



THE CORPORATION OF THE VILLAGE OF ASHCROFT

SPECIAL COUNCIL MEETING

MINUTES

FOR THE MEETING OF COUNCIL HELD IN THE COUNCIL CHAMBERS OF THE VILLAGE OFFICE AT 10:00 AM ON WEDNESDAY, AUGUST 7, 2024

PRESENT: Mayor, Barbara Roden
Councillor, Jonah Anstett
Councillor, Jessica Clement
Councillor, Nadine Davenport
Councillor, Doreen Lambert
CAO, Daniela Dyck
CFO, Yogi Bhalla
EDTC, Margaret Moreira

Marian Lowe – Design CoCreate - Zoom

EXCUSED: DPW, Brian Bennewith

Media –
Public – 3

1. CALL TO ORDER

Mayor Roden called the Special Meeting of Council for Wednesday, August 7, 2024, to order at 10:00 am

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

2. ADDITIONS OR DELETIONS FROM THE AGENDA

3. MINUTES

All Minutes are adopted at a Regular Meeting of Council.

4. DELEGATIONS

Table with 3 columns: 4.1, NONE, empty cell

5. PUBLIC COMMENTS / QUESTIONS

6. DISCUSSION ITEMS

<p>5.1</p>	<p>EDT Memo – Presentation of Logo/Tag Line Design Concepts - Marian Lowe to present Final Versions of New Logo and Tag Line</p> <p>Mayor Roden welcomed Marian Lowe and invited her to make her presentation.</p> <ul style="list-style-type: none"> Ms. Lowe who was in attendance via zoom shared her screen and presented community feedback comments and design concepts for the proposed new logo and tagline. Ms. Lowe noted there was a resounding response from the community which enabled the working group to move forward with logo design decisions which is being presented today. <p>Some discussion included: Ashcroft characteristics that came out of the Community consultation</p> <ul style="list-style-type: none"> The landscape Warmth of the community History is preserved Sage, hills, sand, landscape, and river 194 to 31 votes in favour of Heart of the True Desert over Moving, Flowing, Growing Tag line - Heart of the True Desert – 98, Moving, Flowing, Growing – 44, True Desert Warm Welcome - 71 <p>Ms. Lowe provided a summary of the inspiration for the tagline “Heart of the Trued Desert”</p> <ul style="list-style-type: none"> Ashcroft is geographically situated in the heart if a distinctly unique environment classified as the only true arid desert in Canada. This was seconded by the warmth of small-town community. The colour palette is inspired by the raw surroundings and shifting light Examples of business cards, letterhead, swag, table cover, highway signage, and potential website interface designs were presented. Examples of souvenirs that could be developed from the tagline were presented – Heart Warmed in Ashcroft BC <p>This concluded Ms. Lowes presentation. She thanked Council for the opportunity and shared her delight in the process and community consultation stating she hoped more communities follow Ashcroft’s example for community involvement.</p> <p>Mayor Roden invited discussion</p> <ul style="list-style-type: none"> Cnclr. Lambert – Job very well done, feels the most votes should be the choice. Cnclr. Clement – commented on the word “true” noting only seven comments didn’t like” true” in the tagline – she feels Council needs to own “true” because are we a true dessert 	
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	<ul style="list-style-type: none"> • Mayor Roden – reminded everyone the brand is ultimately a council decision <p>“True” discussion:</p> <ul style="list-style-type: none"> • Cnclr. Davenport noted she prefers the brand to have a feeling of Ashcroft being proud of something, breath of fresh air to emphasize that we are proud of our dessert landscape and is in favour of claiming the word “true” in the tag line. She noted that this is a meaningful and marketable brand as an example: Heart of the arts, mosaics, etc.... • Cnclr. Anstett – not in favour of “true” noting it is affiliated with Osoyoos – prefers “heart of the dessert” • It was noted that Ashcroft has the science to back up the “true dessert” • Mayor Roden – commented that many communities can claim historic or arts; however, however true dessert is indisputably ours and ours alone. • Council was asked their opinion: does “Heart of the Desert” have the same impact as “Heart of the True Dessert” • Cnclr. Lambert commented that she does not want to have to explain the logo, it should be self explanatory • Cnclr. Clement argued it is self explanatory, “true” will be in the literature, on the website, scientifically we are Canada’s only true dessert. • Cnclr. Davenport noted “true” is a talking point and opens doors for conversation. • Mayor Roden commented that when council decides to move forward with a logo no matter each council members vote, all of council will have to embrace the logo. • Could weather impact the tagline, will Ashcroft remain a desert during climate change? • Ms. Lowe shared logo design examples of Heart of the Desert and Heart of the True Dessert for Council consideration. • Mayor Roden commented she is in favour of the break in the swoop in the letter A – Ms. Lowe commented this goes to community credit, adding the break separates the letter “A” from the scrolling lines. • Mayor Roden and Councillor Davenport asked Ms. Lowe to adapt the cross bar of the letter A to match the curve of the heart • Mayor Roden noted that Council does not have to adopt the logo as presented today if they are not comfortable to do so, noting changes or complete redesign are options on the table. 	
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	<ul style="list-style-type: none"> • Councillor Clement– encouraged Council to make a decision today if they are confident to do so as all marketing projects are on hold until a new brand is adopted. • EDTC – commented this was a fantastic and fun project to work on, kudos to Marian and the WG. <p>M/S Clement / Lambert <i>THAT, Council for the Village of Ashcroft adopt the Ashcroft logo as amended including the tagline “Heart of the True Desert” as Ashcroft’s new Brand.</i> Opposed: Councillor Anstett</p>	<p>CARRIED S-2024-02</p>
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7. BYLAWS FOR DISCUSSION

