

Minutes of the Waterfront Project Steering Committee meeting of Friday, February 28, 2014, at 11:00 a.m. in the Council Chambers of the Municipal Office.

Present: Councillor Zena Pendlebury
Councillor J. Charlebois
Councillor G. Canning
W. Crown, Director of Planning and Building Services
S. Edgar, Executive Assistant – Planning and Building Services

Also Present: B. Penny, Waterfront Master Plan Steering Committee Member
D. Plaxton, Waterfront Master Plan Steering Committee member

Regrets: Mayor G. McKay
C. Tripp, Chief Administrative Officer
M. Villeneuve, Director of Finance/Treasurer

1. Open Meeting

In the absence of the Chair of the Committee, a Motion was presented.

Moved by: Councillor Charlebois
Seconded by: Councillor Canning

That Councillor Zena Pendlebury assume the role of Chair of the Committee for this meeting.

CARRIED

Councillor Pendlebury opened the meeting.

2. Declaration of Pecuniary Interest

There were none declared.

3. Review of Minutes

The Committee reviewed and received as information the Minutes from the February 14, 2014, meeting.

4. Waterfront Naming Contest

Committee reviewed a list containing the top 9 names as chosen by Burke Penny and Drew Plaxton.

Burke Penny advised that he had submitted correspondence that explained the reasoning and criteria used for scoring the submissions. As a result of this process the name “Midland Bay Landing” became his first choice. He had considered Georgian Gateway however, in his opinion, he did not want the lands to simply be a place that people would pass through. By using the word Landing it would entice people to stay. He also did not choose a name with the word “park” in it as the proposed development is going to be so much more than just a park.

Drew Plaxton advised that his review process was not as involved as that of Burke Penny. He reviewed the list and chose a name based on descriptive words. His first choice was Georgian Gateway as his first choice.

Committee had discussion and concurred that "Midland Bay Landing" would be the first choice for several reasons. They preferred how the name tied into Midland, the Bay and Landing as a place for people to stay. They agreed that the word "gateway" could represent a place to pass through and not necessarily stay. It was suggested that Burke Penny work with staff in developing and preparing a report to Committee explaining the reasons and rationale for this choice. The report would be approved and supported by the Waterfront Project Steering Committee at their next meeting at which time it would then be forwarded to Council for approval. It was noted that the list containing the top 9 names would also be provided to Council for their information.

Committee thanked Mr. Penny and Mr. Plaxton for their participation and hard work. Committee also requested that Mr. Penny attend the Council meeting in support of the Report and name for the development.

5. **Other Items**

There were no other items presented by the Committee.

6. **Adjournment and Next Meeting**

- Next meeting date: Friday, March 14, 2014 at 11:00 a.m.

As there was no further business, the meeting was adjourned at 11:30 a.m.

S. Edgar

Sherri Edgar
Executive Assistant – Planning and Building Services