

Town of Clarenville 75th/125th Anniversary
Paul Tilley's Thoughts
For the 2026 year
www.paultilley.ca

(updated March 4, 2026)



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About Clarenville at its 75th

In 2026, Clarenville will celebrate its 75th anniversary as a municipality.



The year 1951 stands as a watershed moment for Clarenville, marking its transition from a collection of loosely associated settlements into a unified, self-governing municipality. While the area had been a vital "hub" for the railway and logging industries since the late 1800s, it wasn't until the post-Confederation era that the community sought the formal structure of a Town Council.

The Road to Incorporation

Following Newfoundland's entry into Canada in 1949, there was a growing provincial push for local regions to take charge of their own services—such as water, waste management, and fire protection. Clarenville, which by then had become an industrial mainstay due to the Clarenville Shipyard and the Newfoundland Hardwoods plant, was a natural candidate for local government.

On June 12, 1951, the Town of Clarenville was officially incorporated. This move allowed the community to stop relying solely on provincial oversight and begin making decisions that reflected the specific needs of the people living along Random Sound.

Newfoundland Gazette

"Fear God,



Honour the King

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ST. JOHN'S, NEWFOUNDLAND, TUESDAY, JUNE 28, 1951

NO. 28



Under and by virtue of the powers conferred by the Local Government Act, 1949 the Lieutenant-Governor in Council has been pleased to make the following Order.

Dated this 12th day of June A.D., 1951.

W. J. CAREW,
Clerk of the Executive Council.

ORDER

1. The towns or settlements situated within the boundaries defined in paragraph 2 of this Order are declared to be a Municipality by the name of the Town of Clarenville.
2. The boundaries of the town are as follows:

"Beginning at a point in the seashore of Russell's Cove at the southeast angle of land described in a Crown grant to Joe Baggs as registered in the Registry of Crown Grants in the Department of Natural Resources proceeding thence North eighty degrees West nine thousand eight hundred and eighty-eight feet proceeding thence North four degrees thirty minutes East thirteen thousand three hundred and ninety-one feet, more or less, to the seashore of Shoal Harbour proceeding thence along the seashore of Shoal Harbour, Red Beach, Red Brook, Clarenville and Lower Shoal Harbour and Russell's Cove in a general southeasterly direction to the point of beginning. Bearings from the true meridian."
3. The Council which is to have the control and management of the Town of Clarenville under Section 4 of the Act shall consist of seven persons.
4. This order shall come into effect on the 12th day of June A.D., 1951, and may be cited as "The Town of Clarenville (No 1) Order, 1951."

The First Council: Pioneering Governance

The inaugural council faced the daunting task of building a municipal framework from scratch. The first leaders were not just politicians; they were community builders who had to navigate the complexities of new bylaws, service taxation, and infrastructure planning.

First Mayor: The town's first mayor was Ernest Drover, a name that remains synonymous with early municipal leadership in the region.

Initial Focus: The early years of incorporation were dominated by the need for modern utilities. While Edgar Stanley had brought electricity to the town in 1933, the 1951 incorporation paved the way for more robust public works projects, including systematic road maintenance and expanded water services.

Amalgamation and Growth

The 1951 incorporation was specifically for the Clarendville area. It set the stage for a much larger vision of unity that would culminate decades later. In 1994, the town underwent a significant amalgamation with the neighbouring community of Shoal Harbour.

The Legacy of 75 Years

The 1951 incorporation is remembered as the moment the "Hub of the East Coast" took its destiny into its own hands. It transformed a series of industrial stops into a true home with a collective voice, laying the foundation for the regional service centre it is today.

The year 2026 will mark many milestones in our town's history. It will be the 75th anniversary of the Town's incorporation and the 125th anniversary of its being named as Clarendville. On the occasion of our Town's Municipal Diamond Jubilee, we will take the opportunity to look back and assess our growth and achievements as a community. It is also an opportunity to spotlight where Clarendville needs/plans to go to ensure it is an attractive and desirable place to call home for many future generations.

