

BILLINGS REBRANDING COMMITTEE MINUTES

Wednesday May 1, 2019
6:30 pm Park Centre - Lower

Present: Bryan Barker (Chair), Dianne Fraser, Todd Gordon (EDO), Sandi Hurcomb, Craig Jackson, Diane Larocque

Regrets: Ruth Farquhar, Darren Hayden, Shara Hicks

Call to Order: 6:30 pm

Motion to Accept Agenda: Jackson-Fraser. Carried

Pecuniary Interests: none

Adoption of Minutes: Hurcomb-Larocque. Carried

Old Business:

a) Continuing the Process: Discussing the Billings Brand

The committee continued discussion of rebranding, focusing on creating process to begin to establish the components of the municipal brand:

- Consensus that we want public participation/input
- Agreed that slogan/tagline would be the starting point
 - Create a locally (municipality/community) focused contest for slogan development
 - Timeline: submissions by end of May
 - Media: Internet, Social Media, and Posters
 - Discussion of elements of the call for submissions
 - Craig Jackson volunteered to produce draft contest promotion and circulate to the committee through Todd. Also, to print physical posters when finalized
 - The chair agreed to share our intent with council during committee reports, at the May 7th mtg.
- Discussion about keeping budget and the need for design in mind as we proceed.

Adjournment: 7:24 pm. Larocque. Carried