Agenda - Executive Policy Committee – December 8, 2010

REPORTS

Item No. 9 Street Name Change – Rapelje Avenue to Jack Blick Avenue

The following resolution is submitted to the Executive Policy Committee for consideration, namely:

WHEREAS Jack Oliver Blick was a veteran of the Second World War who returned from duty and pursued his lifelong dream of starting up a radio station in Winnipeg;

AND WHEREAS his goal was to create a radio station with a deep connection to community and a leader in Canadian Broadcasting and journalism;

AND WHEREAS on March 11, 1946, Winnipeg Mayor Garnet Coulter pulled the switch to broadcast the first official message on CJOB whose call letters are derived from founder Jack Oliver Blick;

AND WHEREAS all of the original staff of CJOB were service men returning from the war looking for employment;

AND WHEREAS CJOB was the first radio station to broadcast from City Hall, to broadcast 24 hours a day in Western Canada, to offer news, on the hour, every hour, and the first radio station in Western Canada to broadcast "open line" programming;

AND WHEREAS Jack Oliver Blick was a radio pioneer, an innovator and who best described CJOB as "Working for Winnipeg";

AND WHEREAS CJOB has been a vital part of our community approaching its 65th birthday on March 11th, 2011 and will soon be moving to a new location near Polo Park to continue to serve the citizens of our City;

AND WHEREAS the building owner, Cadillac Fairview, and the other affected tenant, the Gallagher Lambert Group, have both expressed support for a name change;

THEREFORE BE IT RESOLVED that the Executive Policy Committee recommends to Council:

1. That the currently registered street name of Rapelje Avenue be renamed "Jack Blick Avenue" effective February 1, 2011.

2. That the Director of Planning, Property and Development be requested to provide the necessary legal description to the Director of Legal Services and City Solicitor for the purpose of preparing a by-law.

3. That the Director of Legal Services and City Solicitor be requested to prepare the necessary by-law for approval by Council for registration in the Winnipeg Land Titles Office and that the street name change become effective February 1, 2011.

4. That, for the purpose of changing all pertinent records, upon passage of the by-law the City Clerk be requested to notify all persons affected by the street name change by-law.