

## **BILLINGS REBRANDING COMMITTEE MINUTES**

Wednesday April 10, 2019  
6:30 pm Park Centre - Lower

**Present:** Bryan Barker (Chair), Ruth Farquhar, Dianne Fraser, Todd Gordon, Craig Jackson, Diane Larocque

**Regrets:** Darren Hayden, Shara Hicks, Sandi Hurcomb

**Call to Order:** 6:30 pm

**Motion to Accept Agenda:** Farquhar-Fraser. Carried

**Pecuniary Interests:** none

**Adoption of Minutes:** Larocque-Jackson. Carried

### **Old Business:**

a) Continuing the Process: Discussing the Billings Brand

The committee continued round table discussion of the elements of brand and what might constitute elements of a new Billings brand, with the following questions guiding the discussion:

- What does Billings Township mean to me?
- How would I express what that meaning is, by way of:
  - Visual: pictures, images, symbol
  - Visual: colour
- Words: how would you (concisely) express Billings to someone else verbally, or in writing?

This discussion produced lots of ideas and crossed over into various topics concerning work the municipality needs to do. Some of these, such as the municipal signage inventory, directly related to rebranding, while others were of a broader economic development nature.

**Adjournment:** 7:34 pm. Larocque. Carried