It needs to be noted that our Town's anniversary celebrations are not limited to just the Town. In addition to the Town's anniversary, 2026 is a significant year because it is:

- **The 178th year of settlement in what is now Clarenville** (1848 - John Tilley and Family settled at the mouth of the SH River)
- **The 132nd / 125th year of the naming of Clarenville by the Government of Newfoundland** (In 1892, the government of Newfoundland under Prime Minister Sir William Whiteway amalgamated the settlements of Lower Shoal Harbour, Dark Hole, Brook Cove, Broad Cove, and Red Beach into one entity. Named Clarenceville after the Duke of Clarence, the name evolved into Clarenville by 1901.
- **The 75th year of the Municipality of Clarenville (June 12, 1951 NL Gazzette)**
- **The 75th anniversary of the Royal Canadian Legion - Branch 27 (1951)**
- **The 65th anniversary of the Clarenville Volunteer Fire Department**
- **The 65th Anniversary of Clarenville Area Minor Hockey Association**
- **The 55th anniversary of CARA**
- **The 53rd year of the Municipality of Shoal Harbour (1973)**
- **The 50th anniversary of the Clarenville Rotary Club**
- **The 32nd year of the joining of Shoal Harbour and Clarenville into the Municipality of Clarenville (On January 1, 1994, they officially became one municipality, which was formally named "The Town of Clarenville" on February 15, 1994.)**

The Past Pointing to the Future

Instead of focusing exclusively on the Town's past, let's frame the celebrations as a foundation for the future of our town.

This anniversary is a fascinating juncture for Clarendville. We aren't just celebrating a birthday; we're celebrating a successful "merger" of several historic identities into one modern hub.

Suggested Theme

75 Years Incorporated, 125 Years of Heart

VISION & GOALS

To ensure a successful event, the Town of Clarendville must clearly define, to the Anniversary Committee and the Community as a whole, its VISION of what celebrating the 75th anniversary of the Municipality of Clarendville is supposed to achieve. (Ask/Answer: What do we want to see happen?)

Some elements to be considered:

- Build a better awareness of the town's history and, in particular, its municipal history.
- Attract positive media attention by having them cover positive stories about the town.
- Use this as an opportunity to be a Come Home year
- Clarendville has a large proportion of its population being non-native citizens - make this event relevant to them.
- Make it a reason for locals to celebrate the place

Establish the GOALS of the Celebration:

- What are the expectations?
- How will we know it was a success?

The Council, in consultation with the committee chair, needs to

articulate this Vision and specific Goals before any action begins.

To know if we've succeeded, we need goals that bridge the gap between "non-native" residents and the deep-rooted history.

Goal Category	Specific Objective	Measurement of Success
Community Unity	Integrate the histories of Shoal Harbour and the original five settlements.	High participation from residents in <i>all</i> neighbourhoods, not just the town centre.
The "New" Local	Make the 75th relevant to people who moved here 2 years ago.	At least 30% of volunteers or event attendees are "new" residents (last 10 years).
Legacy Project	Create a physical or digital "Time Capsule" for the 100th Anniversary. Create a Monument & explainer for the Town's founder: Scholar John Tilley	Successful launch of a 25-year community "Vision Map" or a permanent monument.

Economic/Media	Use the "Come Home Year" aspect to boost local tourism.	Tracked increase in hotel bookings and "positive sentiment" mentions in provincial media.
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I would argue that we need to pivot from "looking back" to "the potential of the future" (Real.Life.Potential embodies this). We need a theme that treats history as the launchpad, not the destination. Here is a framework to help us articulate that Vision and those Goals.

1. The Vision: "Clareville 2051 – The Next 25"

Instead of a "Diamond Jubilee" (which sounds like an ending), consider a vision centred on Continuity and Convergence.

Proposed Vision Statement:

"To celebrate 75 years of municipal unity by honouring the diverse roots of our founding settlements and empowering the next generation to build Clareville's future as the regional heartbeat of Eastern Newfoundland."

BUDGET

What is the Budget for the event(s)?

Depending on the Vision and Goals, the amount of human and financial resources required to make this celebration a success will exceed what can be expected of volunteers. To do anything of value, there will need to be a significant budget for resources.

(Consider the compensation required for the Human Resources/Chair/Committee members that reflects the amount of work defined in the vision and the goals of the celebration?)

Potential/Proposed 75th Anniversary Projects & Events

Here is a batch of ideas that I propose we add to and rank. Realistically, with the resources that we have (human and financial), we can only complete 5-7 of these, so ranking is critical to the process. Better to do fewer projects well than too many poorly.

