

Community Centrum: Grand Bay Room – Televised Meeting for the Public

1. Call to Order

Mayor Merrifield called the meeting to order at 7:00 pm.

2. Acknowledgement of Treaty Land

We respectfully acknowledge that Grand Bay-Westfield exists on the traditional Wolastoqey (WOOL-US-TOOK-WAY) land.

The lands of Wabanaki (WAH-BAH-NAH-KEE) people are recognized in a series of Peace and Friendship Treaties to establish an ongoing relationship of peace, friendship and mutual respect between equal nations.

The river that runs by our town is known as Wolastoq (WOOL-LUSS-TOOK), along which live Wolastoqiyik (WOOL-US-TOO-GWEEG) - the people of the beautiful and bountiful river.

We, the staff and elected representatives, pay respect to the elders, past and present, and descendants of this land.

3. Mayor's Comments

4. Record of Attendance

Mayor Merrifield, Councillor Balemans, Deputy Mayor Toole, Councillor Balcomb, Councillor Day and Councillor McIntosh Lawrence in attendance.

Staff Attendance: John Enns-Wind, Troy Gautreau, Broc Belding and Nicole Kelly

LSD Representatives: Shelly Totton, Louis Gigou

5. Agenda Approval

That the Council of the Town of Grand Bay-Westfield approve the Agenda of February 17, 2022 as presented.

Motioned by: Councillor Balemans

Seconded by: Councillor Day

Carried

6. Disclosure of Conflict of Interest

None

**ADOPTED
FEB 28 2022**

7. New Business/Recommendations

a) **Naming of Entity 51**

That the Council of the Town of Grand Bay-Westfield and the LSD Advisory Committee Representatives authorize the CAO to begin the process to administer the means of determining the name of Entity 51 including all reasonable efforts to include residents of the LSD of Westfield West included within Entity 51.

Motioned by: Deputy Mayor Toole

Seconded by: Councillor Balcomb

Carried Unanimously

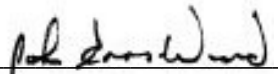
8. Adjournment

That the Council of the Town of Grand Bay-Westfield adjourned the meeting at 7:33 pm.

Motioned by: Councillor Balemans

Seconded by: Councillor Day

Carried



John Enns-Wind
CAO



Brittany Merrifield
Mayor

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Council Meeting:

February 17, 2022

TITLE: NAMING OF ENTITY 51

PREPARED BY: BROCC BELDING, JOHN ENNS-WIND

DEPARTMENT: COMMUNICATIONS

For Information

For Discussion

For Decision

RELATED TO STRATEGIC PLAN

- Legislative

ATTACHMENTS

- Tasks & Timeline
- Naming Process Flowchart

BACKGROUND

Entity 51 has the opportunity to develop a new name rather than use the amalgamated name of 1998 Grand Bay-Westfield. According to Section 1.9 of the White Paper entitled *Working Together for a Vibrant and Sustainable Communities* “The transition facilitators will work with representatives of the communities that will make up the new local governments to determine type and legal name by July 1, 2022.” However, due to drafting requirements, and to have the name proclaimed, the working deadline is May 10, 2022. It is important to note that at the transition meeting of the Advisory Committee held February 4th, including 2 LSD representative and 2 representatives of the Town of Grand Bay-Westfield, it was unanimous that a new name be used for Entity 51 rather than the existing names of either entity.

A cursory review of the Referendum Act reveals that questions put before the electorate must be a ‘yes’ or ‘no’ question. It is unclear if a referendum can be held when the ballot may include more than one choice.

The transition facilitator has indicated that to have a referendum on the name change on November 28th may not be possible because the Town will not be having a municipal election. The transition facilitator is waiting for a reply from Elections NB if a referendum can be held in conjunction with a Ward byelection.

Section 1.9 seems clear that Council has the ability to decide on a name for Entity 51. However, every reasonable effort needs to be made ensuring LSD participation and agreement.

It needs to be noted that the dates may have to be adjusted as the regulations are further refined.

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COMMENT

The process to determine a new name for Entity 51 should include the transition representatives from the LSD and those residents who may choose to participate.

The following outlines a suggested process:

Establishment of Naming Committee: February 28

The LSD representatives are included from the beginning.

1. A Special Meeting of Council and the LSD representatives authorizing the CAO to begin the process of selecting a name for Entity 51.
2. Participation at Council for the vote nominating their two LSD participants on the Naming Committee during the Council meeting of February 28.
3. The establishment of a Council Committee, in conjunction with the LSD representatives, of the Mayor, a Councillor, LSD transition representatives, and members of the public for a total Committee membership of 9 people. Public participants will involve 3 residents of Grand Bay-Westfield and 2 of the LSD who are 18 or older.

