

MUNICIPALITY



OF ASSIGINACK

BOX 238, MANITOWANING, ON, P0P 1N0

(705) 859-3196 or 1-800-540-0179

**REGULAR MEETING OF COUNCIL
IN CHAMBERS**

Tuesday, November 19, 2024 at 7:00 p.m.

1. OPENING

- a.) Land Acknowledgment
- b.) Adoption of Agenda
- c.) Disclosure of Pecuniary Interest and General Nature Thereof

2. ANNOUNCEMENTS

3. ADOPTION OF MINUTES

- a.) Minutes of the Committee of the Whole Meeting of November 5, 2024
- b.) Minutes of the Regular Meeting of Council of October 22, 2024
- c.) Minutes of the Assiginack Museum Committee of October 21, 2024

4. DELEGATIONS

5. REPORTS

- a.) Public Works Report
- b.) PEC/Arena Monthly Report
- c.) 2024 Curator's Report

6. ACTION REQUIRED ITEMS

- a.) Accounts for Payment: General \$ 306,668.91
- b.) Accounts for Payment: Payroll \$ 60,635.74
- c.) Staff Christmas Bonuses
- d.) Municipal Office & Landfill Christmas Hours
- e.) Year-end Departmental Reserves Allocation
- f.) Manitoulin Student Aid Fund Request for Support

7. INFORMATION ITEMS

- a.) Ministry of the Solicitor General
- b.) Town of Petawawa- Request for Support for Ontario Provincial Police Costs 2025
- c.) City of Quinte West- Request for Support for The Canada Community Building Fund

8. BY-LAWS

- a.) By-law # 2024-14: Retention of Records By-law

b.) By-law # 2024-16: Marketing and Branding Policy

9. CLOSED SESSION

- a.) Advice that is subject to solicitor-client privilege, including communications necessary for that purpose.
- b.) Advice that is subject to solicitor-client privilege, including communications necessary for that purpose.
- c.) Labour relations or employee negotiations.

10. ADJOURNMENT

**THE CORPORATION OF THE TOWNSHIP OF ASSIGINACK COMMITTEE
OF THE WHOLE MINUTES**

Tuesday, November 5, 2024 at 7:00 p.m.

PRESENT: Mayor Brenda Reid, Councillors Dwayne Elliott, Janice Bowerman, Jennifer Hooper, and Robert Maguire.

STAFF: Alton Hobbs - CAO, Deb MacDonald- Treasurer/Deputy CAO, Heidi Ferguson- Clerk, Freda Bond- Tax & Utility Manager, Crystal Lentir- Administrative Assistant and Jackie White- PEC.

Moved by Councillor Hooper

THAT the meeting be opened with Mayor Reid presiding in the Chair.
CARRIED

The Land Acknowledgement was read by the Mayor.

Moved by Councillor Maguire

THAT we approve the agenda as presented.
CARRIED

The Mayor reminded everyone that the Remembrance Day Service will be held on Monday at 10:45 a.m. at the Cenotaph.

Disclosure of Pecuniary Interest: None declared at this time.

NOTE: Councillor Maguire later declared a Pecuniary Interest with Agenda Item # 1b.) Encroachment Agreement Discussion and he stepped back from the table and was not involved in this discussion.

1a.) Funding Proposal- Celebrate Canada 2025

Discussion took place amongst Committee Members regarding the proposal and the Committee passed the following resolution:

Moved by: Councillor Bowerman

THAT we approve the funding proposal for the Celebrate Canada 2025 Grant and advise staff to submit the application for funding.
CARRIED

1b.) Encroachment Agreement Discussion

NOTE: Councillor Maguire had declared a Pecuniary Interest with this item, and he stepped back from the table and was not involved in this discussion.

Discussion took place amongst members of the Committee and the Committee would like some more time to think about this and what should be included in this type of an agreement.

1c.) Climate Adaptation Plan

The CAO advised members of the Committee that with the changes in our weather, we have had a record numbers of requests to keep our docks in and boat launches open this year, which typically are done as of October 15th, we are also trying to operate an Ice Plant at our Arena when it is 15 degrees outside, and we are receiving a number of Property Standards complaints in both October and November, which traditionally we do not see. Staff are suggesting that we are going to need to take climate change into consideration and how these changes are impacting our municipal operations moving forward.

