



AGENDA

ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, May 20, 2020 - 9:00 a.m.

Zoom Meeting and You Tube Channel: Township of South Algonquin Council

1. Open Meeting/Call to order
2. Additions/Amendments to the Agenda
3. Adoption of the Agenda
4. Disclosure of Pecuniary Interest
5. Presentation - Placemaking Design
 - Branding Presentation/Discussion
 - Wayfinding Map Discussion
6. Unfinished Business
 - Economic Internship
 - Cell Towers/Discussion-Improved Service
7. New Business
 - Adopting the Word "Village" To Describe the Two Settlement Areas in The Official Plan
8. Adjournment

Submissions received from the public, either orally or in writing, may become part of the public record.

Members of the public must request permission to use cameras, flash bulbs, recording equipment, and any other device of a mechanical or similar nature used for transcribing or recording proceedings subject to the approval and/or direction of the Chair/Presiding Officer and/or Council.

STAFF REPORT

Meeting Date: May 20, 2020

Agency: Township of South Algonquin

Staff Contact: Holly Hayes, CAO Clerk/Treasurer

Agenda Title: Branding Discussion

Agenda Action: Discussion of proposed Logo design and next steps

Recommendation

THAT Council for the Township of South Algonquin accept the style guide proposed by Placemaking Designs and discuss at the Committee meeting.

Background

Late in 2019 council directed staff to initiate a consultant contract to complete a branding plan, with the intention to come up with a brand and style guide to be used by staff. At the February council meeting, Placemaking design presented the findings of a community survey and the proposed idea of using a Chickadee as the new logo. In following meetings some members of council brought forward their concerns and a debate regarding the logo change and different preferred birds was had. Due to COVID19 and the inability for council to meet in person we have delayed and now planned to meet electronically to accept and review the proposed style guide.

Following the discussion, it was agreed that council would accept the proposed logo and would then determine if they would update the brand using the suggested direction of the consultant or continue use of the current logo.

Analysis

One of the main objectives of the project was to develop a standardized logo for the Township that would be used in the same way within; print, online and on signage. It should be noted that although our current logo has been copyrighted, we do not have a standard template and each time it's provided to a print company the result is different. As such a style guide is needed to ensure consistent colour, size, font etc. Although subtle these changes result in a haphazard unprofessional looking brand.

An example of this are the effort that was made to create the signs at the Township entrances a few years ago. As a result of the logo being a collection of "clip art" the designer could not access a deer that could be enlarged in an appropriate way resulting in a deer that had a line around it's neck making it look like it was wearing a necklace. The antlers on the deer also proved difficult as the designer felt that due to how thin they would need to be cut on the actual sign that they would rot off. Similarly, there was no clip art version of a maple leaf that looks like a sugar maple, this meant that we used a larger "fatter" leaf.

In addition to the details of the pieces, there is currently no designated colors chosen for the current logo, resulting in different tones being used each time.

These along with an updated font are items that were considered within the development of the updated logo and have been communicated within the consultant proposal.

As with all re-branding there will be change, this might be a good time to consider this change as we move forward with several initiatives including the wayfinding and additional branding signage. As can be seen on the attached spreadsheet an inventory of our signs indicates that currently many of our locations have no logo or little indication of "Township of South Algonquin" in any manner. To encourage a sense of community, pride a more consistent look for every Township park and facility would help. It would remind residents and visitors that they are in South Algonquin at every facility or park that they use. Standardized signage will also provide a more professional and polished image that the Township should strive toward.

Although green and burgundy have consistently been used when creating signs, the logo or any reference to Township of South Algonquin has sometimes been omitted. There are also current signs that, for locals might make sense but could be improved for visitors. For example, the Madawaska Complex sign includes three separate signs that include the library, fire department and recreation centre. There is no way for a visitor to know where the fire department is, and there is no mention of the baseball field or skating rink. A new sign could include direction arrows, or separate signs could be included to direct to all services. Similarly the Lester Smith provides no indication of a playground, baseball field or outhouses; this could be a considered a “Recreation Complex” and additional signage could increase usage.

It should also be noted that many of our facilities currently have many separate signs prohibiting various things, through standardizing effort could be made to improve the messaging and reduce the number of signs. The following is a list of proposed signage.

Priority 1 where there are currently no signs;

- i. Galeairy Lake Boat Launch,
- ii. Galeairy Lake Memorial Park,
- iii. Galeairy Lake Memorial Park Trail,
- iv. Galeairy Lake Beach,
- v. Haylake Boat Launch,
- vi. Mckenzie Lake Boat Launch,
- vii. Aylen Lake Boat Launch,
- viii. Cross Lake Boat Launch,
- ix. Public Works Garage.

If these signs are similar to the Galeairy Lake Memorial Park Trail sign they should cost about \$600 plus about \$200 install = \$7200

Priority 2 community entrance signs

- x. 2 Whitney and
- xi. 2 Madawaska \$1000 each plus \$500 for install = \$5000

Priority 3 signs exist currently

- xii. JR Booth Park, \$800
- xiii. Tom and Mick Park, \$800
- xiv. Madawaska Complex, \$1600
- xv. Township Office, \$800
- xvi. Whitney Library, \$800
- xvii. Lester Smith. \$1600

The total cost noted above is \$18,600, which has been included in the budget.

