



STAFF REPORT

Title: North Arena Naming and Signage

Meeting Date: November 19, 2024

Executive Summary:

The “North Arena” exterior renovations are complete and the facility has received its long awaited upgrades. The facility, however, has not received an official name, but is referred to by conventionally accepted names which have developed over time.

The previous signage simply carried the word “Arena,” while many staff have recently dubbed the facility the “North Arena” on an informal basis. This name has been used on the City’s website and in press releases. Many community members and staff also often refer to it by the colour of its old siding, ie., the “Blue Arena,” a name which is no longer descriptive of the facility’s exterior appearance, although, over the course of many years, grew to be its locally accepted designation by a significant portion of the local population.

The final step in the facility’s exterior overhaul is to install new signage on the arena’s north-facing wall in a similar location and size to the old sign and, should budget allow, a sign above the east entrance. The east-entrance sign would be a new addition but would be in keeping with best practices for public facility signage and would likely consist of three-dimensional letters made out of brushed metal or acrylic and mounted either to the wall or to a sign board, which would then be mounted to the wall, depending on the finalized design.

Given the need for new signage and the lack of a definitive and official name for the facility, Administration felt that it would warranted for Council to have some discussion surrounding the facility’s name for the purpose of permanent signage.

Background:

The City of Cold Lake has adopted a *Public Infrastructure Naming Policy* (118-AD-10), which allows for a reserve list of names for public infrastructure to be compiled. No names have been added to the list.

The policy foresees names of people who have made significant contributions or received significant recognition within the City of Cold Lake, the Province of Alberta or nationally across Canada. It also allows for names of organizations and historic events significant to the City of Cold Lake or the facility in question, as well as names of local flora, fauna and geographical features.



Names are to be added to the list by a motion of council, and specific requests to name a facility or other piece of public infrastructure are also to be considered by council and adopted by a council resolution.

The last time the *Public Infrastructure Naming Policy* (118-AD-10) was used to name a facility was when considering a name for the artificial turn field, now known as the Thomas Varughese Memorial Field. This request was initially brought forward by then Councillor Darrell MacDonald as a notice of motion which ultimately resulted in the facility's name.

Given that the policy does not have a reserve list of names at the moment, council may put forward names for consideration. Also, given that the *Public Infrastructure Naming Policy* (118-AD-10) has not been advertised for some time, a period of advertising can be undertaken to see if any names are added that council might wish to consider for the arena.

Finally, a campaign can be organized and advertised directly seeking names for the facility. This can take the form either of a general search, or a contest to name the facility, with the understanding that the final decision will rest with Cold Lake City Council.

Alternatives:

- This report is presented for the Committee's information and discussion, and any recommendations to Council resulting therefrom.

Recommended Action:

- Administration recommends that the Committee pass a motion recommending that Council consider a course of action based upon the Committee's discussion.

Budget Implications (Yes or No):

No.

Submitted by:

Kevin Nagoya, Chief Administrative Officer