



**THE CORPORATION OF
HALDIMAND COUNTY
COMMITTEE OF THE WHOLE MINUTES**

Date: April 23, 2019
Time: 4:00 P.M.
Location: Haldimand County Central Administration Building
Council Chambers

COUNCIL PRESENT K. Hewitt, Mayor
S. Patterson, Councillor
J. Metcalfe, Councillor
D. Lawrence, Councillor
T. Dalimonte, Councillor
B. Corbett, Councillor

STAFF PRESENT D. Boyle, Chief Administrative Officer
M. Evers, Director, Planning & Development
M. Jamieson, Director, Human Resources
C. Manley, General Manager, Community & Development Services
M. Merritt, General Manager, Financial & Data Services
P. Mete, General Manager, Public Works Operations

L. Romanuk, Manager, Economic Development and Tourism
J. Shaw, Deputy Clerk

CALL TO ORDER

Mayor Hewitt called the Committee of the Whole meeting to order at 4:00 p.m.

ROLL CALL

The Mayor and all Members of Council were in attendance except Councillor Shirton.

DISCLOSURES OF PECUNIARY INTEREST

None.

NEW BUSINESS

- 1 EDT-04-2019 Economic Development and Tourism Division Draft Branding Strategy

L. Romanuk introduced the staff report and the Branding Strategy.

Chris Hokansson, Consultant, CQNS provided an overview of feedback received during community consultation and put forward the draft County logo for Council's consideration.

Resolution 1

Moved By: Councillor Lawrence

Seconded By: Councillor Corbett

1. THAT Report EDT-04-2019 Economic Development and Tourism Division Draft Branding Strategy be received;
2. AND THAT the draft Economic Development and Tourism Division Branding Strategy included as Attachment #1 to Report EDT-04-2019 and brand as presented at the April 23, 2019 Committee of the Whole meeting, be approved;
3. AND THAT the approved branding be utilized on a go forward basis for marketing and communication associated with the Economic Development and Tourism strategies and programs;
4. AND THAT the adoption of the brand as an updated Corporate Logo be approved.
5. **AND THAT the final version of the Corporate Logo be brought forward to Council.**

CARRIED

CLOSED SESSION

None.

ADJOURNMENT

Resolution 2

Moved By: Councillor Metcalfe

Seconded By: Councillor Corbett

THAT this meeting is now adjourned at 4:57 p.m.

CARRIED

MAYOR

DEPUTY CLERK