

Branch Naming: 100 Ethennonnhawahstihnen' Lane

Date:	December 14, 2021
To:	Naming Committee
From:	City Librarian

SUMMARY

The purpose of this report is to recommend that the relocated and rebuilt Bayview Branch located at 100 Ethennonnhawahstihnen' Lane be named the Ethennonnhawahstihnen' Branch (pronounced Etta-nonna wasti-nuh). The proposed name complies with the Toronto Public Library (TPL) Board's Naming Policy included in Attachment 1, which prioritizes naming for adjacent street or geographic location. The recommended name supports TPL's *Strategies for Indigenous Initiatives* that include the use of Indigenous names and Indigenizing library spaces as one part of TPL's responsibility and commitment to Truth and Reconciliation. Ethennonnhawahstihnen' means "where they had a good and beautiful life" in Wendat and acknowledges a nearby Wendat archeological site, containing an ossuary and village. The Huron-Wendat First Nation and TPL's Indigenous Advisory Council support the proposed name.

TPL has consulted with representatives of the Huron-Wendat First Nation, the Indigenous Affairs Office, City of Toronto, Parks Forestry and Recreation and TPL's Indigenous Advisory Council to name the library branch. This aligns with a recommendation by City Council in the report, *Recognition Review Project Update and Response to the Dundas Street Renaming Petition*¹, which allows the City to proceed with naming this facility even though there is a naming moratorium.

Approval of the name, Ethennonnhawahstihnen' Branch, will create opportunities for ongoing consultation and collaboration to advance Indigenous place-making in the library branch and facility. Place-making advances TPL's role and responsibility in Reconciliation by creating a culturally safe and relevant space for Indigenous and non Indigenous communities in Toronto to come together to learn about Truth and

¹ **Recognition Review Project Update and Response to the Dundas Street Renaming Petition.** July 14, 15, 16, 2021 <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2021.EX25.1>

Reconciliation, residential schools and treaty relationships as an integral part of excellent and responsive library services to the local residents and community, and all Torontonians.

RECOMMENDATIONS

The City Librarian recommends that the Naming Committee recommends that the Toronto Public Library Board:

1. approve the name Ethennonnawahstihnen' Branch for the library located at 100 Ethennonnawahstihnen' Lane.

FINANCIAL IMPACT

The capital costs for the Bayview-Bessarion branch project, located at 100 Ethennonnawahstihnen' Lane, have been incorporated into the 2021-2030 Capital Plan and the operating cost in 2022 operating budget submission and future year outlook. There are no additional financial impacts beyond what has been approved already in the capital and operating budgets.

The Director, Finance & Treasurer has reviewed this financial impact statement and agrees with it.

ALIGNMENT WITH STRATEGIC PLAN

The 2020-2024 strategic plan outlines five strategic priorities where TPL will focus and invest over the five years of the plan. This naming proposal is aligned with TPL's Opening up our Public Space strategic priority and with TPL's explicit strategic plan commitment to Indigenous people and communities to engage in ongoing consultation for planning and designing culturally safe and relevant library spaces. It is also aligned with TPL's commitment to focus on equity in everything we do – to understand and break down barriers to access and increase inclusion. The proposed Indigenous name furthers the outcome that everyone feels welcome and has equal opportunity to use and benefit from library space.

EQUITY IMPACT STATEMENT

The proposed Indigenous name for the branch advances TPL's commitment to Truth and Reconciliation through Indigenous place-making, helping to ensure the Library is a culturally safe and relevant space for members of Indigenous communities in Toronto.

DECISION HISTORY

At its July 14 and 15, 2021 meeting, City Council approved the [Recognition Review Project Update and Response to the Dundas Street Renaming Petition](#) providing direction to proceed with the naming of the facility and library despite the moratorium on City naming.

At its April 18, 2017 meeting, the TPL Board endorsed the [Strategies for Indigenous Initiatives](#) for consultation with Indigenous communities in Toronto. The proposed name aligns with and advances these initiatives.

