

TOWNSHIP OF BILLINGS
Rebranding Committee
MINUTES

January 29, 2020 6:00 p.m.

Kagawong Park Centre

PRESENT:

Members: Bryan Barker, Chair, Ruth Farquhar, Dianne Fraser, Sandi Hurcomb, Craig Jackson, Diane Larocque

Staff: Todd Gordon, Economic Development Officer

Guest: Kendra Edwards, Kendra Edwards Design

REGRETS: None

1. Opening of Meeting

The meeting was called to order at 6:00 p.m. by Chair Barker

2. Approval of Agenda

Motion by Craig Jackson, Second by Dianne Larocque

That the agenda for the January 29, 2020 meeting be accepted.

Carried

3. Disclosure of Pecuniary Interest

4. Adoption of Minutes

Motion by Dianne Fraser, Second by Ruth Farquhar

That the minutes of the January 29, 2020 meeting be accepted as presented.

Carried

5. Council Update Report

6. Old Business

a) Logo Development: Preliminary Meeting with Kendra Edwards Design - Discussion

Kendra took the committee through and ideas discussion using her "Stylescope." Items discussed included colour, image ideas, fonts, logo scalability, logo usage, etc. Kendra concluded that this discussion provided her with enough information to develop one or more prototype designs for her next meeting with the committee. She agreed that the EDO would serve as her point of committee contact, and the EDO agreed to coordinate the flow of logo development information exchange.

7. New Business

a) Next Steps

The committee discussed next steps in the development process, which consist of Kendra doing additional design development to prototype stage, engaging the committee through the EDO as needed. It was agreed that the committee should meet again with Kendra on February 26th.

8. Recommendations to Council

None

9. Next Meeting: February 26th, 2020, 6:00pm, at the Park Centre

10. Adjournment: The meeting was adjourned at 6:44 p.m. on a motion by Ruth Farquhar.