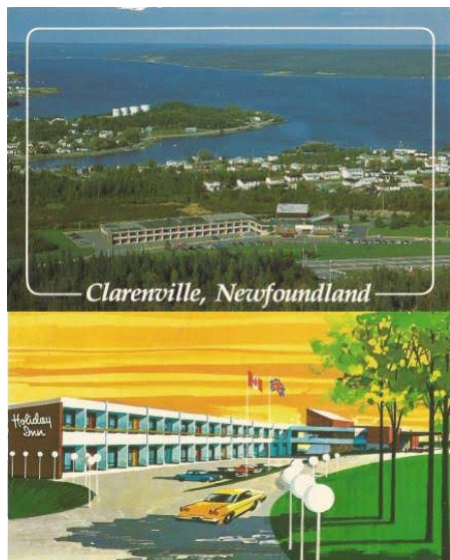
POTENTIAL PROJECTS

- Create an **anniversary logo & slogan**
- **Create an anniversary webpage:** (This may be beyond the scope of a volunteer initiative and will require a contracted position) Clareville.ca/75 (Headings: Get Involved / Come Home Year / Projects and Events / Experience Clareville Photo Gallery / Contact us / Corporate Partner / History of the Town of Clareville / Share Your Community Pride / Merchandise
- **Clareville's Greatest Moments** - Solicit photos from the public
- Create an **Anniversary video (2min)** (This may be beyond the scope of a volunteer initiative and will require a contracted position) to explain the significance, encourage participation, and promote the Town to people, encouraging them to visit. (Think of Danny Breen's video) Purchase Facebook advertising to promote it.
- **T - shirt giveaway** - Fostering community pride is deeply important to me. Building on the success of the logo shirts

distributed on Clarenville Day in 2011, I propose a similar, but updated, initiative for our 75th Anniversary celebration this year.

- **(Completed) Install New Town Signage** at TCH and GBM entrances (Wayfinding initiative)
- **(Completed) Install in-town Signage** (Wayfinding initiative)
- **(Completed) Waterfront Park Display** - The waterfront park has a lot of potential and, as of now, little use. There is already a 'T' shaped walkway there in the grassed area made largely of slate. I propose constructing two or three kiosks for signboards there placed around the T walkway that would be identical in shape to the ones on our trail system. On these, we could place signboards documenting Clarenville History & Present and future.
- **Digital History Project / Scanning Party** (This may be beyond the scope of a volunteer initiative and will require a contracted position). A digital storytelling project is designed to bring together residents to share their experiences of living in Clarenville. The idea would have someone hired to work with various community groups to create “digital stories” that capture life in the town. We should be able to create 30 - 50 short videos that will be shared online for residents past and present, to enjoy. (Phillip Mercer, Bruce Strong, Garry Gosse, Frazer Russell, Rusty Drover, Ed Stanley, Bill Bailey, Boyna Northover, Rob Gladney, June Mills, Charlie Brett, Denis Strong, etc)
- **School poster contest** - What Clarenville means to me
- **Video reflections** (This may be beyond the scope of a volunteer initiative and will require a contracted position) from former Councillors, Community elders

- An **in-school contest of video visions** from young people on what they would like Clarenville to become (“If I were mayor...”)
- **Reflection of ‘newcomers’** - Where from and what brought/kept them here?...
- **Clarenville Then and Now photos** - A collection of photos taken then and now from the same spot (Wall Posted in **ES Park Cookhouse**) eg



Clarenville Then and Now



-
- **A Town Mural** on the pumphouse on Huntley Drive, other walls, control boxes, train, etc.) - commission an artist(s)
- **Scholar John Tilley Monument/Sign ** - I understand the desire to restore the Old Methodist Cemetery to its former glory and highlight its historical significance to our town. Unfortunately, the cemetery has significantly deteriorated over time, neglect, and development, making a full restoration impractical. A simple clean-up of the site is the only practical option. ([Link to my proposal for a Memorial](#))
- It is my view that our primary goal should be to honour and preserve the memory of our town's founders. I propose a more feasible and impactful approach, led by the Town of Clarenville and contributed to by the Province, would be to:

