

NAMING COMMITTEE MINUTES

Wednesday, May 17, 2006

MEMBERS:

Mrs. Debbie Cavaliere, Citizen at Large, Chair
Mrs. Carole-Anne Brown, Citizen at Large, Vice-Chair
Mr. Don Fleming, Citizen at Large
Mr. Don Handa, Citizen at Large
Ms. Audrey Tosh, Citizen at Large
Mr. Bert Yeudall, Edmonton Historical Board
Ms. Donna Zimmer, Citizen at Large

PRESENT:

Debbie Cavaliere
Don Fleming-2:00-3:00 p.m.
Don Handa
Audrey Tosh
Bert Yeudall

ALSO IN ATTENDANCE:

Ms. Jennifer Labbe, Planning and Development Department
Mr. Mark Lawrence, Planning and Development Department

CALL TO ORDER: 1:35 p.m.

ADOPTION OF AGENDA

Motion: Tosh, Handa

That the Naming Committee Agenda for April 19, 2006 meeting be adopted.

For the Motion: Cavaliere, Handa, Tosh, Yeudall

Carried unanimously

ADOPTION OF MINUTES

Motion: Yeudall, Handa

That the Naming Committee Minutes for April 19, 2006 meeting be adopted.

For the Motion: Cavaliere, Handa, Tosh, Yeudall

Carried unanimously

OLD BUSINESS

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1. Request to honour John (Jack) and Zita Rosen.

Presentation by Robert Rosen of City Lumber

Motion: Tosh, Handa

That the Naming Committee approves adding “John and Zita Rosen” to the Names Reserve List. This complies with Section 3.01 (b) of City Policy C509 which states the following:

A person who volunteers and gives extraordinary help or care to individuals, families or groups, or supports community services or humanitarian causes.

