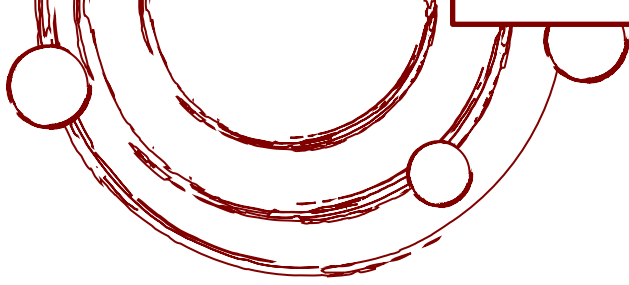


**COMMITTEE OF THE WHOLE
JUNE 11, 2019
4:30 P.M.
AGENDA**

1. Agenda Additions/Deletions
2. Agenda Approval
3. 4:30 – Leann Graham, Brad Robbins, & Lara Angus re: Corporate Identity Committee 2
4. Golf Course Lease Renewal Verbal
5. Additions
6. Adjournment



CIC ACTION PLAN - 2019

Public Image

TASK	STATUS
Develop Code of Conduct	Upcoming
Social Media Training Session	In Progress
Communications Policy	Upcoming

Website

TASK	STATUS
Change Colouring to Red	Complete
Install Google Analytics	Complete
Draft Plan for Redesign	Upcoming
Monitor Page Usage	In Progress
Mobile Friendly - APP	Upcoming

Visual Identity

TASK	STATUS
Order New Branded Apparel	Complete
Discard Old Stationary and Merchandise	Upcoming
Develop & Distribute Electronic Toolkit	Upcoming
Gather Statistics (Colour, Font) of Town Logo	Complete
Hire Graphic Designer for Logo Mock-Ups	Upcoming
Develop Imaging Guidelines	Upcoming

Social Media

TASK	STATUS
Delegate Facebook Posting Privileges	Upcoming
Eliminate extra SRC Facebook Pages	Upcoming
Create an Instagram Profile	Upcoming
Develop a Photo Cataloguing Program	Upcoming
Resume YouTube Activity	Upcoming
Change Auto-Response on Facebook	Complete

Media Relations

TASK	STATUS
Create Protocol for News Releases	Upcoming
New Meeting Schedule for Com. Coordinator	Upcoming

Town & Life Publications

TASK	STATUS
Create New Template	Upcoming
Designate Primary Editor/Designer	Upcoming
Schedule Fall & Spring Releases	Upcoming

