
HALDIMAND COUNTY

Report CDP-03-2023 Naming of Corporate Assets – Barbara Martindale Memorial Lane



For Consideration by Council in Committee on April 11, 2023

OBJECTIVE:

To obtain Council approval to name the laneway from Caithness Street East to Edinburgh Square Heritage & Cultural Centre in Caledonia the “The Barbara Martindale Memorial Lane” and install an associated storyboard.

RECOMMENDATIONS:

1. THAT Report CDP-03-2023 Naming of Corporate Assets – Barbara Martindale Memorial Lane be received;
2. AND THAT the request to name the laneway, from Caithness Street East to Edinburgh Square Heritage & Cultural Centre in Caledonia, the “Barbara Martindale Memorial Lane”, be approved;
3. AND THAT the cost of the Haldimand County Parks signage and its installation, at an estimated cost of \$3,000, be funded by the Capital Replacement Reserve General;
4. AND THAT, in addition to the above-noted sign, a storyboard detailing the life and civic contributions of the late Barbara Martindale be installed in keeping with Haldimand County’s Community Partnership Program policy (2011-01) and associated standards and processes;
5. AND THAT the design, production and installation of the storyboard—at an estimated cost of \$3,000—be funded by the Ward-Specific Funding Program, approved through reports ECW-02-2022 and ENG-05-2023, for Ward 3.

Prepared by: Katrina Schmitz, Manager, Community Development & Partnerships

Reviewed and respectfully submitted: Mike Evers, MCIP, RPP, BES, General Manager of Community & Development Services

Approved: Craig Manley, MCIP, RPP, Chief Administrative Officer

EXECUTIVE SUMMARY:

In December 2022, Haldimand County received an application to name a laneway from Caithness Street East to Edinburgh Square Heritage & Cultural Centre (Attachment 1) the “Barbara Martindale Memorial Lane” in memory of local historian and community builder Barbara Martindale, who passed away earlier in the year.

The request, which is in keeping with Haldimand County’s Naming of Corporate Assets Policy (No. 2010-02) was submitted by the Caledonia Regional Chamber of Commerce and was supported by Ms. Martindale’s family.

As well as the naming proposal and associated County signage, the Chamber and local Councillor requested installation of a storyboard regarding the civic contributions of Ms. Martindale.

Staff have completed a review of the requests—including public notification of the proposal—and support the naming as well as the installation of the storyboard.

BACKGROUND:

The Naming of Corporate Assets Policy sets out a consistent process and parameters—associated to the naming of municipal buildings, properties or assets—to recognize individuals for their contributions to the community. Through the policy, nominations may be made to honour outstanding achievement, distinctive service, historical or civic significance or noteworthy community contributions by an individual or group. This includes leaders in the areas of recreation, sports, arts, music, culture, heritage or literature.

The request to name the laneway at Edinburgh Square Heritage & Cultural Centre in honour of Barbara Martindale and to install a storyboard was assessed through this process.

ANALYSIS:

Staff in the Community Development & Partnerships Division (CDP)—which administers the Naming of Corporate Assets Policy (2010-02) and process—reviewed and scored the application for the naming of the Barbara Martindale Memorial Lane according to the policy criteria.

Profile & Accomplishments of Barbara Martindale:

Barbara Martindale was born and raised on a farm in Seneca Township in 1941 and went to high school in Caledonia; she later moved to the town following her marriage to the late Chester Martindale, where they raised their three children.

Martindale had a long career in the newspaper and printing business, including as a former publisher, manager and columnist of Caledonia's Grand River Sachem. For many years she shared the stories and rich history of Haldimand—and particularly Caledonia—through her column "For What It's Worth". She also wrote two books: "Bridging the Past" (1987) and "Caledonia: Along the Grand River" (1995). In 1996, she became the Executive Director of the Caledonia Regional Chamber of Commerce, a position she held until her passing, always promoting and advocating for her home community.

