

Report to Municipal Services Committee (MSC)

Meeting Date: November 25, 2024

**Report Title: Corporate Asset Naming Policy**

Department: Administration

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Position: Chief Administrative Officer

Report #CAO-2024-14



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**RECOMMENDATION**

Be it resolved that the Municipal Services Committee (MSC) recommends to Council that a by-law be passed to adopt the Corporate Asset Naming Policy, as presented in MSC report CAO-2024-14.

**OVERVIEW:**

From time to time, the Township is asked to name a corporate asset. A Corporate Asset Naming Policy addresses the criteria and process for naming of any corporate asset including parks, open spaces, facilities, streets and other municipal buildings or properties. It will ensure that a fair and consistent approach is taken when requests are made.

**DISCUSSION:**

The draft policy assigns final decision making for naming of corporate assets to Township Council, including naming opportunities as a result of gifts and sponsorships. The naming of a particular corporate asset is important for public awareness, promotion and emergency access. Therefore, naming will be consistent with the Township's vision and will not contravene any policy of the Township nor reflect negatively on the Township's public image.

**FINANCIAL IMPLICATIONS:**

None

**ATTACHMENTS:**

Draft Corporate Asset Naming Policy

e-signed

November 18, 2024

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Shellee Fournier  
CAO

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DATE