

AGENDA FOR A SPECIAL MEETING OF COUNCIL

**MONDAY, APRIL 29, 2013
COUNCIL CHAMBERS, 26557 CIVIC CENTRE ROAD, KESWICK, ONTARIO
9:00 A.M.**

- 1. MOMENT OF MEDITATION**
- 2. ROLL CALL**
- 3. DISCLOSURE OF PECUNIARY INTERESTS**
- 4. NOTICE REQUIREMENTS**
- 5. STAFF REPORTS:**

5.1 Report from the Chief Administrative Officer:

5.1.1 Initial Logo and Tagline Concepts for Council Consideration

Report No. CAO-2013-0007

6. MOVE INTO CLOSED SESSION

That this Special Meeting of Council move into closed session at _____ a.m./p.m. under the provisions of the *Municipal Act*, 2001, to discuss:

- I) **CLOSED MEETING RECORDS**
 - (a) February 25, 2013
 - (b) March 25, 2013; and
 - (c) April 15, 2013
- II) **THE SECURITY OF THE PROPERTY OF THE MUNICIPALITY OR LOCAL BOARD, SECTION 239 (2)(a), MA**
 - (a) Potential uses of Town owned recreational properties
- III) **EDUCATIONAL OR TRAINING SESSION - SECTION 239 (3.1) OF THE MUNICIPAL ACT, 2001**
 - (a) Strategic Planning and Visioning

6. RISE FROM CLOSED/IN-CAMERA SESSION

That this Special Meeting of Council rise from closed session at _____ a.m./p.m. with report.

7. REPORT OUT TO THE PUBLIC AND RESULTING MOTIONS

8. CONFIRMING BY-LAW

-By-law Number 2013-0069 (COU-2), being a by-law to confirm the proceedings of Special Council.

9. ADJOURNMENT

-That the meeting adjourn at _____ a.m./p.m.

THE CORPORATION OF THE TOWN OF GEORGINA

REPORT No. CAO-2013-0007

FOR THE CONSIDERATION OF
COUNCIL, APRIL 29, 2013

**SUBJECT: INITIAL LOGO AND TAGLINE CONCEPTS FOR COUNCIL
CONSIDERATION**

1. **RECOMMENDATIONS:**

- A. THAT REPORT CAO-2013-0007 PREPARED BY THE COMMUNICATIONS DIVISION AND DATED APRIL 29, 2013, RESPECTING INITIAL LOGO/TAGLINE CONCEPTS AND BRANDING PROCESS INTINERARY BE RECEIVED.
- B. THAT EACH MEMBER OF COUNCIL SUBMIT THEIR 6 PREFERRED LOGO/TAGLINE CONCEPTS AND PROVIDE COMMENTS/FEEDBACK ON THE ATTACHED LOGO/TAGLINE CONCEPTS FOR REVISION PURPOSES.
- C. THAT STAFF REPORT BACK ON MAY 21, 2013 WITH A SUMMARY OF THE COMMENTS RECEIVED AND THE 6 PREFERRED CONCEPTS
- D. THAT COUNCIL DIRECT STAFF TO SOLICIT INTERNAL FEEDBACK ON THE CONCEPTS FOLLOWING COUNCIL'S SELECTION OF THE 6 PREFERRED CONCEPTS.
- E. THAT COUNCIL DIRECT STAFF TO ADVERTISE THAT FOCUS GROUPS ARE TO BE HELD ON MAY 30, 2013, AND JUNE 3, 2013.
- F. THAT COUNCIL DIRECT STAFF TO ADVERTISE LOCATIONS AND TIMES FOR STREETER TESTING FROM JUNE 6-9, 2013.
- G. THAT COUNCIL DIRECT STAFF TO PREPARE A SURVEY TO BE AVAILABLE ONLINE, AND IN THE GEORGINA LIBRARY BRANCHES, RECREATION FACILITIES AND CIVIC CENTREFROM JUNE 6-16, 2013.

2. **PURPOSE:**

The purpose of this report is to update Council on the branding process itinerary and to solicit feedback from members of Council regarding the

conceptual logos and taglines so that they may be further refined prior to public testing.

3. **BACKGROUND:**

Report CM-2013-0001 was presented for the consideration of Council on February 25, 2013, and Council directed staff to proceed with the recommendations made in the aforementioned report. Having completed the recommended actions, staff are presenting Council with a progress report regarding the branding process and require further direction from Council before any further actions may take place.

4. **DISCUSSION:**

The consultant for this project (The Letter M) has provided Council with a Branding Discovery Report (see attached Schedule A) to demonstrate the research undertaken to develop the conceptual logos and taglines. The brand positioning and guideposts will be incorporated throughout the Corporation and should be incorporated into the Town's strategic planning process so that the Corporation, under Council's direction, can effectively deliver on the promises made in the brand's positioning.