- Create a monument with a plaque in Scholar John's honour. This would be a lasting tribute to a key figure in our town's history. I'd suggest that we place the monument in an easily accessible public location. I suggest near Wiseman's Mill at the mouth of the Shoal Harbour River, where it can be readily viewed by residents and visitors alike.
- I would suggest that the monument include:
 - A photo or rendition of Scholar John
 - A history of him and his family's settlement at the mouth of the river.
 - Details of his many accomplishments.
 - Photos of his gravestone or the cemetery site.
- **Scholar John Tilley history**
<https://docs.google.com/document/d/19zhq4YzTkLI24BiLAnIUhAHfDukwD37IF63FUtolbVY/edit?usp=sharing>)
- **Letters to Ourselves** - the goal here is to create a time capsule of letters that lay out hopes and dreams of students in school - to be opened in 25 years
- **75 in lights** on the Town water tank (Both sides)
- **75 Cake** on Clarenville Day
- **Printed (and online) Booklet** - Clarenville @ 75
- **Running Slideshow** at Town facilities
- Online **Town History Quiz**
- **75 km events** (people can log their kms) (Tours, Hiking, Hockey, Skiing, Running, Biking, Snowmobiling, ATVing)
- **All 75 year old citizens Stand up** - A 75 Birthday Party
- **Drone Picture of 75** (This may be beyond the scope of a volunteer initiative and will require a contracted position) (using

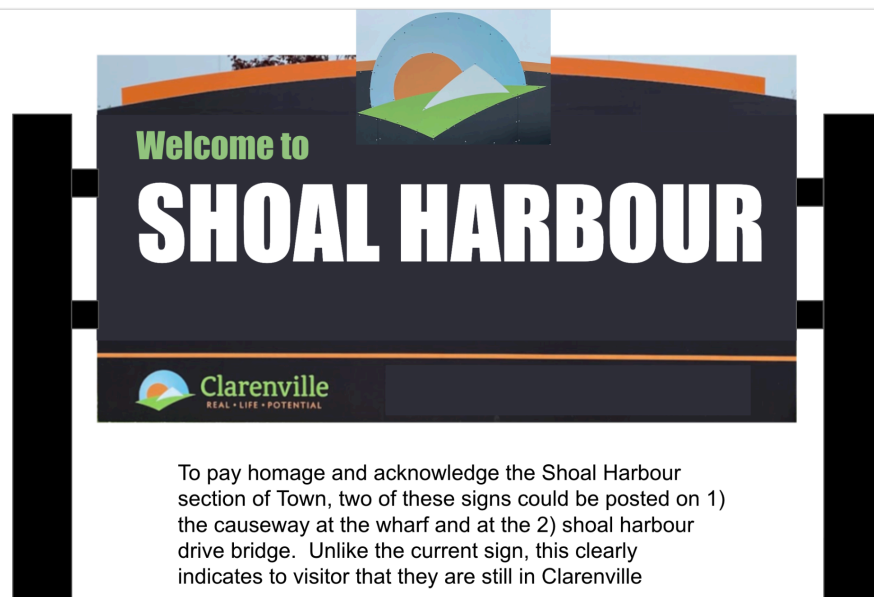
people gathered for Clarenville Day forming a 75) example:



- **“Where are you from” pin map of NL/Canada and the World** - Clarenville - attracting people from all over
- **Time Capsule** for Town Hall to be opened at 100th
- **75th anniversary calendar** - invite photos
- **Add logo to water tower**



- Design and mint a **75th medal**
- **Erect three SHOAL HARBOUR signs** (At Bar Road/Causeway/SH Drive). This will help recognize the origins of the town and help direct people. It is **key that Clarendville be on the sign to indicate it is a part of the larger community of Clarendville.**





- **Clarendville Days Dinner event (cod/lobster/steak during Clarendville Days Week)**
- **Tree Planting event** at the Park
- **Harbour Kayak Race** - (Replicating/Reminiscing the Dory Races)
- **Clarendville 75 teardrop banners** for around Town Hall/town
- December **Ugly Stick / Hobby Horse Making** (Parallel session(s) could take place with schools/seniors groups/homes)
- December **[Mummer's Parade](https://youtu.be/j815AzO-x9E?si=gXTH-16zI1sYyvUY)** in ES Park
(<https://youtu.be/j815AzO-x9E?si=gXTH-16zI1sYyvUY>)
- **Town timeline mural** overlaying an aerial photo of the town - similar to this one in CBS



SUGGESTED TERMS OF REFERENCE

1. Committee Mandate & Purpose

On July 10th, 1951 Clarendville officially became a municipality. In 2026 Clarendville will be celebrating its 75th anniversary as an incorporated municipality.

