



New Business

Submitted By: Councillor Brennan

Submission Date: September 26, 2024

Subject Matter: Town Branding

Consideration Date: October 10, 2024

Whereas, Council and staff initiated an expedited re-branding process in order to save tax dollars on the implementation of a new logo;

And Whereas, the timeline of this process did not allow for meaningful public participation;

And Whereas, there was a significantly negative reaction from concerned residents to the newly adopted logo such that Council and staff made the decision to delay the logo on the new water tower;

Therefore, be it resolved that Council directs staff to dispense with the newly adopted logo and assemble variations of the shamrock logo previously used;

And that consultation with the public on a possible new design be sought before implementation of the final design.