The consultant has supplied a project itinerary (see attached Schedule B) which indicates the process from which the brand will be defined. Upon receiving further direction from Council, revisions will be made to the initial logo/tagline concepts and 6 preferred logos/taglines will be presented to Council on May 21, 2013, seeking approval for public testing.

The 10 attached logos/tagline combinations (see attached Schedule C) are conceptual in nature. To facilitate the design process, the consultants request that Council indicate each member's 6 preferred designs (6 logos, 6 taglines) and provide feedback about what they like and don't like about each of their preferred designs. The comments will be reviewed by the consultant and revisions will be made to the preferred 6 concepts, which will be returned to Council before public testing may begin. Council will be supplied with a form on which to submit their comments.

** It is important to note that the taglines are not affixed to any of the logos and can be matched as Council sees fit.*

5. **FINANCIAL IMPACT:**

Funding for this project was approved on February 25, 2013. The project is operating in accordance to the existing funding approvals.

6. **CONCLUSION:**

The consultants require Council's inputs to refine and revise the initial conceptual logos so that the forthcoming public consultation process will be efficient and effective.

Prepared by:

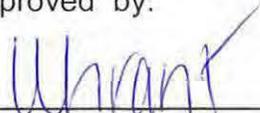


Jordan Redshaw
Communications Coordinator

Recommended by:

Karyn Stone, MCIP, RPP
Economic Development Officer

Approved by:



Winanne Grant, B.A., AMCT, CEMC
Chief Administrative Officer



REPORT NO. CAO-2013-0007 SCHEDULE A

**Branding
Discovery
Report**

Town of Georgina

April 2013

Town of Georgina Branding Discovery Report

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Introduction

This report summarizes the findings of the discovery phase, drawing on inputs including the initial team meeting, staff input, six community interviews, existing comparative practices in community branding, current materials (provided by client), and transcripts and reports from the communications strategy completed in 2012, which included:

- The Georgina Book
- Business Retention and Expansion Project Report
- Communications Plan
- Communications Plan Materials Audit
- Communications Plan Media Audit
- Communications Strategic Plan 2012 (Draft)
- Communications Plan Stakeholder Interviews
- Communications Plan Survey Findings
- Municipal Cultural Plan
- Socioeconomic Mission and Strategic Plan
- Strategic Plan
- The Regional Municipality of York Economic Development Action Plan
- Tourism Resources (2011 Visitors' Guide and Discover Georgina)
- York Region Vision 2051

This Discovery Report will serve as the overall framework to guide the creative brand development and will serve as a resource against which design concepts and brand work should be evaluated.

Positioning

In Georgina, you really can have it all: a quiet and safe community in which to live with ample employment opportunities just a stone's throw away. Abundant areas of natural beauty provide countless opportunities for leisure with close-by urban centres offering amenities and activities of every kind.

Georgina provides the perfect balance.

1. Georgina is a community in evolution. From a quiet, cottage-country escape, it is becoming a **vibrant community destination** combining a comfortable and affordable quality of life with strong economic investment opportunities.
2. Georgina strives to **create and maintain a balance** between burgeoning urban centres that provide high business concentration and amenities, and smaller, quieter and slower-paced areas. The brand must capture this distinctive yet polarizing situation.
3. Georgina's proximity to thriving business and education centres, and its urban and rural areas provide a **mix of entrepreneurial business opportunities and employment lands** for large-scale industrial and agricultural endeavours.
4. Georgina is a city of communities, each boasting its own distinctive beauty, population and cultural draws. Together these individuals make up the city's **distinctive, diverse and surprising character**.
5. Georgina is **compassionate, easygoing, passionate, beautiful, relaxing, friendly and welcoming**. These are key strengths when communicating the community and promoting its attractive lifestyle.
6. Georgina is a visual gem, **boasting extensive natural beauty** and extreme proximity to Lake Simcoe. It provides ample recreational opportunities and supporting amenities.
7. This is an **environmentally-responsible community**. Georgina is committed to celebrating its significant natural heritage and environmental features.