For the Motion: Cavaliere, Fleming, Handa, Tosh, Yeudall

Carried unanimously

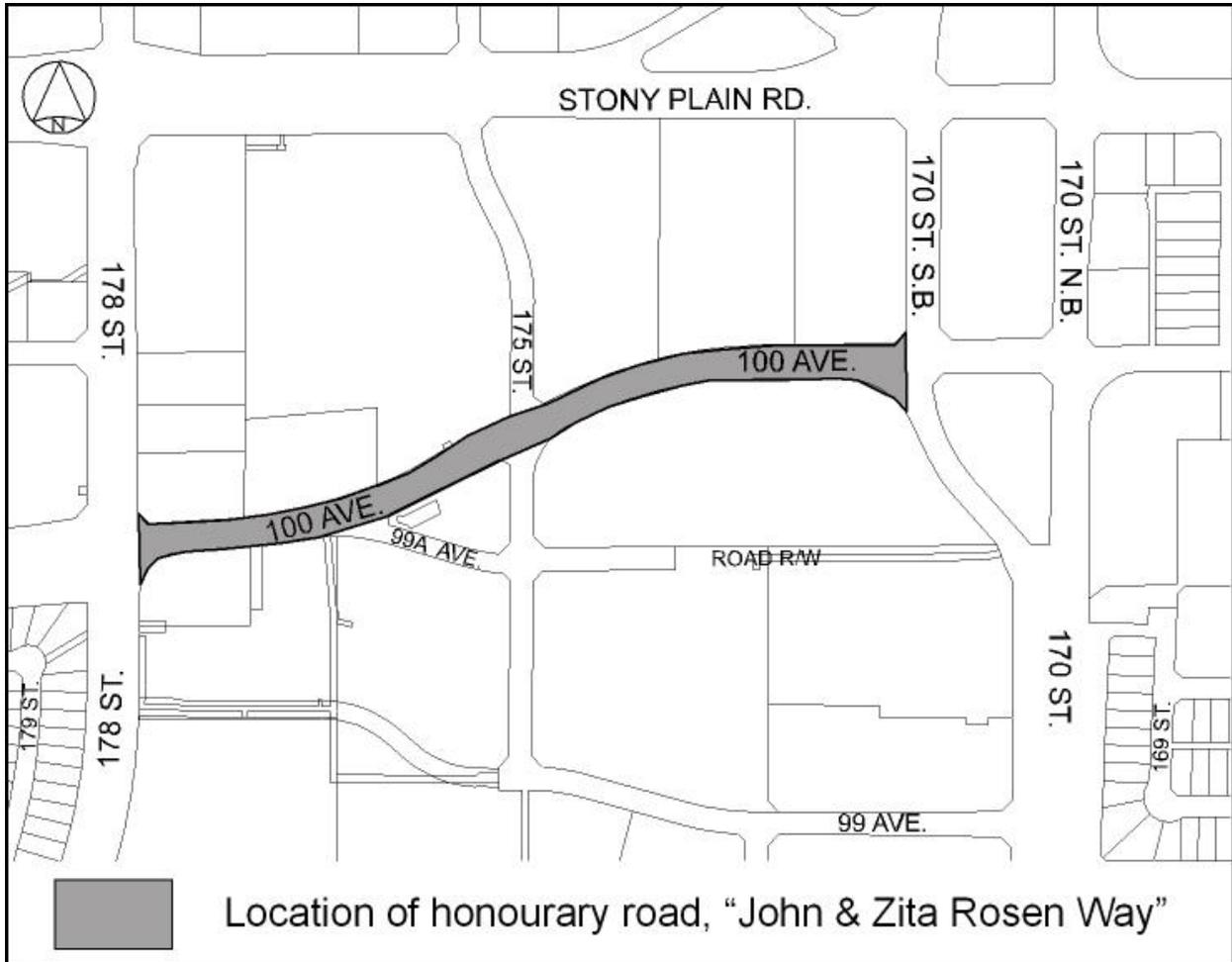
Motion: Tosh, Yeudall

That the Naming Committee approves the honorary naming of a portion of 100 Avenue between 170 Street and 178 Street. This complies with Section 4.01 of City Policy C509 which states the following:

Naming a development area, park, municipal facility, road or honorary road after a person shall be commensurate with the contributions of the person being honoured and having regard to the person’s achievements or areas of interest.

