

**Present:** Mayor Mitchell  
Councillor Alexander  
Councillor Leahy  
Councillor Lee  
Councillor Mulcahy  
Councillor Newman  
Councillor Roy  
Councillor Shahid  
Councillor Yamada

**Also Present:** M. Gaskell, Chief Administrative Officer  
S. Beale, Commissioner of Public Works  
W. Mar, Commissioner of Legal and By-law Services/Town Solicitor  
S. Klein, Director of Strategic Initiatives  
J. Austin, Manager, Development Control, Design and Technical Services  
A. McCullough, Manager, Financial Planning  
H. Ellis, Executive Advisor to the Mayor  
J. Romano, Manager, Facilities - Operations  
D. Speed, Fire Chief  
C. Harris, Town Clerk  
L. MacDougall, Temporary Legislative Coordinator (Recording Secretary)

**Regrets:** None noted

---

1. Declarations of Pecuniary Interest

1.1 There were no declarations of pecuniary interest.

2. Presentations

2.1 S. Christie, Lead, Brand and E. Mikaluk, Lead, Communications  
Re: Office of the Chief Administrative Officer Report, CAO 22-19  
Corporate Rebrand Project - Phase Two Final Report (Update)

S. Christie, Brand Lead and E. Mikaluk, Lead, Communications,

appeared before Council and provided a PowerPoint presentation as well as a short video regarding the Corporate Rebrand Project.

Highlights of the presentation included:

- details that define a brand such as colours, fonts, graphics, a specific set of guidelines that have been collectively agreed upon, and the thoughts and feelings about a product or a service;
- the primary goals of the project including distinguishing the Town of Whitby from other municipalities, developing an image that Council, Staff and the public believe in, establishing standards and consistency, and achieving a more professional, modern image;
- the promotional campaign to market the rebranding of Whitby which was comprised of rack cards, posters, Town Page advertisements and social media (Facebook and Twitter);
- community and in-person engagement which consisted of Open House events for Staff and the public, the stakeholder consultation sessions, the pop-up activations, ongoing online engagement via Town accounts and sources, the online survey, the Mayors Annual Address, the Youth Council meeting and the Senior Leadership Team meeting;
- the engagement results and overall impression that Brand Direction A was most aligned with the project goals, and was ranked as the preferred brand;
- detailed information regarding the brand recommendation, and the preferred Brand Direction A; and,
- the implementation and building of the new brand including the associated budget, consultation and training of staff as well as in-house support for digital assets such as (social media and website) and publications, and the gradual implementation of the new brand as budget permits.

3. Delegations

3.1 There were no delegations.

4. Items for Consideration

4.1 Office of the Chief Administrative Officer Report, CAO 22-19  
Re: Corporate Rebrand Project – Phase Two Final Report (Update)

A question and answer period ensued between Members of Council and Staff regarding:

- how the regional review was considered relative to the implementation and next steps associated with launching the rebranding of Whitby in 2020; and,

- whether the allocated budget of \$75,000 would include the required legal steps associated with the implementation of the brand.

**Resolution # 189-19**

Moved By Councillor Leahy

Seconded By Councillor Yamada

1. That Report CAO 22-19 be received for information;
2. That Council endorse the recommended master logo and brand shown in Attachment 1;
3. That staff develop corporate brand guidelines and standards, and a secondary colour palette, using the recommended brand and that the new guidelines and standards incorporate the use of the Town crest as the official corporate seal; and,
4. That staff take the necessary legal steps to protect the intellectual property of the Town's new logo and brand by registering the required trademarks and/or copyrights.

**Carried**

5. Confirmatory By-law

5.1 Confirmatory By-law

**Resolution # 190-19**

Moved By Councillor Leahy

Seconded By Councillor Newman

That leave be granted to introduce a by-law and to dispense with the reading of the by-law by the Clerk to confirm the proceedings of the Council of the Town of Whitby at its special meeting held on June 17, 2019 and the same be considered read and passed and the Mayor and Clerk sign the same and the Seal of the Corporation be thereto affixed.

**Carried**

6. Adjournment

6.1 Motion to Adjourn

Moved By Councillor Alexander

Seconded By Councillor Newman

That the meeting adjourn.

**Carried**

The meeting adjourned at 5:54 p.m.

---

Christopher Harris, Town Clerk

---

Don Mitchell, Mayor