



City of Hamilton

FACILITY NAMING SUB-COMMITTEE ADDENDUM

Meeting #: 24-001
Date: April 19, 2024
Time: 10:00 a.m.
Location: Council Chambers
Hamilton City Hall
71 Main Street West

Matt Gauthier, Legislative Coordinator (905) 546-2424 ext. 6437

5. COMMUNICATIONS

- *5.1 Correspondence from Janice Brown respecting Item 10.1, Report PED24076, Re-naming of the Former St. Mark's Church

Recommendation: Be received and referred to the consideration of item 10.1

RENAMING THE FORMER ST MARKS SUBMISSION

Attention: Matt Gauthier

City of Hamilton

Members of the Facility Naming Sub-Committee:

I am writing to ask that you do not accept the proposed new name Magnolia Hall for the former St Marks Church. From my point of view, the City of Hamilton Municipal Property and Building Name Policy was not followed and the Engage Hamilton **Rename St Marks** is a flawed and biased survey which dictated the outcome of the proposed new name by Tourism and Culture Division.

1. On February 23rd, 2005, the Facility Naming Sub-Committee was established by Council. Its Objectives were to develop a policy and make recommendations to the General Issues Committee respecting requests to name municipal facilities and or properties. The current City of Hamilton Municipal Property and Building Name Policy was updated and is current as of 2016.
2. Engage Hamilton is a new and interactive online space for Hamiltonians to learn about select City initiatives, share their feedback and engage with their community. Engage Hamilton is being used to gather online feedback from and engage with residents about select City of Hamilton projects, policies and initiatives. All input and ideas are compiled and sent to the relevant project manager to inform the recommendation and/or **decision making???** (**not in this case**)

The online Engage Hamilton Survey **Rename St Marks** was flawed. The Survey was biased. The Survey ignored the City of Hamilton Municipal Property and Building Name Policy specifically the intent of the Policy Statement, and Naming Criteria and Guidelines, (a) General Guidelines and (b) Priority Listing.

This survey did not solicit an honest response. Accuracy and integrity were lacking. The Survey was phrased and formatted that skewed engaged participants towards a certain answer. Examples were applied that validated the viewpoint of Engage Hamilton. Samples were one sided. Responses were swayed. The Survey examples intentionally tailored the preferred outcome. The questions were not neutral and showed preference. Rename St Marks Survey contained leading questions and double barreled questions. The Survey presented 2 alternatives, the suggested names or the opportunity to offer an alternative name but with a caveat to not include the name St Mark's. The Survey showed preference, and did not accurately reflect the opinion of the participants.

If this is indeed the body to make recommendations to General Issues Committee respecting naming of City facilities and properties, I would expect the Facility Naming Sub-Committee to respect its policies, adhere to its guidelines and more importantly question the validity of a skewed Engage Hamilton **Rename St Marks** Survey that ignored a significant population and led participants to a tailored outcome.

Janice Brown,