For the Motion: Cavaliere, Fleming, Handa, Tosh, Yeudall

Carried unanimously



2. Request to name roads located in the Mactaggart Neighbourhood.

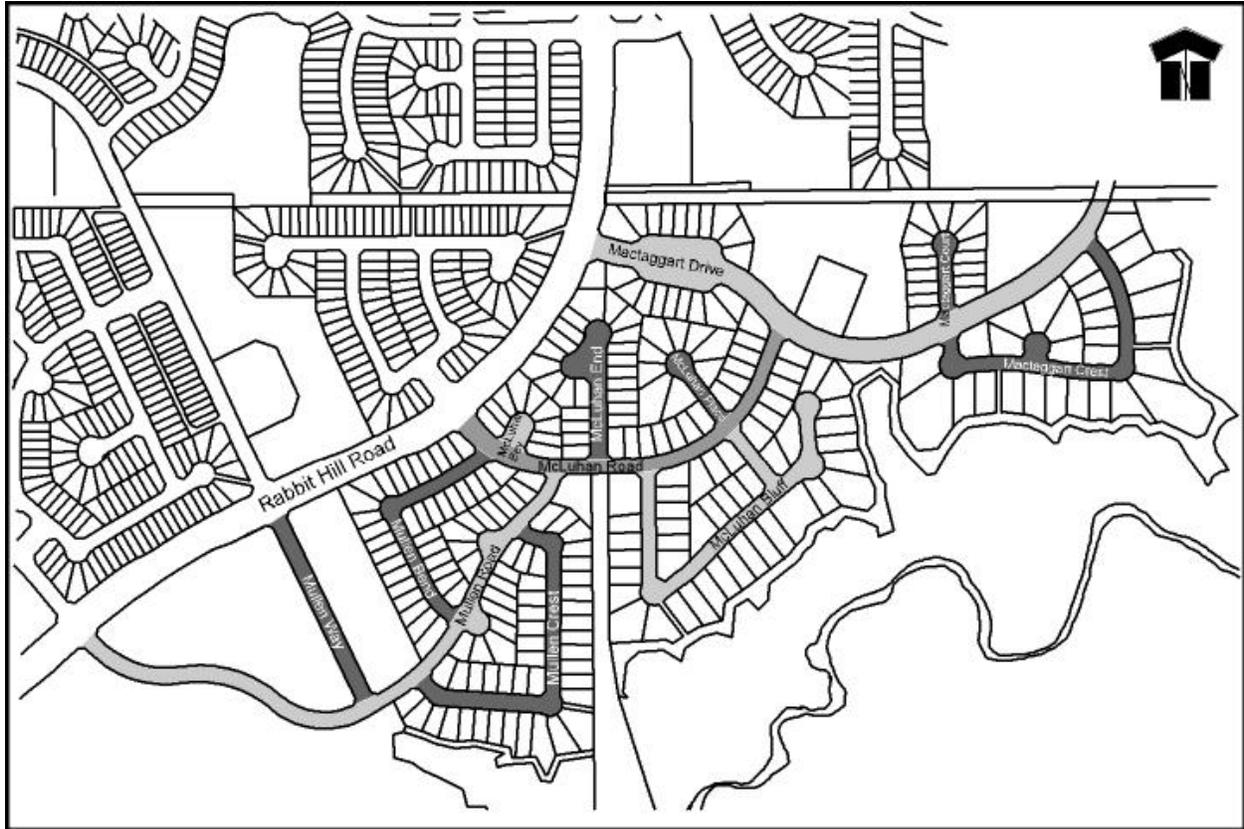
Motion: Tosh, Fleming

That the Naming Committee approves naming roads located in the Mactaggart Neighbourhood as “Mactaggart Drive,” “Mactaggart Crest,” “Mactaggart Court,” “McLuhan Road,” “McLuhan Place,” “McLuhan Bluff,” “McLuhan End,” “McLuhan Bay,” “Mullen Road,” “Mullen Bend,” “Mullen Crest,” “Mullen Way” and “Mullen Place.” Mactaggart, McLuhan and Mullen are from the Names Reserve List. The recommendation complies with Section 8.01 (a) of City Policy C509 which states the following:

Where directional variations of road alignments would create inherent confusion for the delivery of public services; municipal addressing; and the public at large, if the roads were numbered.

For the Motion: Cavaliere, Fleming, Handa, Tosh, Yeudall

Carried unanimously



Approved Street Naming in Mactaggart

Biographies

Mactaggart, Sandy (1928-)

Sandy Mactaggart is an entrepreneur and philanthropist with provincial, national and international achievements in business, the arts, and education.

Sandy Auld Mactaggart was born in Glasgow, Scotland, in 1928. He was evacuated to Canada at the age of 11 during World War II. After schooling in Ontario at Lakefield College School and in New England at the Choate School, he graduated cum laude from Harvard College in 1950 with a Bachelor of Arts degree in architecture. In 1952, he received his master of business administration degree from the Harvard Business School. He was awarded an honorary doctor of laws degree from the University of Alberta in 1990.

He came to Edmonton in 1952 and two years later incorporated Maclab Enterprises Ltd. with the late Jean de La Bruyère. These companies are engaged in property development and venture capital activities in Western Canada, the United States and other parts of the world.

Sandy Mactaggart's interest and support have been extended to many of the major cultural and artistic facilities in Alberta's capital city. He was one of four founders of the Citadel, Edmonton's first professional regional theatre. He continues to support the Citadel as a governor and through the sponsorship of one theatre production each year on the Maclab Stage, named in recognition of his company's contributions to its construction.