COMMENTS

The purpose of this report is to recommend that the relocated and rebuilt Bayview Branch located at 100 Ethennonnhawahstihnen' Lane be named the Ethennonnhawahstihnen' Branch (pronounced Etta-nonna wasti-nuh). The proposed name meets the requirement of TPL's Naming Policy (Attachment 1) to give priority to naming its buildings after their geographic location, either the community or the street location where they are situated.

In addition, the name advances TPL's *Strategies for Indigenous Initiatives* as part of TPL's response to the Truth and Reconciliation Commission's (TRC) 94 Calls to Action. Specifically, the name addresses the goal of *Indigenizing library spaces physical and virtual and the use of Indigenous names for new building projects, and the reopening of renovated branches*. The facility and branch will incorporate Indigenous place-making through interpretive historical content, public art, services and programs that create a culturally safe and relevant space for Indigenous and non-Indigenous communities in Toronto. The Huron-Wendat First Nation and TPL's Indigenous Advisory Council support use of the name. The new branch would be the first of TPL's one hundred branches with an Indigenous name.

TPL has consulted with representatives of the Huron-Wendat First Nation, the Indigenous Affairs Office, City of Toronto, Parks Forestry and Recreation and TPL's Indigenous Advisory Council to name the library branch. This process aligns with a recommendation by City Council in the report, *Recognition Review Project Update and Response to the Dundas Street Renaming Petition*², which allows the City to proceed with naming this facility even though there is a naming moratorium. The proposed name aligns the *Draft City of Toronto Principles for Commemoration in the Public Realm* (Attachment 2) specifically with the principle of Indigenous place-keeping.

² **Recognition Review Project Update and Response to the Dundas Street Renaming Petition.** July 14, 15, 16, 2021 <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2021.EX25.1>

CONCLUSION

The proposed naming of the Ethennonnhawahstihnen' Branch meets the requirements of TPL's Naming Policy and aligns with TPL's *Strategies for Indigenous Initiatives* and the *Draft City of Toronto Principles for Commemoration in the Public Realm*.

CONTACT

Elizabeth Glass, Director Planning, Policy and Performance Measures;
Tel: 416 994 0339 eglass@tpl.ca

Moe Hosseini-Ara, Director, Branch Operations and Customer Experience;
Tel: 416-397-5944; mhoss@tpl.ca

Pam Ryan; Director, Service Development and Innovation;
Tel: 416-393-7133; Email: pryan@tpl.ca

SIGNATURE

Vickery Bowles
City Librarian

ATTACHMENTS

Attachment 1: Naming Policy
Attachment 2: Draft City of Toronto Principles for Commemoration in the Public Realm
.

POLICY: **NAMING****SECTION:** **II – General Policies - Miscellaneous****MOTION#/DATE:** **06 - 103 – June 19, 2006**
14 - 108 – May 26, 2014**Effective Date**

May 26, 2014

Policy Objective

To establish the protocol and preferred names for Toronto Public Library branches, rooms, programs, or collections.

Background and Underlying Principles

Toronto Public Library has a history of naming branches, rooms, programs and collections for their geographic location, function, or subject or to honour individuals or donors.

The practice of naming its branches for their geographic location was first established in 1913, when the Northern Branch opened in what was then the northern part of the City. This practice has continued in all areas of the City, with a few notable exceptions where branches were named for prominent individuals or to highlight a unique function. For example, the Barbara Frum Branch was named after the distinguished broadcaster and journalist, and the Toronto Reference Library for its function.

The naming of branches for location or neighbourhood, such as Thorncliffe, anchors the branch as a community hub, and provides a sense of identity and pride for local residents. Naming branches after an intersection, such as Bloor Gladstone, identifies the location of the branch within the City. The naming of the two newest branches, Fort York and the Scarborough Civic Centre, continue this tradition.

Toronto Public Library also has a variety of Rooms, Auditoria and Theatres that historically have been named after the type of facility, e.g. North York Central Library



Auditorium. Rooms have also been named in recognition of individuals and/or in recognition of a gift, such as The Bram & Bluma Appel Salon.