Brand Guideposts

These are critical goals and requirements that the final brand must address. Draft brands must be compared against these key benchmarks and brand rollout and subsequent communications initiatives should be undertaken with a mind to ensuring they meet these subsequent goals:

1. There is opportunity to evolve the existing circle icon or take elements of it in a new direction. However, research indicated that no strong emotional connection or “equity” exists with this visual. There are **real beneficial and economic reasons to start fresh**: It shows a commitment to change and evolution, and an opportunity to differentiate from similar communities in the region. From a practical point of view, a new logo will not have serious cost implications if “grandfathered” in over three to four years.
2. Three communities command greater top-of-mind awareness due to high economic or tourism draws. However, Georgina is comprised of **distinctive communities which must be represented**, each contributing to the uniqueness and character that define the town (i.e. Keswick is more growth-minded and Pefferlaw less so).
3. Despite future business growth, **its natural environment will remain one of Georgina’s key economic and tourism draws**, particularly its well-known water elements (Lake Simcoe, Black and Maskinonge).
4. Georgina boasts an **excellent rural and urban balance** that combines a peaceful, small-town feel with a more vibrant and amenities-focused environment.
5. Georgina has a **great polarity between low and high-income areas** that needs to be considered so as to ensure branding is not too elitist or too small-town.
6. Georgina has strong agricultural roots; the brand must also incorporate a new vision of the city as an **industry attractor in knowledge-based services**.
7. The brand must encompass a need to **see the positive and relate successes** in order to counteract the high occurrence of charged and often-negative coverage in media channels.
8. Georgina’s brand **must be embraced by, and incorporated within the communication materials, of the various municipal sub-brands**. This will ensure a cohesive and consistent look/feel and messaging throughout city materials (Discover Georgina, Advocate page, EcDev, ROC, Georgina Votes, calendar, Pioneer Village, Municipal Guide, library, etc.).
9. Georgina’s brand should **limit use of the words “Town of”** to ensure new communication efforts, many geared towards attracting bigger business, do not pre-emptively position the city as small and potentially underdeveloped.
10. As seasonal residents and tourists continue to be a significant revenue stream, ensuring the brand is **enticing and the messaging supportive to recreational interests** will be essential.
11. The various communities of Georgina, while distinctive in many cases from each other, do share some elements such as a friendly and embracing culture, appreciation and respect for the environment and a straightforward way of looking at things. The brand should strive to emulate this through a **simple, clean (uncluttered) and warm design and messaging**.

Tagline/Slogan Considerations

- A natural harmony
- Everything is different here
- Living meets leisure
- Connected. Unexpected.
- The Perfect Balance
- The right place. The right pace.

Directions/Insights for Logo Development

- Consider representing the community through combining distinctive elements into one.
- Modern but timeless font using both serif and sans serif.
- Maintain, but reduce visual weight of existing circle icon.
- Remove "Town of".
- Consider a warm, earthy/natural but energetic palette.
- Provide subtle reference to the lake (waves, shoreline, boats).
- Capture a feeling of tradition – Ontario's original cottage country – and remains a vacation destination.
- Combines both large rural areas and vibrant "downtown" areas.
- Simple, clean (uncluttered) and friendly design. This is not to be a "corporate" logo.

Comparative Practices in Local-Area Municipal Branding

A best-practice analysis of municipal branding and communication messages to assist in distinguishing Georgina as a separate and unique entity.

Based on our review of comparable municipalities, as identified through the interviewing component of the brand development, we have determined criteria that will help to ensure a more effective brand/logo. The unique requirements of the brand and logo may mean that some of the criteria below are not met (i.e. colour and style choices will depend on a number of factors). However, this will help to guide and to avoid conflicts.

- **Consistent messaging** – Whether the audience is residents, potential investors, existing businesses, tourists, or potential partners, the brand should be clear, consistent and appealing.
- **Inclusive development** – The intended audiences for the final brand should be involved in its development. This will ensure it is relevant and representative, and supported by the audiences.
- **Appeal (design)** – The most successful visual brands were open, inviting and positive, but also clean and simple. Both sans- and serif fonts were effective, however cold/ corporate looks were not as appealing. The logo should be modern, bold (both in colour and design) and professional, conveying a sense of progress and substance, as well as actual graphic design talent.

An appropriate tagline, icon/identifier or wordmark that could be used independently is important in cases where the full logo cannot be included in order to promote the brand.

- **Connective** – A brand should attempt to incorporate all of a community's various elements: history, quality of place, lifestyle, environment and culture.
- **Unique and relevant** – A number of the brands incorporate similar messages or logo features. There is opportunity, where appropriate, for Georgina to explore something more unique and memorable – reflective of its particular and unique complex network of communities.

There are some overused elements, both in terms of messaging and "look": blue/green, and swoops, swirls and swoosh design styles. Common terms include "rich history", "beautiful", rural/urban balance, location, proximity to lake, outdoor opportunities and a "central location".

- **Staying power** – Effective brands are long-term definers with a visually-appealing logo, and possess ample staying power – i.e. in five or 10 years the wording, colours and design will not be "dated".