Mr. Mactaggart is a trustee emeritus and former treasurer of the American University of Beirut. At Harvard, he serves on the University Resources Committee and is a former director and vice-president of the Alumni Association. In 1995-96, he served the association as director of the Harvard Clubs in Canada.

From 1983 to 1994, Sandy Mactaggart served on the University of Alberta, Board of Governors and chaired the university's Real Estate Advisory Committee. During this time, together with the province, he donated the 257-acre Mactaggart Nature Sanctuary to the University and the City of Edmonton. He chaired the University of Alberta Foundation for the first five years of its existence until 1994. On July 1, 1990, he became the University's 14th Chancellor, a position he held for four years. In 1993, he was also appointed interim chair of the University's board of governors, and served in that capacity for six months.

In his twin roles of chancellor and chair of the board of governors, Mr. Mactaggart helped the University negotiate a transition in leadership and changes in government funding. He took steps to strengthen the bond between the University and the public to create a larger base of community support for post-secondary education. He introduced visiting committees, after a successful program at Harvard, in which community leaders are invited to tour university faculties and meet academic staff. The visiting committees have become a permanent and effective tool to facilitate dialogue between the community and the University.

In 1995, Sandy Mactaggart received the James L. Fisher Award for Distinguished Service to Education from the Washington, D.C.-based Council for Advancement and Support of Education.

Mr. Mactaggart served in the Calgary Fleet Air Arm Reserve Squadron and on the founding boards of the present Edmonton Art Gallery, the Boys' and Girls' Clubs of Alberta and Tempo School. He is, or has been, a director of several organizations including the C.D. Howe Institute, the Chief Executives Organization, the Lakefield College School and the Choate Fund in Ontario. In 1993, he was appointed to the Advisory Board of the Royal Society of Canada and the Donner Canadian Foundation, which he served until 1998. In 1997, he was appointed Alberta nominee to the national roster of panellists who adjudicate disputes under the Agreement on Internal Trade.

In 1997, Sandy Mactaggart was appointed an Officer of the Order of Canada.

McLuhan, Dr. Marshall (1911-1981)

Herbert Marshall McLuhan was born on July 21, 1911 in Edmonton, Alberta. "I think of western skies as one of the most beautiful things about the West, and the western horizons," he once said. "The westerner doesn't have a point of view. He has a vast panorama...a total field of vision." Mindful of this advantage, McLuhan professed not to be bothered, at least in retrospect, by his growing up in a backwater—his family moved to Winnipeg, Manitoba, a few years after his birth and McLuhan remained there until he attained an M.A. in English literature from the University of Manitoba in 1934. The periphery, the margins, provided another excellent field of vision, according to McLuhan—one reason he remained in Canada, for the most part, until his death in 1980.

His father, a genial but unambitious man, sold life insurance; his mother, a restless, domineering force, was an elocutionist who gave dramatic monologues in theatres and church basements.

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McLuhan acquired from her a remarkable facility for both memorization and impromptu speech. If he had a weakness, it was his inability to listen to speakers less forceful than he was. His forte, on the other hand, was talking tirelessly not only in brilliantly articulate sentences but whole paragraphs—a form of communication he much preferred to writing.

After leaving Manitoba, he spent two years acquiring a B.A. from Cambridge University. There he studied under I. A. Richards, a psychologist turned literary critic who examined the process of reading. For Richards it was not the paraphrasable content of a poem that mattered but the way the poem communicated certain effects in the mind of a reader. In later years, McLuhan adapted this technique to the study of media, inspired as well by another Cambridge professor, F. R. Leavis, who urged his students to analyze their cultural environment— advertisements in particular—in the same way they analyzed literature. McLuhan's first book, *The Mechanical Bride*, published in 1951, was very much an exercise in cultural criticism in the Leavis mode, a series of essays on advertisements, laying bare their cultural roots and assumptions.

