



Report to Council

Department: Community Services

Division: Community Services

Date: March 2, 2020

Prepared by: Doug Sweet, Director of Community Services

Report Number: Community Services-2020-003

Subject: Rename Essex Community Centre to Maedel Community Centre

Number of Pages: 6

Recommendation(s)

The following two (2) recommendations are provided for the Council's consideration:

1. That Community Services Report 2020-003 entitled "Rename the Essex Community Centre to the Maedel Community Centre" **be received**, and further
2. That Council **approve** the renaming of the Essex Community Centre located at 25 Gosfield Townline in Essex Centre to the Maedel Community Centre in honour of Edward Charles Maedel.

Purpose

To have Council approve the renaming of the Essex Community Centre to the Maedel Community Centre in honour of Edward Charles Maedel.

Background and Discussion

The Town of Essex has three recreation facilities within Essex Centre that all have similar names - Essex Recreation Complex, Essex Centre Sports Complex and the Essex Community Centre. As the names are very similar, it has created confusion on what location people have rented or registered a program at. To reduce some of the confusion, Administration is recommending that the Essex Community Centre be renamed.

Administration worked with the Town's Heritage Committee for a potential name and Administration is suggesting that the Essex Community Centre be renamed the Maedel Community Centre in honour of Edward Charles Maedel.

In 1908, Edward Charles Maedel purchased a struggling soft drink company on Talbot Street in Essex, Ontario and renamed it Maedel Beverages. From this shop Mr. Maedel manufactured soft drinks and sold the product by driving his soft drink truck (see attached photo) throughout the County to various communities. In 1935, Mr. Maedel received the first Pepsi Cola franchise in all of Ontario, and the second franchise in all of Canada. From this expansion, Mr. Maedel built a new shop at the corner of Talbot and Brien Ave (current location of Essex Appliance Store) and continued as a main distributor for Pepsi Cola. In 1989, the Maedel family sold the business to a company from Toronto but the Pepsi factory which today exists on the outskirts of town is the direct result of Charles Maedel's efforts in bringing Pepsi to Essex.

Administration feels Edward Charles Maedel is a worthy candidate for renaming the Essex Community Centre to the Maedel Community Centre as he was a true community man as he was part of the group that built the former Essex Band shell, he was a volunteer firefighter, a lifelong Rotary Club member, volunteer with scouting, baseball and other youth activities – all in addition to successfully running the Pepsi Cola business here in Essex

