



**THE CORPORATION OF THE VILLAGE OF ASHCROFT
SPECIAL COUNCIL MEETING
MINUTES**

**FOR THE MEETING OF COUNCIL HELD IN COUNCIL CHAMBERS OF THE VILLAGE OFFICE AT
10:00 AM ON WEDNESDAY JULY 3, 2024**

PRESENT: Mayor, Barbara Roden
Councillor, Jonah Anstett
Councillor, Jessica Clement
Councillor, Nadine Davenport
Councillor, Doreen Lambert

EDTC, Margaret Moreira

Marian Lowe – Design CoCreate - Zoom

EXCUSED: CAO, Daniela Dyck

Media –
Public – 3

1. CALL TO ORDER

Mayor Roden called the Special Meeting of Council for Monday, July 3, 2024, to order at 10:05 am

“Mayor and Council wish to acknowledge that the meeting today is held within the traditional territory of the Nlaka’pamux people.”

2. ADOPTION OF THE AGENDA

Motion to adopt the Agenda as presented or as amended

M/S Clement/Lambert

THAT, the Agenda for the Special Meeting of Council held on July 3, 2024 be adopted as presented.

CARRIED – Unanimously-

3. ADDITIONS OR DELETIONS FROM THE AGENDA

none

4. MINUTES

All Minutes are adopted at a Regular Meeting of Council.

5. DELEGATIONS

4.1	NONE	
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6. PUBLIC COMMENTS / QUESTIONS

7. DISCUSSION ITEMS

5.1	<p>Presentation of Draft Design Concepts for Branding – Marian Lowe Discussion Ms. Lowe, summarized the branding process, including community and working group meetings and shared ideas for potential brands and taglines including their rationale with Council. Discussion:</p> <ul style="list-style-type: none"> • Mayor Roden noted ligatures on font #2 looked “broken” and suggested connecting them and to use the colour “Peach” instead of yellow. Ms. Lowe agreed to make adjustments. • Mayor commented on cactus: “only community members really know what that flower would be and only blooms for 10 days approximately” suggesting it had a short window of opportunity for visitors. Ms. Lowe was concerned it wouldn’t carry through all media and applications. • Councillor Davenport asked how many logos would be presented to the public. Ms. Lowe responded that potentially 2-4 logos depending on what the EDT Group decides. • Mayor Roden noted one of the bolder #3 font was very similar to Lillooet’s logo and to have a similar brand would not work. Councillor Davenport and Councillor Clement agreed. • Ms. Lowe then presented more font options. Mayor Roden suggested two other options. Councillor Davenport commented on “True Desert-Warm Heart”. Ms. Lowe suggested that could be a fourth option for a tagline. • Councillor Clement then asked the Councillors that were not part of the working group process what their opinions were on the three tagline Ms. Lowe presented. • Mayor and council agreed that the logo should be clean, easy to read and self explanatory • Councillor Davenport voiced her concern using a computer at the community BBQ and suggested some paper options. • It was noted the working group would work on logistics for voting options at the Community BBQ 	
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8. BYLAWS FOR DISCUSSION

6.1	NONE	
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9. STAFF REPORTS

7.1	NONE	
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10. CLOSED MEETING



Motion to move to a closed meeting to discuss an item under the Community Charter Section 90.1

9.1	N/A	
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11. TERMINATION

Mayor Roden adjourned the Special Meeting of Council for Wednesday July 3, 2024, at 11:10 a.m.

Certified to be a true and correct copy of the Minutes of the Special Meeting of Council held Wednesday, July 3, 2024.

Yoginder Bhalla,
Chief Financial Officer

Barbara Roden,
Mayor