After he left Cambridge in 1936, McLuhan taught for a year at the University of Wisconsin, and then, following his conversion to Catholicism, he joined the faculty of a Jesuit institution, the University of St. Louis. There he married a Texas drama student named Corinne Keller Lewis, with whom he had six children. In 1944, he returned to Canada where he taught for two years at what was then known as Assumption College in Windsor, Ontario, before finally settling at the University of Toronto, his home for the rest of his career. Here he met a political economist named Harold Innis who had discovered that certain media of communication are time based and certain media—more portable and ephemeral—are space based. Working with this hint, and discovering simultaneously in the works of James Joyce, notably *Finnegans Wake*, a critique of radio and television, McLuhan articulated his perceptions of media as extensions of the human body, and of electronic media, in particular, as extensions of the nervous system, imposing, like poetry, their own assumptions on the psyche of the user.

Aided by a Ford Foundation grant, McLuhan and a few collaborators, notably the anthropologist Edmund Carpenter, produced a periodical entitled *Explorations*—consisting of eight issues, from 1953 to 1957— laying out these perceptions. The articles by McLuhan in this periodical remain the best introduction to his work.

Mullen, Betty (unknown)

Betty Mullen was the President on the Edmonton and Alberta Home Economics Associations, volunteer on the United Way Board of Directors and on the United Way's planning and allocation committee. She has assisted in canvassing or organizing volunteers for the Salvation Army, the Cancer fund, the Heart Fund, the United Way, Concordia College and the Aspen Gardens Community League. She has served as a driver for Meals on Wheels, helped with projects at the Bissell Centre, worked as kitchen help at the Marion Centre, and makes and serves meals to inner city seniors. She has also been active on behalf of the Edmonton YWCA.

NEW BUSINESS

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3. Request to apply Ewen Nelson Way as an honorary name to portion of 101A Avenue, one block east of 95 Street located in the Boyle Street Neighbourhood. (Presentation by Diane Bergeron)

Motion: Tosh, Fleming

That the Naming Committee approves adding “Ewen Nelson” to the Names Reserve List. This complies with Section 3.01 (b) of City Policy C509 which states the following:

A person who volunteers and gives extraordinary help or care to individuals, families or groups, or supports community services or humanitarian causes.