In the early 1980s, a community committee was formed to restore Caledonia's Town Hall, now known as Edinburgh Square Heritage & Cultural Centre. Responsible for the Committee's 'Campaign Identity', Martindale worked tirelessly with her fellow volunteers to make the facility a vibrant museum and cultural centre celebrating Caledonia's heritage. The work began with the exterior renovations, including the installation of an exact replica of the unique roof cupola, and continued with the development of installations and activities which continue today (including a gallery with rotating exhibits and a permanent installation celebrating the significance of gypsum to the community, local artifacts and archives and ongoing community events including Christmas light-up night, workshops, school programs and other cultural programming).

A member of, and historian for, Caledonia's St. Paul's Anglican Church since 1960, Martindale was also a director with the Caledonia BIA, Chair of the Ruthven Park Management Committee and received Rotary International's Paul Harris Fellow award for her contributions to the organization.

Martindale was also involved in the Active Lives Campaign, which resulted in the 2003 construction of the Haldimand County Caledonia Centre (HCCC), and continued the activities of that original Committee through the Caledonia Community Foundation.

Her contributions to community didn't end there, though. Martindale was also very active in the Canadian Community Newspaper Association and the Haldimand & Norfolk Progressive Conservative

Party (including running as a provincial candidate in 1985), President of the Hamilton Branch of the Media Club of Canada and involved with the Toronto Women's Advertising Club.

In 2002, Martindale received the Queen's Golden Jubilee Medal and in 2013 the Queen's Diamond Jubilee Medal for her extensive work and support within the Caledonia community.

The naming request complies with the criteria set out in the policy. Using a weighted matrix, supporting documentation and relevant background, staff scored the proposal at 57 of a possible 65 points. The proposal aligns with the intent and criteria of the policy as follows:

Item	Weight	Maximum Possible Points	Score
1. Criteria (see table, below)	50%	15	7
2. Attached documentation (letters of support)	30%	30	30
3. Relevant background (length of service, multiple groups)	20%	20	20
TOTAL:	100%	65	57

Criteria for Honouring Individuals, Groups or Geographic Area	Score
Pioneers, early settlers, industrialists or other historic figures significant to the County.	
Veterans.	
Fallen police officer or firefighter.	
Exemplary public, political or community service.	√
Athlete or leader in sport and recreation.	
Leader in the arts, music, culture, heritage or literature.	√
Someone who has brought positive national or international recognition to the County.	
Demonstrated courage by having risked or given their life to save or protect others.	
Demonstrated measurable excellence and exceptional service to the citizens of Haldimand County, the Province of Ontario or Canada.	√
The named individual or group will have made a significant contribution to the local community and will have represented Haldimand County in a meritorious manner so as to achieve wide recognition for their endeavours.	√
Preference will be given to naming that is directly related to the type of service being offered at the facility (i.e. sports for sports facilities).	√
The individual or group have no other municipally-owned asset naming designations.	√
The naming will not cause confusion or duplication of names within the municipality or compromise emergency response situation.	√
Where it relates to historical or geographic context, the individual, group or resource does not have any previous named designations.	
Nominations to recognize geographic or historical context commemorate a historical event of cultural significance.	

Storyboard:

Along with the naming of the laneway leading to Edinburgh Square Heritage & Cultural Centre from Caithness Street East, the Chamber and local Councillor have requested the installation of a storyboard to outline the contributions of Ms. Martindale to her community and many organizations.

FINANCIAL/LEGAL IMPLICATIONS:

In keeping with an amendment to the Naming of Corporate Assets and Ceremonial Road Name Policy, passed by Council in 2016, the County is responsible for the costs and installation of approved signage at parks and facilities, with funding from the Capital Replacement Reserve General.

Further, the design, production and installation of the storyboard associated with this request will be funded from the Ward-Specific Funding Program, which was previously approved through reports ECW-02-2022 and ENG-05-2023, for Ward 3.

STAKEHOLDER IMPACTS:

This request was reviewed by staff from the following Divisions: Community Development & Partnerships; Facilities, Parks, Cemeteries & Forestry Operations; and Finance.

REPORT IMPACTS:

Agreement: No

By-law: No

Budget Amendment: Yes

Policy: No

REFERENCES:

1. [Policy No. 2010-02 Naming of Corporate Assets.](#)

ATTACHMENTS:

1. Location Map – Proposed Barbara Martindale Memorial Lane.