The 75th Anniversary Committee is an ad hoc volunteer committee established to develop and help implement a plan to celebrate the Town of Clarenville's 75th Anniversary.

The committee's role will be to develop and coordinate activities for all ages related to the anniversary, and which celebrate Clarenville's history, cultural diversity, and rich arts and recreation opportunities.

2. Committee Responsibilities:

a) Identify opportunities for the celebration of the Town of Clarenville's 75th Anniversary in 2026. Consider and recommend the format for celebrations. (e.g. year-long, single weekend or month, etc.)

b) Seek out community partners willing to arrange and/or run and/or sponsor events that fit in with the 75th Anniversary celebrations. Consider community clubs and organizations, locally-owned businesses, larger organizations (e.g. Clarenville Heritage Society, Lion's Club, Rotary Club, Royal Canadian Legion, 50+ Seniors Club, Random Age Friendly, White Hills, Clarenville Nordic Club, Shoal Harbour Cooperative, CARA) and government agencies (Heritage Canada, NL Department of Tourism, Legendary Coasts, etc.).

c) Seek out community groups or organizations that may be celebrating anniversaries during 2026 to possibly include or "piggyback" in the Town's celebrations. Ensure agreement of organizations before including in a schedule of events or activities.

d) Coordinate a Schedule of Events to take place in 2026 to celebrate the Town's 75th Anniversary.

e) Arrange, delegate or identify individuals and organizations to organize, lead and "champion" events.

f) Develop a budget for the 75th Anniversary Celebration to be presented to Council for approval. Administration of such budgets to be in conjunction with the Town's CFO/CAO. The Committee shall work

with and adhere to the Town of Clarendville's financial and administrative policies.

g) Research and provide recommendations to Council on grant opportunities to support 75th Anniversary Celebration events; and assist with applications.

h) Consider development of a theme, a simple logo and marketing material, etc. early in the process and liaise with and assist community groups and 2026 event organizers to encourage appropriate use of the 75th Anniversary theme in established and new events.

i) Oversee coordination of 75th Anniversary-related activities.

j) Encourage the participation of all community sectors in celebrations, including, but not limited to: current and past residents, youth, seniors, educational institutions, sports and recreation, arts and culture, literacy, business and industry, government, health and environmental.

k) Communicate regularly in print and through social media regarding plans and scheduled events to celebrate the Town's 75th Anniversary.

l) Recruit and coordinate volunteers for the organization and operation of Anniversary events as required.

m) Attend meetings and fulfill responsibilities and commitments as required.

n) Report regularly to Council, making recommendations for Council's support/approval and preparing a final report for Council. **TIMELINE**

The Town of Clarendville 75th Anniversary Committee shall be appointed until the 75th Anniversary celebrations have concluded and no later than January 2027 or when a final report is received by Council – whichever comes first.

3. Committee Membership:

The ad-hoc committee of council shall be composed of up to 10 voting members to be appointed by resolution of Council and shall include: - Two (2) member of council - Up to six (6) community representatives representing diverse demographic groups (youth, young families, seniors, etc.) and sectors such as businesses, services, volunteer organizations, churches or community groups - Town Recreation Coordinator or designate. - Mayor as ex-officio member. Members of the Ad Hoc Committee shall be residents or property owners of the Town of Clarendville. Council may, at its discretion, adjust the number of members.

MEMBERSHIP SELECTION: The Town of Clarendville shall place a notice on all its online channels requesting applications from individuals who are residents or property owners in the Town of Clarendville. Council shall attempt to ensure there is broad representation from many community sectors to provide for a range of perspectives, interests, ideas and experience. All persons appointed to the Committee shall be required to adhere to the established by-laws, policies, and procedures of the Corporation of the Town of Clarendville which apply to Committees of Council. All members of the Task Force shall serve without remuneration

Appointment is by the council based on responses to a public advertisement for interested citizens. A Chairperson and Vice Chairperson will be chosen from within the membership for the purpose of managing meetings. A Recording Secretary will be chosen from within the membership, with the minutes being taken for each meeting and forwarded to the Recreation Coordinator and Clerk. A Committee Finance representative shall be appointed to work with the Town's Treasurer to help keep track of the Committee's finances, income, sponsorships and expenditures.

