

TO: EXECUTIVE COMMITTEE OF COUNCIL (ECC)
FROM: GENERAL MANAGER PARKS, RECREATION AND CULTURE AND CHIEF LIBRARIAN
SUBJECT: **NAMING OF TEMPORARY CAMERON COMMUNITY CENTRE AND LIBRARY AT CITY OF LOUGHEED SHOPPING CENTRE**
PURPOSE: To request approval of the proposed name of the temporary location of the Cameron Community Centre and Library.

RECOMMENDATIONS

THAT the temporary location at the City of Lougheed Shopping Centre be named Cameron Community Centre and Library (temporary location) or Temporary Cameron Community Centre and Library (depending on the communication type and application) as outlined in the report titled “Naming of the Temporary Cameron Community Centre and Library at City of Lougheed Shopping Centre” dated September 6, 2023; and

THAT the naming protocol outlined in the report titled “Naming of the Temporary Cameron Community Centre and Library at City of Lougheed Shopping Centre” dated September 6, 2023 be advanced to Council for approval.

CHIEF ADMINISTRATIVE OFFICER’S COMMENTS

I concur with the recommendation of the General Manager Parks, Recreation and Culture and Chief Librarian.

1.0 POLICY SECTION

The continuity of community centre and library space and service is aligned with the following Council-adopted policies and plans/strategies: Corporate Strategic Plan (2017), Social Sustainability Strategy (2011), Equity Policy (1994, updated 2020), and the Healthy Community Policy (1991).

2.0 BACKGROUND

The City of Burnaby is replacing the current facility known as Cameron Recreation Centre and Library. The new facility is currently anticipated to be completed in 2026. During construction of the new facility, the City will be operating a temporary facility in City of Lougheed Shopping Centre (the shopping centre) which will open upon the closure of the existing facility. Working with Communications and Marketing to determine options, staff recommend the temporary location at the shopping centre be named Cameron Community Centre and Library (temporary location) or Temporary

Cameron Community Centre and Library. Both versions may be used, depending on the communication type and application.

Making recommendations to Council for the naming of parks, civic buildings, and facilities is the responsibility of the Executive Committee of Council. Existing policies for naming can be found in the 1982 Council report “Naming of Freeman of the Municipality, Park Names and Street Names” and “Mandate for Naming Civic Buildings and Facilities” advanced to Council through the Finance and Civic Development Committee on May 7, 2007. Although these policies do not provide guidance in regard to the naming of temporary facilities, staff are requesting the oversight of the Executive Committee for this decision.

2.1. History

There is over 40 years of branding and name recognition built into the current Cameron Centre name. It is well established in the community and residents/patrons have strong relationships and emotional ties to the facility, the staff and other patrons. Inherent in the current name and the brand is the understanding that it is a civic facility that people can trust.

As the current facility will be demolished and replaced, there is value in keeping the connection to the Cameron name. A number of current services will not be carried over to the temporary site, but the City will still have the brand – the same people, same level of service, same friendly and the approachable atmosphere. All of this is wrapped into the essence of the existing Cameron Recreation Centre and Library.

2.2. Considerations

The word “temporary” sends the message that there is “more to come”. In the scope of a facility that has been in place for over 40 years, and a new facility that could be around for at least another 40 years, three years at Loughheed Mall is considered temporary. It also indicates that the location in the shopping centre will be going away once the new facility is complete.

As the temporary location is inside the shopping centre, the public will easily surmise that all of the existing services at Cameron Recreation Complex will not be moving over due to the physical size of the mall. Signage at the current location, on the City’s website and pushed out through various media channels will inform people where the temporary site is, and the reduced services being offered.

3.0 GENERAL INFORMATION

A photo of the existing renovation signage in the shopping centre is attached (**Attachment 1**). The name on the sign is Cameron Community Centre and Library. It sets up the expectations of the Cameron Recreation Centre and Library to be moved into the mall and also carries forward the brand equity from the existing site to this new, temporary location.

4.0 COMMUNICATION AND COMMUNITY ENGAGEMENT

Signage at the current location, on the City's website and pushed out through various media channels will inform people where the temporary site is and the programs and services being offered.

5.0 FINANCIAL CONSIDERATIONS

Costs for the signage of the temporary location at the City of Loughheed Shopping Centre will be covered under the current Cameron Capital Project budget.

Respectfully submitted,

Mary Morrison-Clark, General Manager Parks, Recreation and Culture and Beth Davies, Chief Librarian

ATTACHMENT

Attachment 1 – Existing Renovation Signage of the Temporary Cameron Community Centre and Library

REPORT CONTRIBUTORS

This report was prepared by Cindy Calancie, Manager Recreation Services, and reviewed by Eric Bientjes, Director Recreation and Beth Davies, Chief Librarian.