Collections which are developed in response to community needs are typically named for the subject, such as the Jewish Mosaic Collection and the Native Peoples Collection. Where special collections are the result of a significant gift and the collection might not have been pursued as part of the normal collection development, the collections have been named after the donor, e.g. The Merril Collection of Science Fiction, Speculation and Fantasy.

The Naming Policy builds on Toronto Public Library's history of naming branches, rooms, programs and collections for their location, function, or subject or in recognition of an individual or gift. This policy sets out criteria and conditions for naming with and without a gift.

Policy Statement

The Toronto Public Library Board has ultimate responsibility for the naming of branches, rooms, programs and collections, including the terms and conditions, regardless of whether the naming opportunity is as a result of a sponsorship, donation or to recognize an individual who has made an outstanding contribution to the City or Library.

General Policy Guidelines

No commitment regarding naming will be made to an individual or group prior to approval of the related proposal for naming by the Toronto Public Library Board.

Each proposal for naming will be considered on its own merit and not because a gift meets a particular need. Due attention will be given to both the long-term and short-term appropriateness of a naming.

When a branch or room is named after an individual, that name will be effective for the useful life of the facility or collection or for a term as specified in the terms of the agreement. Should a physical facility be replaced or substantially renovated, or the use of an area redesignated, the renaming of the facility may be considered. Renaming will be subject to any terms and conditions set out in any gift agreement related to the prior naming opportunity. The Library may also decide to discontinue the use of a name of a discrete collection in situations where it no longer is practical to maintain such collections.



In any proposal for naming a program, or collection in honour of a donor or non-donor honouree, consideration should be given to the establishment of an endowment sufficient to sustain the program, service or collection for its term or lifetime.

The cost associated with naming opportunities without a gift, including the renaming of facilities, will be clearly disclosed to the Board for their consideration when making a decision on such a request. In the case of naming opportunities associated with a gift, the recognition will be cost effective and will not exceed two percent of gift value or one percent for major gifts over \$500,000 in order to establish a level of consistency and will be paid out of the gift.

Naming Opportunities without a Gift involved:

Branches

The naming of branches will be considered based on the following priorities:

- the Library will give priority to naming its buildings after their geographic location, either the community or the street location where they are situated;
- alternatively, consideration will be given to naming, where appropriate, after the type of service or function offered at that branch;
- in exceptional circumstances, consideration will be given to naming a branch after an individual whose contribution to the Library or the City of Toronto, is well documented and is widely recognized and valued. At least two years shall have passed since the individual's death.

Rooms

The naming of rooms will be considered based on the following priorities:

- priority will be given to naming rooms after the branch where it is located together with the function of such a room, e.g. York Woods Theatre;
- alternatively, consideration may be given to naming of rooms after an individual whose contribution to the Library or the City of Toronto is well documented and is widely recognized and valued;
- consideration will also be given to naming a room in honour of a Toronto Public Library Board member, TPL staff member or any individual who has made an exceptional contribution to TPL or to the City of Toronto, provided that at least two years have passed since the individual's death or their separation from the Library.



Collections

The naming of collections will be considered based on the following priorities:

- the Library will give priority to naming parts of its collection after the subject matter of the collection, e.g. the Toronto Public Library Theatre Collection;
- consideration will be given to naming a collection after an individual where the individual has made an exceptional contribution to the vision, development, community outreach for and promotion of a collection. Proposals to name a collection after a staff member will be considered after the individual has been separated from the Library for two years;
- when a collection is named after an individual, it should contain both the name of the individual and a description of the subject matter.

Programs

The naming of programs will be considered based on the following priorities:

- the Library will give priority to naming its programs after the program content, e.g. the Toronto Public Library Homework Club;
- consideration will be given to naming a program after an individual where the individual has made an exceptional contribution to the vision, development, community outreach for and promotion of a program. Proposals to name a program after a staff member will be considered after the individual has been separated from the Library for two years;
- when a program is named after an individual, it should contain both the name of the individual and a description of the program.

