

Legislation Details

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On agenda:	5/11/2022	Final action:		5/11/2022	
Title:	COMMUNICATIONS PLAN				

Shelley Marchant provided an update concerning the Committee communication plan, the development of the Heritage Barrie logo, and updates to website. Ms. Marchant advised that she drafted a communications plan on behalf of the Committee which was provided to staff in the Development Services and Access Barrie Departments for their review and feedback.

Ms. Marchant acknowledged Melanie Rumley, Communications Advisor and staff in the Access Barrie Department for their fantastic work on the project.

The Committee reviewed the examples of the Heritage Barrie Committee logos provided by staff in the Access Barrie Department. The Committee discussed the features of concept #4 logo and provided suggestions and feedback on the design aspect of the logo to Ms. Rumley and Mr. Wierzba and received responses.

The Committee reviewed the communications plan and provided feedback to Ms. Rumley and Mr. Wierzba. Ms. Rumley suggested creating videos and using this as another opportunity to communicate about heritage related matters or events.

Melanie Rumley announced that the City of Barrie will be updating the current website and is looking for input from the residents by completing a survey on the City of Barrie's website at barrie.ca.

Cathy Colebatch advised that she is working on the Holly project for the Peggy Hill Team Community Centre and that she anticipates having a draft available for viewing at the next meeting

Shelley Marchant explained that Tammie Maynard, Committee Support will be creating a Heritage Barrie Stakeholder contact list.

Sponsors:**Indexes:****Code sections:****Attachments:**

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