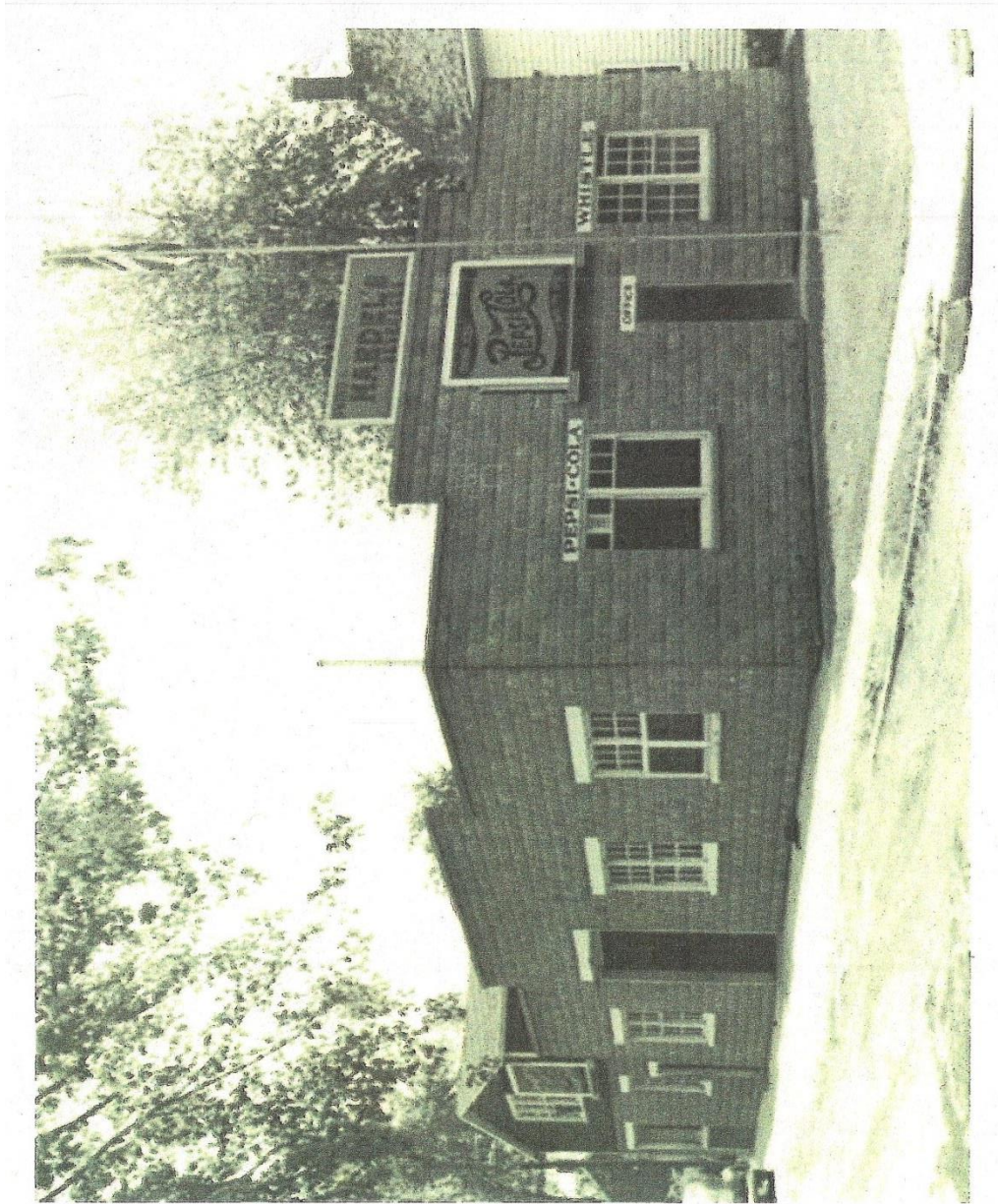
Financial Impact

There is limited financial impact to renaming the Essex Community Centre to the Maedel Community Centre. In the 2020 approved Capital Budget there are funds for a new outdoor pylon sign, which would have the new name installed on it. All other changes are within the Town's Recreation Guide or Town website and all changes can be done within the current operating budgets. When the new pylon sign is erected an official ribbon-cutting ceremony would take place to notify the public of the change.

Consultations

- Essex Heritage Committee
- Maedel Family – Doug Maedel
- Manager, Recreation and Culture

Schedule 'A' – Photos - Maedel former building location and Maedel Truck





Link to Strategic Priorities

- ☐ Manage, invest and plan for sustainable municipal infrastructure which meets current and future needs of the municipality and its citizens.
- ☐ Create a safe, friendly and inclusive community which encourages healthy, active living for people of all ages and abilities.
- ☐ Provide a fiscal stewardship and value for tax dollars to ensure long-term financial health to the municipality.
- ☒ Manage responsible and viable growth while preserving and enhancing the unique rural and small town character of the community.
- ☒ Improve the experiences of individuals, as both citizens and customers, in their interactions with the Town of Essex.

Report Approval Details

Document Title:	Rename Essex Community Centre to Maedel Community Centre.docx
Attachments:	
Final Approval Date:	Feb 24, 2020

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

Chris Nepszy, Chief Administrative Officer - Feb 24, 2020 - 5:11 PM