

DATE: September 13, 2021

FILE: 6130-20

TO: Chair and Directors
Electoral Area Services Committee

Supported by James Warren
Deputy Chief Administrative
Officer

FROM: James Warren
Deputy Chief Administrative Officer

J. Warren

RE: Naming of Park in Morrison Creek Headwaters

Purpose

To seek support for an indigenous name for the Comox Valley Regional District (CVRD) managed conservation area in the Morrison Creek headwaters.

Recommendation from the Chief Administrative Officer:

THAT the name qax mot Conservation Area be adopted for the Comox Valley Regional District park located within the Morrison Creek headwaters as outlined in the staff report dated September 13, 2021.

Executive Summary

Through a partnership with the Comox Valley Land Trust, a parcel of land within the Morrison Creek headwaters was acquired in 2019 to serve as conservation lands. Upon acquisition, staff reached out to the K’ómoks First Nation (KFN) to see if there was interest in naming the recently acquired park.

- On July 21, 2021, KFN Chief and Council meeting, KFN suggested the name qax mot for the park which means lots of medicine. This is in reference to the abundance of indigenous medicinal plants in the area.
- The CVRD policy on the naming of public facilities supports the indigenous name as it is an area of cultural significance to the KFN.
- The Comox Valley Land Trust, a partner in the ownership of the land with the CVRD, supports the name qax mot Conservation Area.
- The phonetics qax mot are “qah (with an additionally raised h beside the h) mote.”

Prepared by:

Concurrence:

Concurrence:

D. May

M. Harrison

D. DeMarzo

Daniel May
Parks Planner

Mark Harrison
Manager of Parks

Doug DeMarzo
General Manager of
Community Services

Stakeholder Distribution (Upon Agenda Publication)

K’ómoks First Nation	✓
Comox Valley Land Trust	✓

Attachments: Appendix A – Naming Policy of Regional District Public Facilities
Appendix B – CVLT Letter of Support

Policy Title: Naming of Regional District Public Facilities	Policy Number: P19
Policy Category: Administration	
Approval Date: March 27, 2006	Policy Owner: Deputy Chief Administrative Officer
Approved by: Board	File Reference: 0340-50

Policy Statement

To establish criteria and procedures for the naming of Comox Valley Regional District (CVRD) public facilities. ‘Comox Valley Regional District public facilities’ is defined as any facility, consisting of buildings and/or lands, owned and/or leased, that is subject to the direction, control and management of the Comox Valley Regional District, and which are required to support the services and functions provided by the CVRD.

Naming Criteria for Comox Valley Regional District Public Facilities

1. (a) It is the policy of the Board to choose a name for its park facilities on the basis of the following criteria when naming parks and honouring citizens in parks:
 - (i) Parks, trails or other features may be named after a constant feature nearby or within the park. This should be ideally a geographical feature or adjacent street name;
 - (ii) Where a park, trail or other feature is known to have heritage and/or cultural significance to First Nations, names reflecting these values shall be included as possible candidates;
 - (iii) When it is desired to commemorate a historical event, a park, trail or other feature may be named for that event provided there is substantial acceptance in the community for that name;
 - (iv) Parks may be named after people, living or deceased, only when that person has donated the land for the park and when that person or next of kin specifically requests that the park be named after himself or herself;
 - (v) Trails or other features may be named after individuals, living or deceased, service groups or community partners who have made substantial contributions to the community and where there is substantial acceptance in the community for that name;
 - (vi) That a preference be given to honouring individual citizens through the gift and acknowledgement of a needed facility in the park of choice;
 - (vii) Wherever possible, the name should include a reflection of the category or purpose of the park: i.e. nature, beach access, shoreline protection, community recreation, coastal recreation parks and greenway or trail;
 - (viii) Notwithstanding the above, exceptions to these criteria may be made, with the approval of the CVRD Board.
- (b) It is the policy of the CVRD Board to choose a name for its facilities, other than parks, on the basis of the facility’s relationship to the following criteria:

