



The Corporation of the County of Bruce
Executive Committee
Minutes

March 3, 2016
9:50 a.m.
Council Chambers
Walkerton, Ontario

Present: Warden Mitch Twolan (Chair)
Councillors Mike Smith, Anne Eadie, Paul Eagleson, David Inglis
and Milt McIver
Alternate Ron Schnurr

Staff: Rick Aitken, Web Specialist
Bettyanne Cobean, Director of Corporate Services
Kelley Coulter, Chief Administrative Officer
Darlene Batte, Administrative Assistant
Chris Irwin, Graphic – Exhibit Designer
Brian Knox, Engineer
Chris LaForest, Director of Planning and Development
Melissa Legacy, Library Director
Ray Lux, Deputy Chief Quality Assurance
Christine MacDonald, Director of Social Services and Housing
Cathy McGirr, Director of Museum and Cultural Services
Janice Mewhinney, Business/Income Development Manager
Marianne Nero, Director of Human Resources
Brad Noble, Project Coordinator
Jill Roote, Project Manager
Steve Schaus, Acting Director of Emergency Services
Donna Van Wyck, Deputy Clerk
Steven Wood, Communications and eService Coordinator
Charles Young, Director of Health Services

Regrets: Councillors Robert Buckle & Janice Jackson

1. Pecuniary Interest

There were no declarations of pecuniary interest.

Jill Roote, Project Manager, introduced members of the Imaging and Messaging Cross Functional Team and outlined the report on Phase 2 of the Bruce Brand Project.

Mr. Gary Lintern from Tenzing Communication made a presentation titled, Branding Bruce County--- If it feels good, wear it.

2. Bruce Brand Project Update – Phase 2 – Brand Concept Development

**Moved by Councillor Anne Eadie
Seconded by Councillor David Inglis**

That the “Bruce Brand Project Update – Phase 2 – Brand Concept Development” Report be received for information; and,

That the “Be an Explorer” brand concept be endorsed for Brand Strategy Development; and,

That the final brand strategy be presented to the Executive Committee in May, 2016.

Carried

3. Next Meeting

The next meeting of the Executive Committee will take place on Thursday, April 7, 2016 at the Bruce County Museum and Cultural Centre, Southampton, Ontario.

4. Adjournment

**Moved by Councillor Mike Smith
Seconded by Councillor Milt McIver**

That the meeting of the Executive Committee adjourn at 10:29 a.m.

Carried

**Warden Mitch Twolan, Chair
Executive Committee**