Naming Opportunity with a Gift involved:

The Library will consider naming branches, rooms, program or collections after the donor/sponsor in recognition of significant financial gifts, or gifts in kind, to the Library. The general policy guidelines outlined above will apply. In addition, the following will apply:

- the gift shall constitute a significant portion of the total cost of the branch, room, program or collection to be named – either funding the total cost of the project, or providing a substantial proportion of the required funding for the project. In the



case of an existing branch, room, collection or program to which a naming opportunity is applied, the associated gift shall be commensurate with the market value of the opportunity as identified by the Toronto Public Library Foundation.

- in reviewing a request for naming, consideration will be given to:
 - whether the initiative could proceed without the gift;
 - the urgency of the need for the initiative;
 - the distinction, reputation and integrity of the individual or corporation whose name will be used; and
 - the relationship of the individual or corporation to the Library;
- the use of corporate names will require special consideration in order to avoid the appearance of commercial influence or conflict of interest;
- naming opportunities are contingent on the fulfillment of the pledge of a gift and is approved on that condition.

Renaming of Branches, Rooms, Programs or Collections

Proposals to rename any Library branch, room, program or collection will adhere to the criteria outlined above. In addition, the following will apply:

- new naming opportunities may arise when a facility is redeveloped or renovated and will be utilized for a different purpose. Renaming would, however, be dependent on the nature of the conditions contained in the previous naming opportunity agreement;
- appropriate recognition of previous donors or honorees may be included in the new or renovated facility;
- when renaming does occur and the original naming opportunity was after an individual, all reasonable effort will be made to inform, in advance, the original donor or honoree and/or their immediate family.



Change in Circumstances

If, at any time following the approval of a naming opportunity, circumstances change substantially such that the continued use of a particular name may compromise the public trust, the Library Board has the authority to withdraw the naming opportunity. The sponsorship/donor agreement will contain a clause that reflects this.

Scope

This policy applies to the naming of all Toronto Public Library buildings, branches, rooms, programs and collections.

Application

The policy applies to the decision-making process on the naming of Library branches, rooms, programs and collections.

Specific Directives

The Library reserves the right to review the names of its branches, rooms, programs and collections periodically.

The location, term and the ongoing maintenance of all TPL collections remain the sole responsibility of the Library.

The Toronto Public Library Board approves all names, including the terms and conditions, and amount of any gift. If the naming opportunity is approved in a closed session, the terms and conditions of the agreement and gift amount will be made public at an appropriate time as agreed on by the Library Board and the Toronto Public Library Foundation, except where the donor/sponsor has requested that the gift amount and/or donor/sponsor remain confidential.

Accountability

Prior to solicitation of sponsors/donors for naming opportunities, the naming component and prospect list must receive concept approval from the City Librarian or his or her delegate. The City Librarian, at his or her discretion, may request that the Board establish a Naming Committee to review naming opportunities and make recommendations to the Board.

The Toronto Public Library Board has the responsibility for approving the naming of all Library branches, rooms, programs and collections.



Appendices

Appendix 1: References

Appendix 2: Definitions

Appendix 3: Contact

Appendix 1

References

1. TPL Sponsorship Policy
2. TPL Foundation Donor Recognition Policy
3. TPL Foundation Framework for Space Naming Recognition Opportunities

Appendix 2

Definitions

A **philanthropic gift or donation** is an arrangement where a donor contributes cash and/or in-kind goods or services to the Library, or the Foundation, without expectation or requirement of a reciprocal benefit. While most donors expect some form of recognition as a result of their gift, the recognition is marginal in value relative to the value of the gift as defined by the Canada Customs and Revenue Agency.

A **room** is a discrete space within a Library facility and includes theatres, meeting rooms, or program rooms.