For the Motion: Cavaliere, Fleming, Handa, Tosh, Yeudall

Carried unanimously

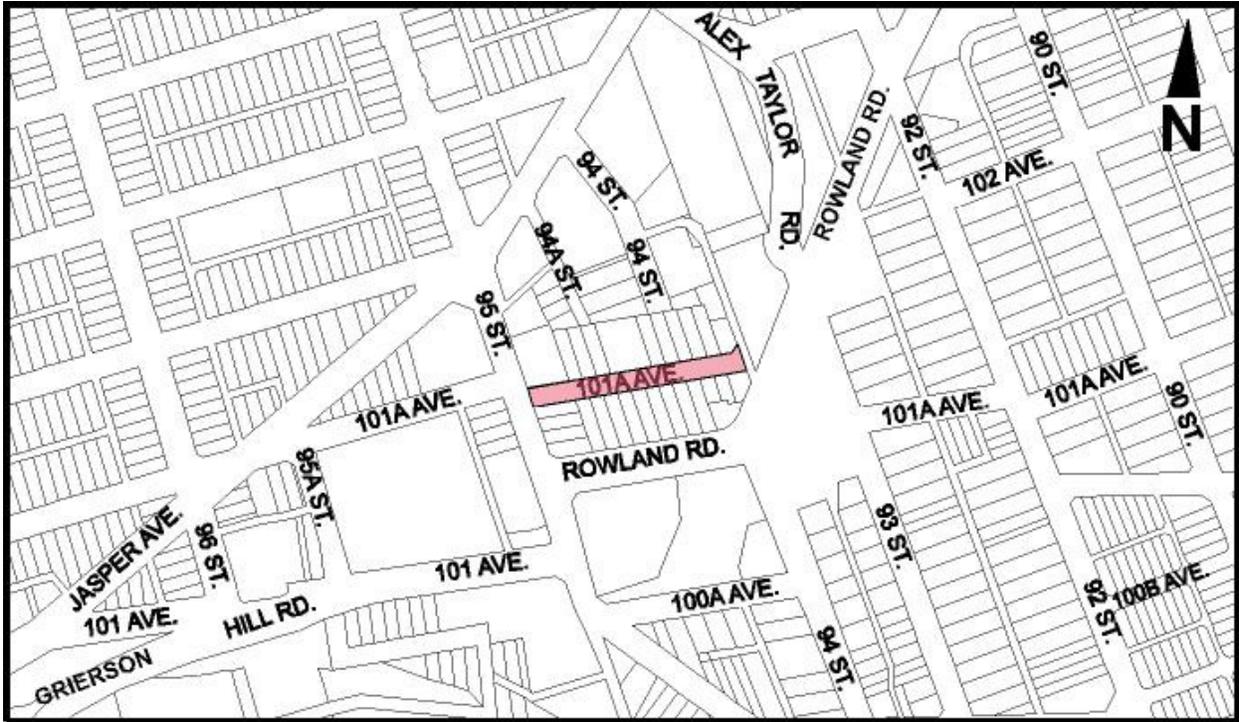
Motion: Fleming, Tosh

That the Naming Committee approves the honorary naming of a portion of 101A Avenue, one block east of 95 Street, located in the Boyle Street Neighbourhood. This complies with Section 4.01 of City Policy C509 which states the following:

Naming a development area, park, municipal facility, road or honorary road after a person shall be commensurate with the contributions of the person being honoured and having regard to the person’s achievements or areas of interest.

For the Motion: Cavaliere, Fleming, Handa, Tosh, Yeudall

Carried unanimously



 Location of honorary road, “Ewen Nelson Way”

Biography

NELSON, Ewen Robert (April 11, 1954 – January 5, 2006)

Edmonton born and raised, Ewen graduated from the University of Alberta with a BSc (General) in 1978 and started an apprenticeship, embarking on a career as a chef. Following a disabling injury, he returned to the University of Alberta and completed a Specialization Certificate in Computing Science in 1987.

Ewen has always taken great pride in being a positive catalyst for change towards increased accessibility for those with disabilities. Ewen was the Vice-President of both the Boyle Street Community League and the Inner City Youth Development Association and helped deliver the Boyle-McCauley News. He was also the former Chair of the City of Edmonton’s Advisory Board on Services for Persons with Disabilities and a member of the Reasonable Accommodation Fund and Employment Equity Discretionary Fund Committees. Ewen was a valuable resource at the University of Alberta providing consulting services to the Specialized Support and Disability Services (formerly Office of Services to Students with Disabilities) and Planning & Infrastructure. At home, he was the Chair of the Emergency Procedures Committee for Artspace Housing Co-operative, and the President of Supports for Artspace Independent Living, Inc.

In 2003, the Alberta Committee of Citizens with Disabilities announced that Ewen was the co-winner of the 2002 Council of Canadians with Disabilities Award for Alberta. This award

recognizes individuals for their “dedication and integrity in the continuing pursuit of full participation in society by people with disabilities.”

In his spare time, Ewen always enjoyed good food and wine, farmer's markets, the company of friends, live music and Edmonton's many festivals. He was an active supporter of the CKUA Radio Network and loved spending time exploring Edmonton's river valley and other attractions.