The CAO advised that he would like the Committee's permission to explore developing a Climate Adaptation Plan and to have a conversation with Manitoulin Streams to see if they would be interested in initiating this process for us.

Discussion took place and questions were asked and the Committee agreed to advise staff to explore our options regarding the development of this plan and what it would cost.

2.a.) Roads Review – By-law # 2024-01

The Committee reviewed the list of Class 6 Roads, as per the annual review requirements within By-law 2024-01. Discussion took place and the Committee passed the following resolution:

Moved by Councillor Maguire

THAT we have reviewed the Seasonally Maintained Class 6 Highways within Schedule A of By-law 2024-01, and we agree to keep the policy as is.

CARRIED

2b.) Sidewalks Discussion

The CAO explained that we have a number of sidewalks throughout Town that are in poor condition. Pictures of various areas were provided by Members of the Committee and a discussion took place. Staff's recommendation is that Council grant staff permission to remove the areas of sidewalks that are in poor condition.

Staff shared that the cost to replace one block of sidewalk in 2022 was \$38,000, which when this was replaced this was not up to the current standard. Staff estimate that the cost per block now would likely be roughly \$50,000 per block.

Discussion took place and members of the Committee would like staff to investigate the costing to remove the areas in poor condition, as well as the cost for replacement versus topping them with another product such as asphalt.

3a.) Fire Hall Discussion

The CAO explained that Staff would like to put the Fire Hall project back on the table prior to the 2025 Budget Discussions. The CAO and the Fire Chief explained the history of the Fire Hall and the Costing and Engineer's Report previously completed by Tulloch.

The Fire Chief advised the Committee that in the 2025 Budget, he will be asking Council to allocate the \$125,000 from the Sale of 115 Arthur Street and the \$98,000 in reserves for 115 Arthur Street towards building a new Fire Hall.

Discussion took place amongst members of the Committee and questions were asked regarding the proposed location, alternative locations, proposed costing, and re-tendering process.

Moved by Councillor Elliott

THAT we re-tender the Fire Hall project to ascertain costing with the proposed location that has been identified within the Engineer's Report.

CARRIED

4a.) Tree Lighting Ceremony

The PEC and Fire Department have combined their events- the Tree Lighting and Visit with Santa into one event, which will be held on December 6th. The event itinerary is currently being developed; however, the PEC has spoken to various organizations about participating in the event.

Moved by Councillor Elliott

THAT we adjourn until the next regular meeting or call of the Chair.

CARRIED

Chair: Brenda Reid

Recording Officer: Heidi Ferguson

*These Minutes have been circulated but are not considered Official until approved by Council.

THE CORPORATION OF THE TOWNSHIP OF ASSIGINACK
MINUTES OF THE REGULAR COUNCIL MEETING

The Regular Meeting of the Council of the Corporation of the Township of Assiginack was held in the Council Chambers on Tuesday, October 22, 2024, at 7:00 p.m.

Present: Mayor Brenda Reid
Councillor Dwayne Elliott
Councillor Janice Bowerman
Councillor Robert Maguire

Staff: Alton Hobbs, CAO
Heidi Ferguson, Clerk
Deb MacDonald, Treasurer/Deputy CAO
Freda Bond, Taxes & Utilities Manager
Jackie White, PEC

Regrets: Councillor Jennifer Hooper

OPENING:

#214-15-2024 J. Bowerman – D. Elliott

THAT the Regular Meeting of the Council of the Corporation of the Township of Assiginack be opened for business at 7:00 pm, with a quorum of members present, with Mayor Reid presiding in the Chair.

CARRIED

AGENDA:

#215-15-2024 R. Maguire – D. Elliott

THAT we approve the agenda as presented.

CARRIED

DISCLOSURE OF PECUNIARY INTEREST:

NONE

ANNOUNCEMENTS:

The Mayor shared that she would like members of Council to think about what they would like to see for the Christmas Tree Lighting event this year and then we can discuss this at our next Committee of the Whole Meeting.