- (i) A facility may be named after a neighbourhood, geographic, or natural feature in close proximity to the facility;
- (ii) A facility may be named after an event of historical or cultural significance;
- (iii) A facility may be named after the articulated preference of the residents in the community served by the public facility;
- (iv) Foremost consideration shall be given to the inclusion of region in the name chosen for a facility in order to reflect the CVRD's jurisdiction in the property and/or facility and its associated service, however it is recognized that in certain cases, inclusion of other descriptors such as "community" may be a more accurate term to use in describing the scale of the facility and/or the extent of those benefiting from the service of the facility;
- (v) Wherever possible naming and/or signage for the facility shall give clear recognition to its function and any government or community partners if applicable;
- (vi) Naming of interior features of a public facility may be named separately from the main facility;
- (vii) Notwithstanding the above, exceptions to these criteria may be made, with the approval of the CVRD Board.

Name Selection Procedure

- 2. (a) All suggestions, whether solicited, or independently offered, shall be reviewed by staff in light of their compliance with the naming policy criteria as above and assessed in light of the following standards:
 - (i) The name should not confuse the public about location or function of the designated building or facility, but rather should enhance a visitor's ability to identify, locate and use it;
 - (ii) Names shall be reviewed with respect to their consistency and potential for duplication;
 - (iii) Should the naming of a facility include reference to a geographical location, historical event or cultural significance, approval and confirmation of the proposed name (spelling and usage) shall be sought from provincial and federal agencies and First Nations where required;
 - (iv) Proposed names shall be assessed in light of the following:
 - (a) memorability (can residents recall the new facility name after seeing it just once);
 - (b) latent association (what negative and positive associations does the name connote, what is its acronym, what potential for being abbreviated or having a nickname);
 - (c) pronounce-ability (if the name cannot be pronounced how will the public ask for it);
 - (d) emotional connection (does the name emotionally connect with the community that will utilize the named facility).
- (b) Report, which outlines the proposed name candidates, their origin, rationale for selection, and adherence with policy, shall be presented to the appropriate committee of the CVRD Board for consideration. Wherever possible, this report shall also include details on the proposed signage for the facility (proposed design including wording and

- logo(s) to be included) and suggested actions to be taken in promoting recognition of the facility with the public it is intended to serve; and
- (c) The name selected for the facility shall be formally recognized through CVRD Board resolution.

Renaming of Facilities

3. A name selected for a public facility should be bestowed with the intention that it will be permanent and changes should not be readily entertained. If a name change is deemed by the CVRD Board to be warranted, the renaming shall be subject to the criteria and procedures of this policy.

Revision History

Approval Date	Approved By	Description of Change
August 11, 2020	Board	Housekeeping



August 27th, 2021

Comox Valley Regional District
Board of Directors
770 Harmston Avenue
Courtenay, BC V9N 0G8

Re: qax mot Conservation Area (Morrison Creek Conservation Area) – Electoral Area C

Dear Directors,

The Morrison Creek Conservation Area is a private parcel that was acquired jointly through a successful partnership between the Comox Valley Land Trust (CVLT) and the CVRD. The Land Trust is on title to 2/3rds of the property by way of an undivided interest, and the CVRD is on title to the residual portion. CVLT has leased its interests in the land to the CVRD for 99-years to be managed as a Conservation Area.

It has come to our attention that the CVRD in partnership with the K'omoks First Nation has determined an indigenous name for the Conservation Area and is proposing to change the name from "Morrison Creek Conservation Area" to "qax mot Conservation Area". We understand qax mot to mean "lots of medicine". This proposed name change was discussed at the CVLT Board of Directors meeting in July of 2021. CVLT wishes to express its full support for this proposed name change and we encourage you to formalize your adoption if it. We look forward to changing the name of the property on our website and going forward will continue to refer to it by this new name.

CVLT is very grateful for the high standard of care and stewardship that CVRD Parks staff continue to demonstrate through the management of properties in which CVLT has an interest.

Yours in Conservation,

Comox Valley Land Trust

A handwritten signature in black ink, appearing to read "Tim Ennis", is written over a light blue horizontal line.

Tim Ennis, Executive Director