

**Present:** Mayor Mitchell  
Councillor Drumm  
Councillor Emm  
Councillor Gleed  
Councillor Leahy  
Councillor Mulcahy  
Councillor Roy  
Councillor Yamada

**Also Present:** M. Gaskell, Chief Administrative Officer  
C. Siopis, Manager of Corporate Communications  
C. Harris, Town Clerk (Recording Secretary)

**Regrets:** None noted

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The meeting began at 5:32 p.m.

1. Declarations of Pecuniary Interest

1.1 There were no declarations of pecuniary interest.

2. Presentations

2.1 Marsh Thornley, Vice-President, Client Services and Henry Zaluski, Vice-President, Creative, Scott Thornley + Company  
Re: Corporate Rebrand Theme Board Discussion

Marsh Thornley, Vice-President, Client Services and Henry Zaluski, Vice-President, Creative, provided a presentation highlighting the outcome of Phase 1 of the Branding Project, including core brand attributes that were determined through the stakeholder consultation process.

Messrs. Thornley and Zaluski lead Council on a discussion about the core brand attributes presented on theme boards and received feedback from Members on how they perceived the brand attributes and what the primary brand attributes for inclusion in a logo were.

3. Adjournment

**3.1** Motion to Adjourn

Moved By Councillor Leahy  
Seconded By Councillor Yamada

That the meeting adjourn.

**Carried**

The meeting adjourned at 6:47 p.m.

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Christopher Harris, Town Clerk

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Don Mitchell, Mayor