



City of Port Colborne
Regular Meeting of Committee of the Whole 04-20
Monday, February 24, 2020 – 6:30 p.m.
Council Chambers, 3rd Floor, 66 Charlotte Street

Addendum

Additional Item(s) for Consideration:

Notes			Item	Description / Recommendation
WCS	MB	EB	2.	Memo from Michelle Idzenga, Corporate Communications Officer regarding Chief Administrative Officer, Report 2020-33, Subject: <u>UPDATE #2 – Logo Revisions and Branding</u> To be included with Item 2 on the agenda.
RB	GB	FD		
AD	DK	HW		

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Memorandum

Office of the Chief Administrative Officer

To: Mayor Steele and Members of Council

From: Michelle Idzenga, Corporate Communications Officer

Date: February 21, 2020

Re: Stakeholder Comments Re: Corporate Logo

At the Council Meeting on Monday, February 10, 2020 Council referred report 2020-23 UDPATE: Logo Revisions and Branding back to staff to receive feedback from the Downtown and Main Street BIA's, the Economic Development Advisory Committee (EDAC), the Port Colborne Public Library, Port Colborne Historical and Marine Museum, and any other council solicited feedback.

Staff have received the following feedback for Option 1 (vessel/laker) and Option 2 (tall ship/schooner) as presented in the report.

Downtown BIA: The consensus is to move forward with the new branding utilizing Option 1. Feedback was received from nine members from the Downtown BIA, six in favour of Option 1 (vessel), one impartial, and two in favour of Option 2 (tall ship).

Some members' comments included:

- I prefer Option 1 as opposed to the clipper ship. Although the clipper ship is nice it reminds me too much of a dime and I think we are worth at least a loonie. The newer ship also appears to be ploughing towards a destination (moving forward).
- Option 1. It speaks to our canal traffic of today and matches the Lock 8 Park display.
- Option 1. I prefer the more modern cruise ship, which suggests that the City is moving forward with a new plan.
- Option 1. There aren't a lot of tall ships/sailboats in the Welland Canal anymore, so the conventional boat is more realistic and a break from the past logo which was identical or very similar to Option 2.
- Option 2 – I think holding on to our heritage and history is important as we search for new ways to brand Port Colborne and see an increase in tourism. Yes, we are looking forward to the cruise ships docking and the modernizations made to our town - but Port Colborne was special long before these advancements.

As a member of council on the Downtown BIA Councillor Kalailieff commented in an email: I have personally spoken to a few people in business in Port. They support the new logo as forward thinking, moving ahead to where we are going. The majority of those who want the Tall Ship are not in business, so want the historic aspect.

Main Street BIA: Feedback was received from two members of the Main Street BIA, one in favour of Option 1, the other in favour of Option 2.

Economic Development Advisory Committee:

At their meeting on Wednesday, February 19, 2020, the Committee passed the following motion:

THAT the EDAC Committee recommends to Council Option 2.
Moved by Marilyn Barton
Seconded by Councillor Wells
CARRIED

Nine members from EDAC were in attendance, seven in favour of Option 2, two in favour of Option 1. General comments of those in favour of Option 1 were that it was progressive, while comments opposed to Option 1 were that there is a mismatch between the modern wheel and the new ship, and that the logo does not translate our vision. Option 2 spoke to the City's heritage.

Consensus from the Committee also supported Council's decision with respect to colour choice (blue) and consistency in font and sub-identification for departments and buildings.

Port Colborne Public Library:

The Port Colborne Public Library is the only library in the Niagara Region to have adopted its municipality's logo, colours, and branding. The move to adopt the corporate logo communicates the Library's sense of belonging and commitment to our community and to our municipality.

As the Library is a stakeholder, Susan Therrien, Director of Library Services, and Port Colborne Public Library employee Kristen Lascelles were both on the staff focus group for the logo and branding. Attached as Appendix A is a report from Susan Therrien, with feedback on the recommendation from the Library staff.

Port Colborne Historical and Marine Museum:

As the Port Colborne Historical & Marine Museum is also a stakeholder, Michelle Mason, assistant curator with the Port Colborne Historical Marine Museum was also included in the staff focus group. In continuous feedback provided by the museum,

Michelle has commented that she prefers Option 2, the sailboat, however, she is also not opposed to Option 1, the Laker.

Council solicited feedback:

Mayor Steele shared an email from Heather Apolcer, Terminal Manager with Port Colborne Marine Terminal, to bring to Council's attention similarities between their current logo and Option 1.



Councillor Beauregard solicited feedback on Facebook and commented that he received very little feedback on Facebook, but what he did get was close to a 50/50 split. Of the two thoughtful comments received, one mentioned being in favour of Option 1, the Laker, because it was time to change and that we should not be so change averse. The other was stating that Option 2, the Schooner, is part of our heritage and it should stay that way.

Staff have also received feedback from the public with a 50/50 split between Option 1 and Option 2, with some residents providing their own drawings/logo suggestions that incorporate our bridges.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Michelle Idzenga". The signature is fluid and cursive.

Michelle Idzenga
Corporate Communications Officer



To: Mayor Steele and Members of Municipal Council
Date: February 12, 2020
From: Susan Therrien, Director of Library Services
Subject: Logo Revision: Comments from Port Colborne Public Library Staff

1) PURPOSE

To provide comments to the Mayor and Members of City Council regarding the Port Colborne Public Library's perspective on the revised logos.