Current Brand

- Comprised of smaller communities, Whitchurch-Stouffville offers a country environment in the GTA.
- Consists of fertile rolling farmland, scenic ravines, kettle lakes and forested highlands.
- Major equestrian activities, thoroughbred horse farms, century farms and homes, modern subdivisions, golf courses and conservation areas.
- Rich history, unique blend of rural and small town atmosphere and growing diversity.
- "Not only rooted in its heritage but celebrates the present while embracing the future."
- EcDev branding: "A Home For Your Business... That Feels Like Home"



Current Brand

- “Infinite Opportunities”
- Vision to reshape Innisfil into “*the place to be by 2020*”: quality of life, destination, arts/culture/heritage assets and helping businesses succeed.
- Priority #1 is EcDev.
- Promote Lake Simcoe year-round and double its economic impact.
- Currently working on developing identity.
- Growing lakeside community that is highly prized for its rural setting while being located close to major urban centres. Combines charm of country living with convenience/amenities of vibrant urban centre.



Current Brand

- “Heritage village on a great lake”, but tiny and rural.
- Big on natural environment (hiking, rivers/streams, golf)
- “Sound of a frog chorus on a warm spring evening and the buzz of a cicada on a late summer’s afternoon. Bare feet on warm sand fooling waves as they rush against the shore. Scent of camp fire smoke drifting in the mist of a cool autumn night. Taste of a glass of wine while seated on a Main Street patio watching people slowly dissolve into a pace of life that many no longer believe can still exist.”
- Summer destination (beaches), historical roots and a flare for finer things: gourmet dining, art galleries, and cosmopolitan style-boutiques.



Current Brand

- Strong, safe and caring communities.
- Focus on economic prosperity, natural environment/agriculture and long-term vision



Los Alamos, New Mexico

Current Brand

- “Where discoveries are made”

Los Alamos was identified through a stakeholder interview as an example of a community that has grown up around a key industry. Los Alamos developed due to the presence of the National Laboratory (home of the atomic bomb) and has continued to attract the top scientific and intellectual minds from around the world. The supporting community developed accordingly.

Los Alamos is a strong example of a consistent and successful brand, however for the purposes of this report it will not be considered a best practice community given the very different nature of its economic base.

Current Brand



- Premier waterfront community with high quality of life (activities, flowers, service excellence certification, health care and post-secondary opportunities).
- “Vibrant and attractive city with swimmable beaches and challenging ski opportunities on our doorstep with an abundance of parkland.”

Current Brand

- Our Town. Our Future.
- “Rich history, ideal geographic location and balance of both urban and rural communities - an ideal location for business and a wonderful place to live.”
- Composed of a number of small communities.



Town of
East Gwillimbury

Current Brand

- “Small town with big-city conveniences,” and “modern and progressive community.”



REPORT NO. CAO-2013-0007 SCHEDULE B

Town of Georgina Strategic Branding Exercise - **Project Schedule**

Revised April 25, 2013

#	Activity	Week													
		Apr 8	Apr 15	Apr 22	Apr 29	May 6	May 13	May 20	May 27	Jun 3	Jun 10	Jun 17	Jun 24	Jul 1	Jul 8
A. DISCOVERY															
1	Initial planning meeting														
2	Materials & media analysis														
3	Interviews morning Apr 4; all day Apr 5														
B. REPORT & DEVELOPMENT															
4	Report, guideposts, agency brainstorm	●	●												
5	Initial logo concept development		●	●											
6	Review meeting & brainstorm - Apr 25 Guelph			●											
7	Interim report to Council - Apr 26				●										
C. REFINEMENT & TESTING															
8	Report to agency on input from Council - Apr 30				●										
9	Concept revision, refinement				●	●									
10	Concept review meeting to finalize - May 7					●									
11	Revisions supplied for Council report - May 10					●									
12	Council review meeting - May 21							●							
13	Report on input from Council/approval for public engagement process - May 22							●							
14	Focus Groups May 30 & Jun 3 (5/6 logos) Streeters Jun 6-9 (3 logos) Web Survey Jun 6-16 (3 logos)								●	●	●	●	●		

REPORT CAO-2013-0007

SCHEDULE C

LOGO CONCEPTS AND TAGLINES



GEORGINA

LIVING MEETS LEISURE

2.



GEORGINA

Everything is different here



GEORGINA

Connected. Unexpected.

4.

GEO**RGINA**

the perfect balance

5.

GEORGINA

EVERYTHING IS DIFFERENT HERE





GEORGINA
Connected. Unexpected.



Georgina

Connected. Unexpected.



Georgina

The right place. The right pace.

Georgina

The right place. The right pace.