Source: The Steadward Centre Website

4. Request to name roads located in the Hamptons Neighbourhood.

Motion: Tosh, Handa

That the Naming Committee does not support naming a portion of 46 Avenue N.W., between 204 Street and 214 Street N.W. located in the Hamptons Neighbourhood as “Hallock Road.” The recommendation does not comply with Section 8.01 (a) of City Policy C509 which states the following:

Where directional variations of road alignments would create inherent confusion for the delivery of public services; municipal addressing; and the public at large, if the roads were numbered;

For the Motion: Cavaliere, Handa, Tosh, Yeudall

Carried unanimously

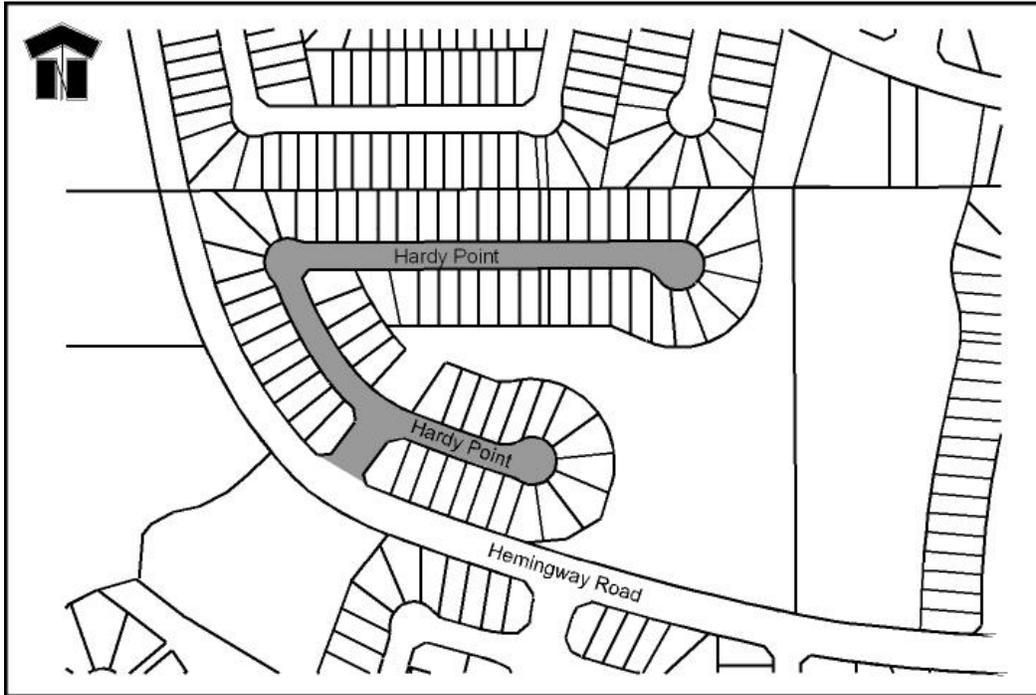
Motion: Tosh, Handa

That the Naming Committee approves naming a road located in the Hamptons Neighbourhood as “Hardy Point.” The recommendation complies with Section 8.01 (a) of City Policy C509 which states the following:

Where directional variations of road alignments would create inherent confusion for the delivery of public services; municipal addressing; and the public at large, if the roads were numbered;

For the Motion: Cavaliere, Handa, Tosh, Yeudall

Carried unanimously



Approved Street Naming in Hamptons

5. Discussion on the Edmontonians of the Century.

Motion: Tosh, Handa

That the Naming Committee approves adding the Edmontonians of the Century on the Names Reserve List. These recommendations comply with Section 3.01 (a) of City Policy C509 which states the following:

The name of a person must meet at least one of the following criteria:

- a) A person who demonstrates excellence, courage or exceptional dedication to service in ways that bring special credit to the City of Edmonton, Province of Alberta, or Canada;
- b) A person who volunteers and gives extraordinary help or care to individuals, families or groups, or supports community services or humanitarian causes;
- c) A person who fosters equality and reduces discrimination;
- d) A person who risks his or her life to save or protect others; and
- e) A person who achieves a deed or activity performed in an outstanding professional manner or of an uncommonly high standard that brings considerable benefit or great honour to the City of Edmonton, Province of Alberta, or Canada.

For the Motion: Cavaliere, Handa, Tosh, Yeudall

Carried unanimously

NEXT MEETING AND ADJOURNMENT

The next meeting is scheduled for June 21, 2005.

Adjournment: 6:30 p.m.