A **sponsorship** is a mutually beneficial business exchange between the Library and an external organization (hereinafter the sponsor) whereby the sponsor contributes funds to the Library, and/or to the Foundation, in return for recognition, acknowledgement or other promotional considerations such as publicity, merchandising opportunities, etc. Because of these marketing benefits, a sponsorship does not qualify for a tax receipt. Sponsorships involve an association between the sponsor and the Library and/or the specific program, event, service or activity being sponsored.

Appendix 3

Contact:

City Librarian's Office
Toronto Public Library
789 Yonge Street
Toronto, ON M4W 2G8

Phone: 416-393-7032



Draft City of Toronto Principles for Commemoration in the Public Realm

This attachment includes draft commemorative principles that have been developed based on initial findings from the Recognition Review, and best practices from other global cities. Pending direction from Council, staff will undertake a public engagement process to seek input on these principles, and will report back to Council with final recommended principles in Q2 2022. The practical application of the principles will also be tested on the naming of selected civic assets.

1. Overview

The Principles for Commemoration are intended to inform how the City of Toronto commemoates public figures, places, and events in tangible physical assets located on City property in the public realm, with a focus on encouraging greater equity and inclusion in place-making, promoting a broader understanding of history and its legacy on communities, and confronting the legacy of colonialism and systemic racism.

Commemoration is an intentional act of acknowledging the memory of people, places, events and ideas. It can include positive and honorific celebrations of people, places and events, as well as the tragic, controversial and shameful dimensions of history. Acts of public commemoration – including the naming of streets, parks and other civic properties, and representation in monuments and plaques – reflect community values through how we choose to collectively honour the past.

The City of Toronto communicates a core value through its motto, "Diversity Our Strength". However, most commemorations in Toronto represent the stories of certain ethno-racial groups, genders, and socioeconomic classes, namely settler white males in positions of power. This historic imbalance has meant that other stories – including those of Indigenous and Black communities, women, 2SLGBTQ+ persons, and other equity-deserving groups – are not underrepresented in Toronto's urban fabric. A new approach to the commemoration of untold stories can foster greater equity and inclusion in place-making, leading to more welcoming public spaces, and a stronger sense of belonging for all.

2. Scope

The *Principles for Commemoration in the Public Realm* will guide the development, review and application of City policies and programs related to commemoration through tangible physical assets on City property. This includes policies and programs related to the naming and renaming of streets, parks, community centres and other civic facilities, the acquisition of new and stewardship of existing commemorative works in the City's public art and monuments collection, and interpretive plaque programs.

Forms of commemoration that are outside the scope of the principles include:

- Civic honours, awards and tributes
- Assets named in the context of sponsorships or donations, unless the proposed name or asset commemorates an historic figure or event
- Fee-for-service programs such as the Commemorative Tree and Bench Program
- Community-initiated memorials that are not owned or managed by the City
- Temporary community-initiated recognitions, including flag raising
- Programs commemorating the death of those who have lost their lives in the line of duty

3. Draft Principles

The following are draft principles, intended to guide decision-making and priority-setting for any commemorative work undertaken by the City that falls under the scope of this policy. Public engagement on these principles will occur in fall 2021 and results will inform the development of and/or revisions to the City's policies on commemoration.

Indigenous Place-Keeping	<p>Commemorations should be grounded in the understanding and recognition that the City of Toronto is situated on the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee, and the Wendat peoples, and is now home to many diverse First Nations, Inuit and Métis peoples. Toronto is covered by Treaty 13 signed with the Mississaugas of the Credit, and the Williams Treaty signed with multiple Mississaugas and Chippewa bands.</p> <p>Commemoration is one tool to help to restore visibility to the Indigenous past, present and future of the land, creating a greater sense of place and belonging, and sparking dialogue about the legacy of colonialism, and a shared path forward. Recognition, naming and honouring is integral to Indigenous place-keeping and place-making, and help advance Indigenous self-determination, critical to the health and well-being of Indigenous People.</p>
---------------------------------	--

