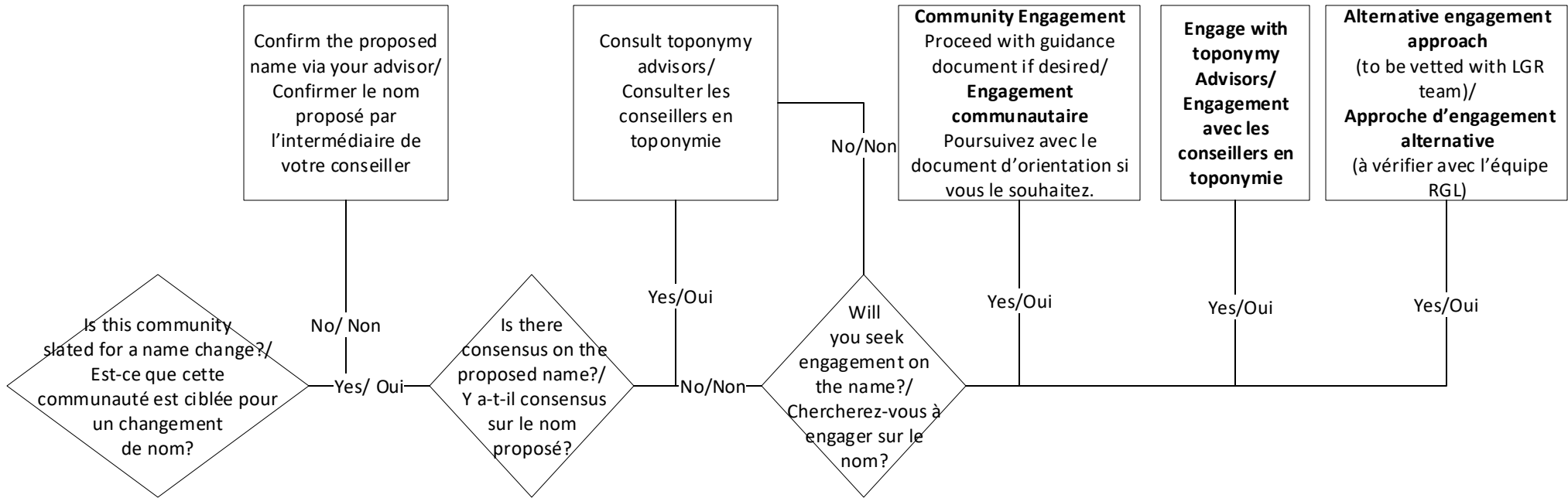




Entity Naming Decision Guide / Guide décisionnel pour l'attribution des noms aux entités



Help us find a name for our new community

We want you to be involved and bring our communities together!

Residents from the communities will have the opportunity to participate in the naming process and each community has a transition facilitator with access to experts in naming (toponymy) that can help!

Suggested timeline

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Propose name
Create committee Early March	Launch call for suggestions March 11-28	Review suggestions April 4	Selection April 11-25	Top name proposal May 2	Council approval May 9	May 10

Step 1. Create a naming committee

- ✓ Committee's role is to begin the process of selecting a community name
- ✓ Naming committee should include: Residents 18 years of age or older from each community coming together to form the new entity, the Mayor, a councillor, LSD representatives, and your transition facilitator
- ✓ Committee membership should not exceed 9 people
- ✓ Make sure that the community name is selected based on its merits
- ✓ Develop criteria to ensure a smooth selection of community names
- ✓ Select potential new names and follow a process for finalizing a shortlist and a final proposed name.
- ✓ Recommend the proposed name to Council and LSD representatives for consideration

Step 2. Launch a call for name suggestions

- ✓ Make a call for community name ideas via a submission process
- ✓ Publish submission details on the town website, social media and/or by mail to the public
- ✓ Involve school students and other groups in the community
- ✓ Establish submission details
- ✓ Develop a method for receiving submissions
- ✓ Make presentations to the public and discuss what makes a good community name
- ✓ Naming committee can reject proposed names



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Step 3. Review suggestions

- ✓ The current name of the community may be included on list for consideration
- ✓ Consider offering prize swag to encourage submissions, such as golf shirt or hat with the new name and logo
- ✓ Collect and rank submissions
- ✓ The naming committee will decide on the top name choices (no more than 5)
- ✓ Host an open house to present the top names and get some feedback from the public

Step 4. Selection

- ✓ The top names will be presented to the community for a vote on their preferred name
- ✓ Decide on voting options and method
- ✓ Develop messaging and distribute voting ballots
- ✓ Promote voting from April 11 with a deadline of April 25
- ✓ Promote voting process on the community website, social media and/or by mail to the public
- ✓ Count all votes

Step 5. Top community name

- ✓ The naming committee to determine the top community name recommendation
- ✓ Recommended name is presented to Council and to the LSD Advisory Committees that are coming together in the new local government entity

Step 6. Council to approve name recommendation

- ✓ Council and LSD representatives vote to approve new community name recommendation
- ✓ The naming committee work is complete

Your proposed community name must be sent to the Province of New Brunswick by May 10, 2022

