

TO: Mayor and Council

MEETING DATE: May 27, 2024

FROM: Daniela Dyck, CAO

SUBJECT: Verbal Report

PURPOSE:

The purpose of this report and future reports is to provide information to the Council that may not come up during regular meetings or Committee of the Whole. Topics will include operational updates, or other areas of interest to the village.

DISCUSSION:

In the interest of transparency and to allow Council the opportunity for questions and dialogue during meetings, topics for verbal reports will be included on the agenda using this report template.

Verbal Report Items:

- Branding – Recognizing that public consultation and opportunity to participate in the branding process is a high priority for Council, I wanted to clarify steps taken to date and steps to be taken throughout the process.

Logo and Tag Line communication with the public to date:

- Newsletter teaser – Have you soon Ashcroft’s new logo – neither have we. Stay tuned for more info for community consultation and input.
- Once survey was established engage with the public by:
 - Farmers Market table
 - Schedule public consultation – info gathering meeting May 28 at 1pm and 7pm at the HUB
 - social media blast was coordinated
 - EDTC hand delivered posters to all businesses and as many service groups as possible
 - Posters on bulletin boards, website and social media sites
 - LED Sign
- Next Steps:
 - Gather survey and public input feedback
 - Summarize data received and share findings
 - Sketch ideas – develop visuals
 - Develop designs from visuals
 - Present to council and community
 - Refine design – in response to feedback received from Council and community
 - Polish the design – based on all responses
 - Present updated designs to working group and Council
 - Receive sign off
 - Share and celebrate