Diversity our strength	<p>The urban landscape should reflect the diversity of Toronto residents and a more authentic account of Toronto history. To create public spaces that are more inclusive and representative of Toronto's diversity, new commemorations, including the naming and renaming of civic assets when a commemorative name is being considered, should prioritize telling the stories of groups that are currently underrepresented in civic spaces, including Indigenous Peoples as the traditional and historic stewards of this land, Black communities, racialized communities, women, 2SLGBTQ+ persons, and other equity-deserving groups.</p> <p>The selection of a priority group for commemoration should be based on the connection of the proposed commemoration to the local area, as determined through a combination of community engagement and research.</p>
Co-creation	<p>Commemorations of significance to Indigenous, Black or equity-deserving communities should be guided by a principle of co-creation with members of these communities. A commitment to meaningful co-creation helps to share authority with communities through active engagement of community members in decision-making throughout the planning of the commemoration.</p>
Demonstrated community support and community engagement	<p>Proposed commemorations must have demonstrated community support, taking into account a broad range of voices, perspectives and experiences of local residents.</p> <p>When determining community support, it is important to consider the unequal impacts a commemoration may have on different groups. The voices of those groups that are or have historically been most impacted by the commemorated subject should be centred in community engagement processes, alongside the opinions of local residents and businesses. There should also be careful consideration of these voices when there is demonstrated support and some or significant opposition to a commemoration.</p> <p>It is also important to recognize that no one community speaks with a single voice, and to consider the multiple opinions and lived experiences within communities when designing community engagement processes.</p> <p>The type and extent of community engagement will vary depending on the type of commemoration. Examples could include letters of support, surveys, or community meetings.</p>

Relevance to Toronto	Proposals for commemoration should have a historical or cultural connection to Toronto, with priority given to subjects with a clear connection to the local area in which the commemoration will be displayed. Subjects with a national or international significance may also be chosen for commemoration where there is a demonstrated connection for communities living in the local area.
Celebrating untold stories	To encourage the sharing of diverse stories, new commemorations should not duplicate subjects that are already commemorated elsewhere in Toronto. This includes existing City-led commemorations and publicly-accessible commemorations on private properties. An exception to this is the geographic clustering of assets that share the same name, such as a park sharing the same commemorative name as a neighbouring street. Exceptions may also be considered for commemorations honouring the priority groups outlined above.
Historical and community research	A decision to commemorate a person, event, place or idea should be grounded in sound historical and/or community research that is carefully and ethically undertaken. Research should consider a range of primary and secondary sources, alongside traditional knowledge, oral histories, and community stories where such sources are applicable and available. Efforts should be undertaken to meaningfully communicate the social, cultural and/or historical context of a commemoration to a broad public audience.
Compliance with legislation, City By-laws and policies	No commemoration shall be considered that is contrary to Canadian laws, City By-laws, or City policies, including the Human Rights and Anti-Harassment / Discrimination Policy.

4. Addressing Legacy Issues in Commemorations

As community values evolve over time, there are occasions when older forms of commemoration no longer fit with the ethical standards of today. A change to a commemoration may be warranted when a review identifies significant new developments in research or scholarship on the commemorated subject; where the review identifies an absence of an integral part of the history of a subject in its commemoration; or where there is significant community support for making a change.

When a change to the commemoration is warranted, actions on legacy issues could take a three-Rs approach: **rename** (e.g., a street), **remove** (e.g., a monument), or **reinterpret** (e.g., a street name, monument, or artwork). Renaming, removing or reinterpreting a commemoration should not be seen as erasing history. Commemoration must be distinguished from history, as history is an evidence-based process of understanding the past. When a civic commemoration is removed, this represents a

change in what we choose to collectively honour and remember in public spaces. Its subject will continue to be treated as historically significant, where historical evidence shows it to be of consequence.

Recognizing the importance of the historical record, older commemorations that have been removed from public display and the processes used to review them should be preserved and documented in the City's archival and historical collections for use in future scholarship and education on Toronto's history. Materials, artifacts or art works may also be transferred to other collections-based institutions in accordance with the Policies for City of Toronto Museum Collections.