4. Meetings: a) All meetings shall be Open Meetings unless otherwise provided for by the Municipalities Act. b) Meetings will generally be held in the Town Hall. c) All meetings will be guided by a formal Agenda to keep discussion focused and on track.

Brainstorming/general discussion sections shall be included as part of

agendas. d) Minutes of meetings shall be taken focusing on agreed-upon Actions, Responsibilities and related Due Dates. e) Meetings to be held at a frequency as determined at the initial meeting of the committee and at the call of or cancellation of the chair f) The Committee will endeavour to make decisions on a consensus basis – moving to a formal vote as needed, with all members having an equal vote. g) A quorum of the Committee shall consist of 50% of the total Committee Members appointed, plus 1 Member.

5. Financial Responsibility / Accountability: The Committee shall have no authority to expend or commit financial resources of the Town of Clarendville until such funds have been approved by Council.

The Committee shall be permitted to raise additional funds, through donations, sponsorships or advertising etc., for events to take place if needed. Funds raised which are in excess of the needs of the 75th Anniversary Committee activities shall be held in a separate municipal account for future events.

6. Reporting Relationship: The Town of Clarendville 75th Anniversary Committee is an Ad-hoc Committee formed to help develop, oversee and coordinate activities related to the celebration of the Town's 75th anniversary, and it is accountable to the Town of Clarendville Council. Reporting to Council shall be through the Town of Clarendville Council-appointed representatives.

7. The Committee shall report and make recommendations as follows: a) In the form of a written memorandum or report to Council. b) In the form of Committee Minutes to the Clerk promptly for electronic circulation to Council and posting on the Town's website. c) In the form of a final report to Council after the 75th anniversary celebrations have concluded and no later than XXX

8. Termination and Amendments: Council may, by resolution, dissolve the Committee at any time or amend these Terms of Reference.

Matching potential projects to the committee

To ensure successful delivery, the proposed projects that are selected for delivery must be prioritized based on the existing skill sets within the Anniversary Committee. While many initiatives can be led by our dedicated volunteers, high-complexity technical projects will require specialized expertise. If these technical paths are chosen, we must account for the budgetary requirements of engaging external contractors.

Background Research

I have completed a significant amount of background research on Clarenville and placed it on my webpage www.paultilley.ca under the **ABOUT CLARENVILLE** tab.

Paul's Concluding Thoughts: My Vision for Clarenville at 75

1. A Unified Municipal Identity

The 75th Anniversary is more than a birthday; it is a celebration of a successful **municipal merger**. We have evolved from several distinct historic identities into one modern, cohesive hub. Because this is a milestone of governance and unity, the **Vision and Leadership must originate from the Town Council**. Active engagement from councillors is essential to ensure the event reflects the town's strategic priorities.

2. Inclusive and Future-Focused

To be successful, these celebrations must resonate with all **7,400 residents**. Given that the vast majority of our population moved here from elsewhere, we must move beyond "nostalgia." While honouring our 178 years of settlement is vital, its true worth lies in how it shapes

our trajectory. We should frame this event as a launchpad to solidify Clarenville's role as the **regional heartbeat of Eastern Newfoundland**. The activities selected need to appeal across demographics.

3. A Foundation of Documented Heritage

During my tenure on Council, I dedicated significant personal time, effort, and resources to researching and digitizing our community's story (Our Town Clarenville on FB and YouTube). This body of work—including the media materials is centrally located on [my resource website paultilley.ca](http://myresourcewebsite.paultilley.ca) — It is created to support the Town's identity. The development of the **Waterfront Park** and the historical research for its interpretive panels stand as a tangible legacy of my commitment to this anniversary's themes.

4. Engaging Local Partners

The Town has made a long-term investment in the **Clarenville Heritage Society**. As a key stakeholder in our community's memory, the full membership of the CHS should be invited to play a meaningful role in the 75th celebrations.

5. Transitioning to a Professional Role

While my dedication to Clarenville remains unchanged, my relationship with the Town has evolved since leaving Council. To ensure the 75th Anniversary projects are executed with the technical precision and historical accuracy they deserve, I am available to support the committee's work as a **Professional Consultant**. This allows the Town to leverage my decades of specialized knowledge and existing media archives through a formal, contracted partnership.

