



**TOWN OF
GEORGINA**

**SPECIAL MEETING
MINUTES**

**MONDAY, APRIL 29, 2013
COUNCIL CHAMBERS, 26557 CIVIC CENTRE ROAD, KESWICK,**

9:10 A.M.

Staff Present:

Velvet Ross, Planning Manager
Robin McDougall, Director of Recreation and Culture
Winanne Grant, Chief Administrative Officer
Steve Richardson, Director of Emergency Services and Fire Chief
Rebecca Mathewson, Director of Administrative Services and Treasurer
Dan Pisani, Director of Operation and Engineering
Mary Baxter, Director of Library Services
Karyn Stone, Economic Development Officer
Jordan Redshaw, Communications Coordinator
Dan Murnaghan, Director of Parks and Facilities
Tricia Quinlan, Human Resources Manager
Phil Rose-Donahoe, Manager of Culture
Yvonne Aubichon, Town Clerk
Carolyn Lance, Council Services Coordinator

Others:

Heidi Reidner
Annabel Slight
others

1. MOMENT OF MEDITATION

A moment of meditation was observed.

2. ROLL CALL

The Clerk gave the roll call and the following Council Members were present:

Mayor Grossi	Regional Councillor Wheeler
Councillor Craig	Councillor Davison
Councillor Hackenbrook	Councillor Smockum

Regrets:

Councillor Szollosy

3. DISCLOSURE OF PECUNIARY INTERESTS: None

4. NOTICE REQUIREMENTS

The Clerk confirmed that the notice requirements had been met.

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

Jordan Redshaw summarized the report through pp presentation as follows:

- this was best process to follow in order to save time and money
- Positioning; vibrant balanced lifestyle community
- passionate, relaxing, friendly and welcoming
- Brand guideposts; distinctive communities, natural environment, good rural/urban balance
- lose 'town of' for economic attraction; Newmarket, Richmond Hill and Aurora have removed 'town of' in their branding logo and taglines. It would remain locally and internally
- Directions/Insights for Logo Development
- presented 10 initial concepts for logos and taglines, will return with final 6 choices.
- will be hosting 3 key public focus groups which will be advertised, comprised of approximately 20 people per group
- staff will consider all comments made by Council to return with new concepts for further consideration.

Winanne Grant, Chief Administrative Officer, advised that staff will be seeking input from the public, which will be forwarded to the consultant to put together new concepts for Council's consideration.

Moved by Councillor Craig, Seconded by Councillor Smockum.

RESOLUTION NO. SC-2013-0181

- A. That Report No. CAO-2013-0007 prepared by the Communications Division and dated April 29, 2013, respecting initial logo/tagline concepts and branding process itinerary be received.

5. STAFF REPORTS cont'd:

- A. That staff report back on May 21, 2013 with a summary of the comments received and resulting new concepts.
- B. That Council direct staff to solicit internal feedback on the concepts.
- C. That Council direct staff to advertise that focus groups are to be held.
- D. That Council direct staff to advertise locations and times for streeter testing.
- E. That Council direct staff to prepare a survey to be available online, and in the Georgina Library Branches, Recreation Facilities and Civic Centre.
- F. That the Communications Coordinator contact the local high schools and the Executive Director of the Georgina Art Centre and Gallery to request students to consider the Town of Georgina's attributes as set out on page 9 of the report in order to create conceptual logos and taglines for Council's consideration.

Carried.

The meeting recessed at 11:16 a.m. and reconvened at 11:26 a.m.

6. MOVE INTO CLOSED SESSION

Moved by Councillor Craig, Seconded by Councillor Davison

That this Special Meeting of Council move into closed session at 11:28 a.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

6. RISE FROM CLOSED/IN-CAMERA SESSION**III) EDUCATIONAL OR TRAINING SESSION - SECTION 239 (3.1) OF THE MUNICIPAL ACT, 2001**

(a) Strategic Planning and Visioning

Carried.

Audio and video streaming was discontinued at this time.

That Council rise from closed session at 2:34 p.m. with report.

Audio and video streaming was continued at this time.

7. REPORT OUT TO THE PUBLIC AND RESULTING MOTIONS

Moved by Councillor Craig, Seconded by Councillor Smockum

RESOLUTION NO. SC-2013-0182

That staff be directed to report on avenues available to Council to assess potential long term uses of the lands at 481 lake Drive East and that staff pursue arrangements for the property to be farmed for 2013.

Carried.

8. CONFIRMING BY-LAW

Moved by Councillor Hackenbrook, Seconded by Councillor Craig

That the following by-law be given three readings:

By-law Number 2013-0070 (COU-2)

Being a by-law to confirm the proceedings of the Special Council meeting of April 29, 2013.

Carried.

9. ADJOURNMENT

Moved by Councillor Craig, Seconded by Councillor Smockum

That the meeting adjourn at 2:36 p.m.

Carried.

Robert Grossi, Mayor

Yvonne Aubichon, Town Clerk