Alternatives

Council could remain with the current logo and determine a standardized method to use it, as well as a standardized sign to be used for facilities that do not currently have signs.

Strategic Plan

Within the HR/Admin and PR the development of Brand and improve public relations, new signage is likely to improve the visual image of Township and display the Municipal services provided/available services.

Fiscal Impact

As outlined above.

Consultations

Ongoing

Attachments

Spreadsheet of current sign status,
Proposed Style Guide



STAFF REPORT

Meeting Date: May 20, 2020

Agency: Township of South Algonquin

Staff Contact: Holly Hayes, CAO Clerk/Treasurer

Agenda Title: Wayfinding Map Discussion

Agenda Action: Discussion of Map details

Recommendation

THAT Council for the Township of South Algonquin review the following prior to the meeting and be prepared to discuss and provide staff direction.

Background

Late in 2019 council directed staff to initiate a consultant contract to complete a wayfinding map that could be placed throughout the community. At the March council meeting, with the intention to discuss at the March committee meeting a draft of the map was provided to council. Due to COVID19 and the inability for council to meet in person we have delayed and now planned to meet electronically to discuss aspects of the map.

Analysis

The following are a list of changes that have been recommended that could move forward without further discussion. If there are items in this list a member does not agree with please bring it up at the meeting.

Several members of council have commented on the size of the information, prior to changing the scale a printed map the actual size will be provided to council. This document is going to be printed onto something 4'x8' or larger, making the village "pop outs" at least 2'x2' or larger

1. The following municipal boat launches will be marked with a boat launch symbol;
 - a. Galeairy Lake,
 - b. Bark Lake (Madawaska Hall)
 - c. Bark Lake (523)
 - d. Aylen Lake,
 - e. Hay Lake,
 - f. McKenzie Lake,
 - g. Cross Lake,
 - h. McCauley Lake.
2. The following Beaches will be marked with a swimmer symbol;
 - a. Whitney,
 - b. JR Booth Park,
 - c. Tom and Mick Murray Park.

3. The following Parks will be marked with a picnic table symbol;
 - a. JR Booth Park ,
 - b. Galeairy Lake Memorial Park,
 - c. Tom and Mick Murray Park,
4. Playgrounds at Lester Smith, Tom and Mick Murray Park, JR Booth Park
Q – do we want a playground symbol at the M&L Hall?
5. All Municipally maintained outhouses will be parked with a symbol,
6. Symbol at both recreation complexes/skating rinks.
7. Reduce thickness and make grey highway 60, similar to 127.
8. Truck/trailer parking areas on Hay Creek Road and Major Lake Road.

Details;

1. Add First and Second Ave in Whitney,
2. Add
 - a. Both Landfills,
 - b. Trestle Bridge,
 - c. Day Care
 - d. EMS/Fire Dept
 - e. Post Office
 - f. LCBO
3. Remove “H” from Whitney Library site,
4. Change “Cottage Road” in Whitney to Sunset Trail,
5. Remove Kenny Lane and the unopened road allowance across from Airy Road (are there other private roads that should be removed?),
6. Remove fishing character from Boat launch as to not encourage fishing at this location,
7. Add arrow indicating the direction to Bancroft (the Ottawa/Algonquin Park will be included on the larger map instead of the popouts.

Discussion

1. Should businesses be included in the map, currently there is indication of food and lodging on the map if council agree that the location of businesses should be included how will they be updated when required? Some are for sale now or will change in the future – do we include these?
 - a. Option to include a list of businesses in place of the Ayles Lake pop out that could be modified in the future, or use a sticker if/when businesses change.

List of potential inclusions;

- b. Gift Shops,
- c. Lodges/Motels
- d. Restaurants,
- e. Gas Stations,
- f. Archery Club,
- g. Campgrounds (some are not compliant with Township zoning)
- h. Outfitters,
- i. Church(es) which ones?
- j. Both cenotaphs
- k. Cemeteries,
- l. Pharmacy,

- m. Chamber of Commerce/Community Resource Centre
 - n. Lumber Mills
 - o. Garages
2. Question regarding trails being included has been raised by some members of council, if they are to be included which ones? And should use be included?
 - a. Former Rail Trail; Whitney to Trestle? Whitney to Barry's Bay?
 - b. OFSC snowmobile trails, some are closed for summer use as landowners don't want ATVs or motorcycles using them.
 3. SLBM Trails should be added, these trails are near spectacle lake lodge the website: <http://www.slbmtrails.org/trails.html> should adding this to the map be discussed with those maintaining the trail system?
 4. Should all Municipally maintained winter parking areas be mapped as such?
 5. Should all Algonquin Park Points of access be included? Where? Should the symbols be? At the boat launch or where the access enters the park?
 6. Should the OPP station be included on the map as there is no longer staff at the station? If included the label will be changed to an OPP symbol. A statement can be included on the map to call 911 in case of an emergency.
 7. Are there additional locations that should be included on the map? Trails? Points of interest?

Alternatives None

Strategic Plan

Within the HR/Admin and PR the development of Brand and improve public relations, this new map is likely to improve the visual image of Township and display the Municipal services provided/available services.

Fiscal Impact

Dependent on the total number of signs to be printed and installed, estimated that each will be approximately \$500-\$1000 dependent on post design and material. Currently they will be installed in Whitney and Madawaska, Council should determine the most appropriate locations.

Consultations - Ongoing

Attachments - Map previously provided.