421

GENERAL MANAGER APPROVAL: D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES

CHIEF ADMINISTRATIVE OFFICER APPROVAL: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That the Barrie Metals Pavilion in Sunnidale Park be renamed the Peggy Staite-Wong Pavilion with recognition that the pavilion is presented by Global Electric Electronic Processing (GEEP).
2. That Global Electric Electronic Processing (GEEP) be recognized as the presenting sponsor for a period ending on December 31, 2030.
3. That any costs associated with acknowledging Peggy Staite-Wong's contributions and Global Electric Electronic Processing (GEEP) be funded from the Strategic Priorities Reserve.

PURPOSE & BACKGROUND

Background

4. In 2003, the community was invited to put forward projects as a celebration of the City of Barrie's sesquicentennial (150th) anniversary. The Barrie Garden Club was successful with its proposal for a pavilion at Sunnidale Park that was designed to allow school groups shelter from the rain and sun while visiting and learning in the Park. The pavilion became the City's sesquicentennial signature project.
5. A steering committee was formed that included members of the Barrie Historical Society, the Brereton Field Naturalists' Club and interested members of the community. Ms. Peggy Staite-Wong, one of the co-chairs of the Barrie Garden Club sought out donors for both in kind and cash contributions towards the construction of the pavilion. The steering committee raised over \$100,000 towards the \$200,000 cost of the pavilion through many generous donations.
6. Mr. Alfred Hambsch/Barrie Metals provided \$50,000 towards the Barrie sesquicentennial project in exchange for 20 year long period of naming rights as the Barrie Metals Pavilion. The naming rights period would end in 2023.

7. Peggy Staite-Wong was passionate about the environment and spent eight years volunteering at the arboreteum. In addition to her many other community contributions, she was also the leading force behind the master planning of the most recent iteration of the gardens within Sunnidale Park including the Tranquility Garden and the pesticide-free native landscape. As Master Gardener and recipient of the Barrie Spirit Catcher award, she shared her strong values for the environment.
8. Ms. Staite-Wong passed away suddenly last fall and a number of members of Council, friends and family expressed an interest in having the City acknowledge her contributions to the community in the area of the pavilion.

ANALYSIS

9. Barrie Metals was acquired by Global Electric Electronic Processing (GEEP) approximately seven years ago. GEEP is a company committed to effectively and responsibly managing the consequences of the electronic age. It provides a means for safe, secure reuse and recycling of waste electric and electronic equipment (WEEE) while providing investment recovery for businesses to maximize the management of their IT assets.
10. The company employs a state-of-the-art recycling facility in Barrie that uses innovative equipment for electronics processing and the management of IT and Telecom assets. At its nine locations in the U.S., Canada and Costa Rica; GEEP currently processes 130 million pounds of e-waste and data securing and remarketing over 500,000 electronic products for reuse each year.
11. GEEP generously agreed to change the pavilion name in honour of Ms. Staite-Wong's community contributions. GEEP recognized that Ms. Staite-Wong's personal commitment to the environment and her community aligned well with the company's mission.
12. As Barrie Metals had been acquired by (GEEP) a number of years prior, GEEP was willing to become a presenting sponsor instead of renaming the pavilion for GEEP. Given the period of time that Barrie Metals has not existed in the community and in acknowledgement of the company's generosity in allowing the renaming for Ms. Staite-Wong, it is recommended that the recognition of GEEP as the presenting sponsor be extended from the original 2023 to 2030.
13. In early 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 this case, the renaming of the pavilion is related to a sponsorship or naming right and as such, is not subject to the Municipal Naming Policy.
14. Although not subject to the Municipal Naming Policy, staff have consulted with the Ward Councillor regarding the proposal. He is supportive of the renaming proposal.
15. Should the recommendation to rename the pavilion be supported by City Council, staff would work with Ms. Staite-Wong's family and representatives of the GEEP to establish an appropriate date for a ceremony to unveil appropriate signage.

ENVIRONMENTAL MATTERS

16. There are no environmental matters related to the recommendation to rename the pavilion in recognition of Peggy Staite-Wong's contributions.

ALTERNATIVES

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

Alternative #1 General Committee could recommend that the pavilion not be renamed.

As Barrie Metals, the company with naming rights for the pavilion has been acquired by GEEP, this alternative is not recommended.

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 public consultation regarding the renaming of the pavilion.

This alternative is not recommended as the naming rights would reside with the acquiring company, GEEP. GEEP has generously supported the renaming of the pavilion in recognition of Peggy Staite-Wong and is willing to take a position as a presenting sponsor instead.

Alternative #3 General Committee could choose not to recognize GEEP as the presenting sponsor for a period beyond 2023.

Although this alternative is available, Barrie Metals was acquired by GEEP over seven years ago and this change had not be recognized in the pavilion name. The extension of the timeline to 2030 for recognition of GEEP as the presenting sponsor would address this period of time.

FINANCIAL

18. Should the recommendation be approved, it is estimated that the cost associated with producing signage to identify the Peggy Staite-Wong Pavilion presented by GEEP is anticipated to be between \$4,000 to \$5,000 depending on the final size and design.
19. It is recommended that any costs associated be funded from the Strategic Priorities Reserve, as a specific account for such recognition does not exist at this time and the transition from Barrie Metals to GEEP was not previously acknowledged in the naming of the pavilion.

LINKAGE TO 2014-2018 STRATEGIC PLAN

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