



Minutes of the Town of Erin Special Council Meeting

**August 6, 2024
10:00 AM
Town Hall
Meeting Room**

Present:	Michael Dehn Cathy Aylard John Brennan Bridget Ryan	Mayor Councillor Councillor Councillor
Absent:	Jamie Cheyne	Councillor
Staff Present:	Rob Adams Joe Forte Brian Kavanagh Wendy Parr Justin Grainger Dee-Enna Dube David Waters Paul Keeler Marina Mato Chris Vernon	Chief Administrative Officer Director of Planning & Development/Chief Building Official Director of Infrastructure Services & Town Engineer Director of Finance & Treasurer Deputy Clerk Manager of Parks & Recreation Officer Manager of Planning & Development Roads Foreman Economic Development Officer Senior Communications Officer
Others Present:	Lily Chau Jeannette Hanna Paul Hodgson Stephen Weir	Designer, Trajectory Brands Inc. Chief Strategist, Trajectory Brands Inc. Creative Director, Trajectory Brands Inc. Director, Brand Development, Trajectory Brands Inc.

- 1. Call to Order**
Mayor Dehn called the meeting to order at the hour of 10:00 AM.
- 2. Declaration of Pecuniary Interest**
None.
- 3. Branding Workshop**
Rob Adams, Chief Administrative Officer, and Lily Chau, Jeannette Hanna, Paul Hodgson, and Stephen Weir of Trajectory Brands Inc. provided a presentation and facilitated discussion with respect to the Town’s visual brand and identity. Feedback on the design of a logo and colour palette for the Town's brand was provided.
- 4. Adjournment**

There being no further business to discuss, the Mayor adjourned the meeting at the hour of 10:56 AM.

Mayor Michael Dehn

Town Clerk Nina Lecic