



The Corporation of the County of Bruce

Executive Committee

Minutes

May 5, 2016

10:35 a.m.

Council Chambers
Walkerton, Ontario

Present: Councillors David Inglis (Acting Chair), Robert Buckle, Anne Eadie, Paul Eagleson, Janice Jackson, Mike Smith and Milt McIver
Alternate Wilf Gamble

Staff: Kelley Coulter, Chief Administrative Officer
Darlene Batte, Administrative Assistant
Brian Knox, Engineer

Regrets: Warden Mitch Twolan

1. Pecuniary Interest

There were no declarations of pecuniary interest.

2. Action Items

A. Bruce Brand Project Update – Phase 3 & 4 – Brand Style Guide Development and Deployment Plan

Mr. Gary Lintern representing Tenzing, accompanied by several members of the Tenzing Team presented the Bruce Brand Project Update – Phase 3 & 4 - Brand Style Guide Development and Deployment Plan.

The following Members of the Cross-Functional Team joined the Committee for this presentation:

- Rick Aitken
- Chris Irvine
- Jill Roote
- Kara Van Myall
- Steven Wood

**Moved by Councillor Anne Eadie
Seconded by Councillor Robert Buckle**

That the “Bruce Brand Project Update – Phase 3 and 4 – Brand Style Guide Development and Deployment Plan” Report be received for information; and,

That the “Bruce Brand Logo” be endorsed as the graphic identifier for Bruce County; and,

That the final Brand Strategy including the Style Guide and Deployment Plan be endorsed as the guiding documents to implementing the Bruce Brand; and,

That a ‘Bruce Brand Implementation Cross Functional Team’ be considered for the continued coordination of the implementation of the Bruce Brand.

Carried

The Executive Committee recessed at 11:07 a.m. and reconvened at 12:56 p.m.

3. Closed Meeting

**Moved by Councillor Wilf Gamble
Seconded by Councillor Anne Eadie**

That the Committee move into a closed meeting to discuss SON Pre-consultation Terms pursuant to Section (2) (e) of the Municipal Act related to litigation or potential litigation, including matters before administrative tribunals, affecting the municipality or local board.

Carried

4. Rise and Report

**Moved by Councillor Anne Eadie
Seconded by Councillor Robert Buckle**

That the Committee rise and report from the closed meeting.

Carried

5. Request for Pre-Consultation Service

**Moved by Councillor Anne Eadie
Seconded by Councillor Mike Smith**

That the Committee support in principal without precedence the Saugeen Ojibway Nation Environment Office Phased Approach for the project known as West Road Environmental Assessment; and,

Phase 1 be approved save and except the Rights and Land Claims Review less the \$5,400 previously approved by the CAO, for a total of \$26,184 to be funded from the Tax Stabilization fund; and,

Phase 2 at \$17,300 and Phase 3 \$3,540 be approved less the Land Claims item for a total 3-phase financial commitment of \$44,800.

Carried

6. Next Meeting

The next meeting of the Executive Committee will take place at the call of the Chair.

7. Adjournment

**Moved by Councillor Anne Eadie
Seconded by Councillor Robert Buckle**

That the meeting of the Executive Committee adjourn at 1:16 p.m.

Carried

**Councillor David Inglis, Acting Chair
Executive Committee**