The purpose of the Naming Committee is:

1. The Naming Committee will select the Chair.
2. Oversee the process to determine the name of Entity 51.
 - a. Ensure that the name is selected based on its merits, rather than being promoted by a person or group.
 - b. Voters civil address is within the boundaries of Entity 51.
3. Develop criteria to ensure a smooth selection of names.
4. Select names from the competition that are to be presented to the public for voting.
5. Recommend the winning name to Council and LSD Representatives for approval.
6. The Committee ceases to exist once Council and the LSD Representatives have voted on the name.

Key Tasks

1. Prospective Naming Committee participants must have their names in no later than February 24 at 12:00 PM.
2. Council to make appointments February 28.
3. The Chair should be one of the five members from the public at large and selected by the Naming Committee.
4. The Committee's work will be supported by the Communications Officer and the Administrative Assistant.
5. The CAO, working with the Chair, will ensure the process is on time and on budget.

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Launch of Naming Contest

Call for name submissions of Entity 51 via a contest format. Contest details to be published via the Town website, social media channels and sent by mail as a public notice. Students will be encouraged to make submissions and arrangements will be made to involve high school students and seniors through the Age-Friendly Committee. Contest Promotion: First week of March. Deadline for submissions: March 28, 2022.

Key Tasks

1. Establishment of contest details
2. Development of a form
3. Publishing of Contest on relevant media channels
4. Presentations will be made at a variety of settings to present choices to the public and receive feedback – April 4
 - a. Presentations to the public will be open and posing questions about what constitutes a good community name reflecting:
 - i. Aspirations
 - ii. Geography
 - iii. Historic place names
 - iv. History
 - v. Indigenous history
 - vi. Values
 - b. The Naming Committee reserves the right to reject proposed names. April 4
 - c. This is to be completed within ten days of the Naming Committee finalizing their choice. April 4
5. Collection of submissions

Collating Submissions

Submitted names to be compiled and forwarded to the Naming Committee.

Key Tasks

1. Collation of submissions – April 4
2. Counting of names and ranking submissions – April 4
3. Presentation to Naming Committee on the submissions – Week of April 4

Top Choices & Community Information

The Naming Committee to decide the top name choices (no more than 5). An Open House is to be held pending Public Health Regulations. A presentation of the names will be developed and presented to groups ranging from the Legion Saturday morning breakfast, the Age-Friendly Committee, RVCC and more. This is to present the choices and solicit some feedback

Key Tasks

1. At least three names with no more than five names to be selected as part of the vote. – April 11
2. The current name of Grand Bay-Westfield is to be included on the ballot.
3. The finalized ballot will be distributed to the public using a ranked ballot. – April 11

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Voting

The top name options will be presented to the community for a vote. Voting options, either first past the post or ranked ballot system ([learn more here](#)), are currently being evaluated; the preferred option is ranked choice ballot. The voting process will be promoted on the Town website, social media channels and sent by mail as a public notice. Voting promotion: April 11, 2022. Deadline for vote submissions: April 25, 2022.

Key Tasks

1. Distribution of voting ballots
 - a. The preferred option is ranked choice ballot
 - b. Messaging is to be determined
 - c. At the request of the Naming Committee, an Auditor may be brought in to verify the results and process.

Naming Committee Recommendation: May 2, 2022

The Naming Committee to provide final name recommendation of Entity 51.

Key Tasks

1. Preparation of the findings of the Naming Committee and presentation to Council and the Advisory Committee of recommended name.

Council Approval: May 9, 2022

Council to approve name of Entity 51.

Key Tasks

1. Council Decision along with vote of the LSD representatives
2. Naming Committee's work is considered complete and the Committee is finished.

May 10, 2022

Administration to submit approved name of Entity 51 to the Province of New Brunswick.

FINANCIAL IMPLICATIONS

Staff time

- The Communications Officer and the Administrative Assistant will be providing support.
- Social media advertising: The cost of social media advertising may cost up to \$200.
- Mailing of public notices may cost up to \$700.
- Contest prize would be swag such as a golf shirt, hat, spring/fall jacket with the new name and logo.
- Voting system may cost up to \$2,500 or designate staff to manually count ballots.
- Does Council and the LSD representative wish to hire a branding and marketing firm to guide the name selection? Cost is unknown.
- The provision of the services of an auditor is unknown.

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RECOMMENDATION

Time is of the essence.

That the Mayor contact the LSD representatives on the transition committee to ensure their agreement with the process.

That the Council of the Town of Grand Bay-Westfield authorize the CAO to begin the process to administer the means of determining the name of Entity 51 including all reasonable efforts to include residents of the LSD of Westfield West included in Entity 51.

MOTION

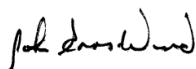
That the Council of the Town of Grand Bay-Westfield and the LSD Advisory Committee Representatives authorize the CAO to begin the process to administer the means of determining the name of Entity 51 including all reasonable efforts to include residents of the LSD of Westfield West included within Entity 51.

CAO COMMENTS

APPROVAL:

Department Head: 

Date: 02/14/22

CAO: 

Date: 02/16/22