



THE CORPORATION OF THE TOWN OF AMHERSTBURG

OFFICE OF THE CAO

**Mission Statement:** As stewards of the Town of Amherstburg, we strive to improve the quality of life of all residents through the delivery of effective, efficient, and affordable services.

Author's Name: Kevin Fox / Adam Coates	Report Date: June 21, 2024
Author's Phone: 519 736 0012 ext. 2272 / 2147	Date to Council: July 8, 2024
Author's E-mail: <a href="mailto:kfox@amherstburg.ca">kfox@amherstburg.ca</a> / <a href="mailto:acoates@amherstburg.ca">acoates@amherstburg.ca</a>	Resolution #:

To: Mayor and Members of Town Council

Subject: Amherst Pointe Association Recognition Plaque

1. **RECOMMENDATION:**

It is recommended that:

1. A plaque recognizing the 100 year anniversary of the Amherst Pointe Association **BE PROVIDED** to the Association in recognition of 100 years of place-making and civic pride that has been promoted by the residents of the area.

2. **BACKGROUND:**

The Amherst Pointe Association was formed in May of 1923 by the residents of Woodbridge, Mickle and Scott Drives and continues to operate today. Members pay annual dues that go towards the upkeep of easements and street signs and hold a community pot luck dinner each summer.

The Town of Amherstburg received a request to recognize the 100 year anniversary of the Amherst Pointe Association (Commemorated between May of 2023 and May of 2024) by placing a plaque recognizing that milestone alongside the existing historic plaque. In response to this request, on January 29, 2024, Council moved the following motion:

**Council Resolution # 20240129-015**

That:

1. The Amherst Pointe Association's 100th anniversary **BE RECOGNIZED** by Council; and,

2. Administration **BE DIRECTED** to bring back a report identifying the costs for the donation of a plaque to the Amherst Pointe Association noting the 100th anniversary of the association.

### 3. **DISCUSSION:**

The Amherst Pointe Association is a community group of landowners who have promoted and supported local residents through community building and communications to engender a sense of belonging and place-making that is desirable in all communities. Modelling such behaviour, the association has helped to build a pride in ownership of the associated lands and those residents in the area develop stronger bonds and a sense of community.

The recognition of the 100 year anniversary of the Amherst Pointe Association by way of a plaque and decorative stone marker can be accomplished for under \$2,500. Such efforts promote and encourage associations and community groups that contribute to the fabric of society by engendering a sense of belonging, turning a series of streets into a community through place-making.

The 100 year recognition plaque would be similar in design and size of the existing 1967 Commemorative plaque currently located at the beach entrance along Mickle Drive. Much like the existing, the new plaque would be flush mounted on an armour stone. The proposed wording on the plaque would be:

**The Town of Amherstburg recognizes the  
100 year anniversary  
Of the Amherst Pointe Association.**



*Figure 1 – Existing 1967 Commemorative plaque.*

### 4. **RISK ANALYSIS:**

There is little risk inherent in proceeding with this recognition. Risks that do exist, such as long-term maintenance costs, replacement values and other such elements will not be the responsibility of the Town, in accordance with the terms of this donation.

## 5. FINANCIAL MATTERS:

Administration has sought pricing for the creation of a plaque mirroring the original recognition plaque that the Association received and the stone it would be affixed to and the cost is not expected to exceed \$2,500. The Heritage Committee budget includes a budget for the acquisition of heritage plaques for designated homes, and is actively working through the backlog of same. It is recommended that a portion of those funds be set aside to acquire this plaque and recognition.

The plaque and stone would then be donated to the Amherst Pointe Association and the terms of that donation would indicate that this is a one-time contribution and that maintenance, replacement and other such future considerations would be the responsibility of the Amherst Pointe Association following the donation.

## 6. CONSULTATIONS:

Dave Llewellyn, President, Amherst Pointe Association  
 Mary Caton, Vice President, Amherst Pointe Association

## 7. CORPORATE STRATEGIC ALIGNMENT:

*Vision: Preserving our past while forging our future.*


<i>Amherstburg Community Strategic Plan 2022 - 2026</i>	
<p style="text-align: center;"><b>PILLAR 1</b>  <b>Deliver Trusted &amp; Accountable Local Government</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Improve trust between council and staff, and residents, by strengthening governance and internal accountability structures.</li> <li><input type="checkbox"/> Deliver transparent and efficient financial management.</li> <li><input checked="" type="checkbox"/> Increase effective communication and engagement with residents.</li> <li><input type="checkbox"/> Develop our staff team, resources, and workplace culture.</li> <li><input type="checkbox"/> Continue to deliver strong core municipal services.</li> <li><input type="checkbox"/> Ensure Amherstburg is an inclusive accessible and welcoming community committed to reconciliation.</li> </ul>	<p style="text-align: center;"><b>PILLAR 3</b>  <b>Encourage Local Economic Prosperity</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Encourage development of commercial and industrial lands.</li> <li><input type="checkbox"/> Continue to promote local tourism industry, especially overnight accommodation.</li> <li><input type="checkbox"/> Continue to facilitate downtown development for residents and visitors.</li> <li><input type="checkbox"/> Continue to leverage partnership opportunities with other provincial, federal, and local governments, agencies, and organizations.</li> </ul>
<p style="text-align: center;"><b>PILLAR 2</b>  <b>Invest in Community Amenities and Infrastructure</b></p>	<p style="text-align: center;"><b>PILLAR 4</b>  <b>Shape Growth Aligned with Local Identity</b></p>

<ul style="list-style-type: none"> <li><input type="checkbox"/> Maintain safe, reliable and accessible municipal infrastructure and facilities.</li> <li><input type="checkbox"/> Increase access to recreation opportunities for all ages.</li> <li><input type="checkbox"/> Finalize and execute plans for town-owned lands (e.g. Duffy's site, Belle Vue)</li> <li><input type="checkbox"/> Create public access to water and waterfront</li> <li><input type="checkbox"/> Prioritize opportunities to reduce environmental impacts of Town operations and increase Town resilience to climate change.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Define and communicate a vision for the Town's future and identity.</li> <li><input type="checkbox"/> Promote and plan for green and "climate change ready" development.</li> <li><input type="checkbox"/> Review and implement policies that promote greater access to diverse housing.</li> <li><input type="checkbox"/> Protect the Town's historic sites and heritage.</li> <li><input type="checkbox"/> Preserve the Town's greenspaces, agricultural lands, and natural environment.</li> </ul>
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**8. CONCLUSION:**

The placement of a plaque in recognition of the 100 year anniversary of the Amherst Pointe Association will supports place-making and civic pride. It is therefore recommended that the Town recognize this achievement by purchasing and placing a plaque to commemorate the 100 year anniversary, as the group enters their 101<sup>st</sup> year.

  
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 Kevin Fox  
**Clerk / Risk Manager**

  
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 Adam Coates  
**Planner, Heritage and Urban Development**

## Report Approval Details

Document Title:	Amherst Pointe Association Recognition Plaque.docx
Attachments:	
Final Approval Date:	Jun 26, 2024

This report and all of its attachments were approved and signed as outlined below:



Tracy Prince



Valerie Critchley



Kevin Fox