

Naming of a City Park

EXECUTIVE SUMMARY

The Bowness Historical Society is requesting that a small community park be named “Tony and Ruby Schmaltz Park”. A community and park site map showing the park area to be named is included as Attachment 1. Letters of support from the Bowness Community Association, Councillor Ward Sutherland, and Terry Schmaltz (family representative) are included as Attachment 2.

ADMINISTRATION RECOMMENDATION:

That the Priorities and Finance Committee recommends that Council:

1. Approve the name “Tony and Ruby Schmaltz Park” for the park site located at 66th Street NW and Bow Crescent NW; and
2. Direct that the Report and Attachments remain confidential subject to Sections 23 and 24 of the *Freedom of Information and Protection of Privacy Act* until Council rises and reports.

RECOMMENDATION OF THE PRIORITIES AND FINANCE COMMITTEE, DATED 2018 JUNE 28:

That the Administration Recommendations contained in Report PFC2018-0789 be approved.

PREVIOUS COUNCIL DIRECTION / POLICY

On 2016 April 11, Council approved the Municipal Naming, Sponsorship and Naming Rights Policy (CP2016-01), replacing the previous Municipal Naming Policy (CS03); the Naming Rights Guidelines – City-Owned, Civic Partners Operated Facilities (CSPS012); and the Sponsorship Policy – City-Owned, City Managed Assets (CS011).

BACKGROUND

Tony and Ruby Schmaltz came to the Bowness area in 1929 and were significant contributors to the community. In 1932, Tony and Ruby opened the first business in the Critchley/Bowness area, a small store called The Midway. This was the first store in the area enabling residents to shop in Bowness instead of making the long trip to Calgary, which was eight miles east.

In 1934, the Critchley Post Office opened in a small, partitioned area of The Midway store. At this time, Critchley was the area east of the CP railway tracks, and Bowness was west of the tracks. Tony had been appointed by the Postmaster General of Canada and became the area's first postmaster, serving the populations of both Bowness and Critchley. Many people of the area would gather at the post office to visit and collect their mail, and buy stamps or money orders. It became a community hub.

After the Depression, the community, the telephone industry, and AGT realized they needed a mutual telephone system in Bowness. As a result, The Bowness Mutual Telephone System was organized by Tony Schmaltz and other businessmen in 1938. All the equipment was bought by the mutual telephone company and maintenance became the responsibility of the community. For eleven years, Tony was the trouble shooter and repairman for the telephone system. In

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1948, he represented the village in the negotiations with the province to rebuild a provincial telephone system.

Tony and Ruby were also very interested in the education of the children of Bowness (although they had no children of their own). People met in their store and discussed the need for a school in the area. In 1935 Tony was asked by the Chairman of the Springbank School Division to form a school board and he was appointed the chairman of the new Bowness School, a position he held for twenty-one years.

The Schmaltz's also donated land to build physical components in the community. This included land for a manse and the original Catholic Church on River Drive (now Bow Crescent) and land for Queen Elizabeth Park in Bowness.

The proposed park naming will honor the memory of Tony and Ruby Schmaltz. The park is very close to the old Bowness post office on Bow Crescent NW so it is a particularly relevant site.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

The proposed name, "Tony and Ruby Schmaltz Park", is in accordance with the Municipal Naming, Sponsorship and Naming Rights Policy (CP2016-01) in that the name reflects Calgary's heritage and furthers the sense of community.

Stakeholder Engagement, Research and Communication

The Bowness Historical Society has undertaken research and completed an extensive history book of their community entitled *Bowness: Our Village in the Valley* and it includes a biography of Tony and Ruby Schmaltz. In 2012 the Society first discussed the possibility of recognizing early pioneers, including Tony Schmaltz. In 2017 the Historical Society secured support for naming the park in honour of Tony Schmaltz from The Bowness Community Association, Councillor Ward Sutherland, and from Terry J. Schmaltz, Tony's nephew (Attachment 2). After discussions with Calgary Parks it was agreed the name should include both Tony and Ruby, recognizing Ruby's contribution along with her husband.

Strategic Alignment

The naming of a Municipal Park is aligned with City Council approved Municipal Naming, Sponsorship and Naming Rights Policy (CP2016-01).

Social, Environmental, Economic (External)

Social

The naming of Tony and Ruby Schmaltz Park enhances the awareness of the history of Bowness and encourages civic engagement and a resulting pride in community.

Environmental

Not applicable.

Economic (External)

Not applicable.

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Financial Capacity

Current and Future Operating Budget:

No impact to current or future operating budget.

Current and Future Capital Budget:

No impact to current or future capital budget. The Bowness Historical Society is responsible for all costs associated with an interpretive sign to be installed in the park.

Risk Assessment

There are no risks associated with the recommendation as presented by Administration.

REASON(S) FOR RECOMMENDATION(S):

Approval of the naming of this park fits within the criteria outlined in the Municipal Naming, Sponsorship and Naming Rights Policy (CP2016-01) as the name reflects the history of Bowness and furthers a sense of community.

ATTACHMENT(S)

1. Attachment 1 – Community and Park Site Map (Confidential)
2. Attachment 2 – Letters of Support (Confidential)