6.1	NONE	
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8. STAFF REPORTS

7.1	<p>CAO Report – Community Works Building Fund Agreement Purpose: The purpose of this report is to seek Council approval for a resolution authorizing the Mayor and Corporate Officer to sign the 2024-2034 Community Works Fund Agreement between the Village of Ashcroft and the Union of BC Municipalities (UBCM). This agreement is essential for receiving the first CWF payment for the 2024/25 funding year, which will support investments in local infrastructure and capacity-building priorities.</p> <p>M/S Anstett / Davenport <i>THAT, Council of the Village of Ashcroft authorizes the Mayor and Corporate Officer to sign the 2024-2034 Community Works Fund (CWF) Agreement between the Village of Ashcroft and the Union of BC Municipalities, which will enable the Village to receive its first CWF payment for the 2024/25 funding year.</i></p>	<p>CARRIED Unanimous S-2024-03</p>
7.2	<p>CAO Report – Ashcroft & District Fall Fair Purpose: The purpose of this report is to present Council with a request from the Ashcroft & District Fall Fair committee for financial support. Specifically, the committee is seeking a waiver of approximately \$1,000 in arena rental and staff call-out costs for the upcoming fair scheduled on September 8, 2024. Historically, Council has provided a \$500 grant-in-aid to help offset these costs. This report aims to outline the financial details, the historical significance of the fair, and</p>	



	<p>the potential impact of the requested support, in order to assist Council in making an informed decision regarding this request.</p> <p>M/S Clement / Anstett <i>THAT, Council supports the Ashcroft & District Fall Fair request for the waiver of arena rental and associated fees for the 2024 Fall Fair. This support aligns with the Council’s goal of fostering community events that enhance local engagement and economic activity.</i></p> <p>Discussion: Clarification that the funding relief is for 2024 only.</p>	<p>CARRIED Unanimous S-2024-04</p>
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9. 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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10. TERMINATION

Mayor Roden adjourned the Special Meeting of Council for Wednesday August 7, 2024, at 10:45 am.

Certified to be a true and correct copy of the Minutes of the Special Meeting of Council held Wednesday, August 7, 2024.

 Daniela Dyck,
 Chief Administrative Officer

 Barbara Roden,
 Mayor