2) BACKGROUND

In 2004, the Port Colborne Public Library adopted the full-colour corporate logo of the City of Port Colborne, and added our name to it. Today, we continue to proudly deliver library services to our community using the City's branding.

Although the library is not a City department, the Board and staff have chosen to serve under the City's logo rather than to create its own as most other libraries do. The Port Colborne Public Library is the only library in the Niagara Region to have adopted its municipality's logo, colours, and branding. The move to adopt the corporate logo communicates the library's sense of belonging and commitment to our community and to our municipality.

The library was invited by the Communications Officer to participate in the staff working-group to provide input into the branding project. The library, as a stakeholder, was involved in the discussion process along with staff from across the Corporation.

3) STAFF COMMENTS

The Port Colborne Public Library prefers to continue to adopt the City's corporate logo as an expression of its commitment to serve our community and to brand the library as a valuable partner actively engaged in assisting the City to meet its vision. Accordingly, the library was excited to be involved in the working-group and provide comments on two options:

- Option 1: the laker graphic (as created, this graphic is also representative of other vessels including international salties, pleasure craft, and cruise ships)
- Option 2: the revised tall ship graphic



Library staff considered the following areas:

- **Accessibility for Ontarians with Disabilities Act Requirements**

The library must meet AODA legislative requirements, including its logo. Both Option 1 (the laker) and Option 2 (the revised tall ship) meet these obligations.

- **Colour Scheme**

The updated colour schemes of both options convey the spirit of the City, its history, and its unique geographic location close to water. The three-colour scheme is simple and easily incorporated to provide consistency in application.

- **Adaptability**

Both options are bold and clean, and easily reproducible in different sizes and across different media.

- **Attractive and Appealing Design: Making a Great First Impression**

Both options are fresh, sleek, and modern. They both communicate to the public that care has been taken to make Port Colborne reflective of current design trends.

Option 1 (the laker) better communicates that the City is responsive to growth, development, and change.

The laker is also a powerful image to invite economic development. The image is so effective that the City's *Economic Development Strategic Plan: 2018-2028* uses an aerial image of a laker on the cover page.

- **Imagery Conveyed by the Logos**

Option 1: The Laker	Option 2: Revised Tall Ship
<p><u>Denotes action:</u></p> <p>The laker powerfully cuts through the waves, steering directly towards port and the viewer.</p>	<p><u>More passive:</u></p> <p>The tall ship is in the distance, heading toward an unknown destination. It appears to be passing by, not heading into port.</p>



<p><u>Denotes the present and the past:</u></p> <p>The laker more accurately reflects current traffic on the Canal/lakes. It extends an appreciative nod toward the past: the ship's wheel frames the laker, reminding the viewer of the City's commitment to its history.</p>	<p><u>Denotes the past:</u></p> <p>The tall ship conveys nostalgia and the City's history.</p>
<p><u>Embraces the future:</u></p> <p>The laker conveys a sense of moving forward, keeping up, and making an impact by embracing technology.</p>	<p>The current logo does not convincingly convey a sense of looking toward the future.</p>
<p><u>Speaks to the Business of the City:</u></p> <p>This includes current marine-related businesses/industry and tourism.</p>	<p><u>Speaks to Special Events</u></p> <p>Includes Canal Days, tourism and special events.</p>
<p><u>Sense of Connectedness to the World</u></p> <p>Lakers from around the world pass through the Canal and through the City.</p>	<p><u>Sense of Connectedness to the Past</u></p> <p>The tall ship evokes a connection to the past.</p>
<p><u>Uniquely Port Colborne</u></p> <p>Visitors and residents love to watch the ships go by. Ships passing through the centre of a city is a uniquely Port Colborne experience.</p>	<p><u>Uniquely Canal Days</u></p> <p>The tall ship has become associated with Canal Days and special events.</p>

4) RECOMMENDATION

Library staff views the laker logo as more compatible with the library's vision to "Empower. Enrich. Educate." The laker is a contemporary version of the old sailing ship and is a vital component in the machinery of present-day commerce and travel. The laker is also a visible part of living in Port Colborne, impacting residents and visitors on a daily basis, and providing a sense of excitement to visitors.

The library continues to preserve the past but is also responsive to the evolving technological changes that impact our community. During a visit to the library, a patron can borrow a book written centuries ago, have access to free Wi-Fi, check out a



Nintendo Switch game, and learn from library staff how to use new technology such as a tablet.

In 2018, the library erected the PC Lions Gazebo to serve as accessible outdoor seating for the community. The library's new steel gazebo along Elgin Street is a fitting addition to the Cultural Block, serving as a grateful nod to Arabella's traditional wooden gazebo situated along Princess Street on Museum property. The older version grounds the Cultural Block in the City's rich past, while the gleaming updated gazebo speaks not only to the library's commitment to preserve the past, but also to engage in the present and to ready our community for the future.

Adopting the laker image can be viewed as a step forward to stay relevant and to prepare and adapt the City for the next generation. The laker is not a departure from what visitors and residents already imagine when they think of Port Colborne. The new design does not introduce an element or an image that is not already inherently Port Colborne. The laker image is simply a more accurate reflection of 2020 Port Colborne.

Furthermore, the laker logo speaks to adaptability on all levels including both design and communicating the City's commitment to setting a course of growth and readying for the future.

Library staff respectfully submits to Council that, as a stakeholder, it sees Option 1 (the laker) as best conveying the spirit of the City and supporting the vision of the library as it proudly serves our community.

5) SIGNATURES

Prepared on February 12, 2020 by:

Susan Therrien,
Director of Library Services

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