

TOWNSHIP OF BILLINGS
Rebranding Committee
MINUTES

March 04, 2020 6:00 p.m.

Kagawong Park Centre

PRESENT:

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

Staff: Todd Gordon, Economic Development Officer; Kathy McDonald, CAO

Guest: Kendra Edwards, Kendra Edwards Design

Members of the Public: Councillor Sharon Alkenbrack, Councillor Sharon Jackson

REGRETS: Sandi Hurcomb

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 Fraser

That the agenda for the March 04, 2020 meeting be accepted.

Carried

3. Disclosure of Pecuniary Interest

4. Adoption of Minutes

Motion by Ruth Farquhar, Second by Diane Larocque

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

Carried

5. Council Update Report

6. Old Business

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

In the period since the last meeting, Kendra had worked on 3 individual full logo concepts that incorporated the range of discussion and advice from the committee at the preliminary meeting (last committee meeting). Kendra's presentation included her thinking as she developed each concept, as well as depicting and explaining the full range of logo variations and their potential uses across municipal communication. The committee, unanimously, chose 1 of the concepts to be recommended to council at the March 16th, 2020, regular meeting of Council.

7. New Business

a) Next Steps

The committee discussed next steps in the development process, which consist of making the formal logo design recommendation to council, and, should that recommendation to council be embraced, engaging in a wrap-up meeting of the Rebranding Committee.

8. Recommendations to Council

- a) It is the recommendation of the Billings Rebranding Committee that council accept logo "design concept #1," as developed by Kendra Edwards Design, as the new logo for The Township of Billings.

9. Next Meeting: Thursday, April 16, 2020, 6:00pm, at the Kagawong Park Centre

10. Adjournment: The meeting was adjourned at 6:32 p.m. on a motion by Ruth Farquhar.