ADOPTION OF MINUTES:

#216-15-2024 D. Elliott – J. Bowerman

THAT we approve the minutes of the Committee of the Whole Meeting of October 8, 2024.

CARRIED

NOTE: Two questions were asked:

1.) Will we be bringing forward the Encroachment Agreement Discussion from last

meeting tonight? Staff responded that this will be a discussion item at our November Committee of the Whole Meeting.

2.) Will we be having an In-Camera Discussion tonight? The Mayor advised members of Council that there will not be an In-Camera Discussion tonight.

#217-15-2024 R. Maguire – D. Elliott

THAT we approve the minutes of the Regular Meeting of Council of September 17, 2024.
CARRIED

#218-15-2024 J. Bowerman – D. Elliott

THAT we approve the minutes of the Assiginack Museum Committee- Strategic Plan Meeting of August 26, 2024.

CARRIED

#219-15-2024 D. Elliott – R. Maguire

THAT we approve the minutes of the Assiginack Museum Committee Meeting of August 21, 2024.

CARRIED

#220-15-2024 D. Elliott - J. Bowerman

THAT we approve the minutes of the Assiginack Museum Committee Meeting of July 8, 2024.

CARRIED

#221-15-2024 R. Maguire – D. Elliott

THAT we approve the minutes of the Assiginack Museum Committee Meeting of June 10, 2024.

CARRIED

#222-15-2024 J. Bowerman – D. Elliott

THAT we approve the minutes of the Assiginack Public Library Board Meeting of July 8, 2024.

CARRIED

DELEGATIONS:

NONE

REPORTS:

#223-15-2024 D. Elliott – R. Maguire

THAT we approve accept the Public Works Report and thank the Public Works Superintendent for his report.

CARRIED

#224-15-2024 D. Elliott - J. Bowerman

THAT we accept the PEC Report and thank the PEC for her report.

CARRIED

#225-15-2024 R. Maguire – D. Elliott

THAT we accept the Budget to Actuals for the Year to Date as of September 30, 2024, and thank the Treasurer for her report.

CARRIED

ACTION REQUIRED ITEMS:

#226-15-2024 J. Bowerman – D. Elliott

THAT we authorize the following Accounts for Payment: General \$ 425,359.30 pursuant to the attached Treasurer's Statement of Accounts.

CARRIED

#227-15-2024 J. Hooper – R. Maguire

THAT we authorize the following Accounts for Payment: Payroll \$ 58,245.00, pursuant to the attached Treasurer's Statement of Accounts.

CARRIED

#228-15-2024 D. Elliott - J. Bowerman

THAT we support AMCTO's call to the Province to update the Municipal Elections Act with priority amendments as outlined by AMCTO before Summer 2025 and commence work to review and re-write the Municipal Elections Act with longer-term recommendations ahead of the 2023 elections.

CARRIED

#229-15-2024 R. Maguire – J. Bowerman

THAT we support the Township of Nairn and Hyman's request for support that the Province of Ontario, the Ministry of Mines, the Ministry of Transportation, and the Canadian Nuclear Safety Commission provide answers to their questions and that both the Township of Nairn and Hyman and the Township of Baldwin receive notification of all forward movements of the NORM and Mine Tailings from the former Beaucage Mine and Waste Site project.

CARRIED

INFORMATION ITEMS:

#230-15-2024 J. Bowerman – D. Elliott

THAT we acknowledge receipt of the following information items:

- a) Minutes from the Board of Health Meeting of September 19, 2024.
- b) Minutes of the Centennial Manor Board Meeting of August 22, 2024.
- c) OPP Calls for Service Report.
- d) OPP Municipal Policing- 2025 Annual Budget
- e) 2024-2025 Inspection Report for the Manitowaning Drinking Water System
- f) Request for Support: Establishment of an Ontario Rural Road Safety Program
- g) Request for Support: Funding Support for the 2025 Manitoulin Streams Restoration Initiatives

CARRIED

BY-LAWS:

#231-15-2024 J. Bowerman - D. Elliott

THAT By-law # 2024-13, being a by-law of the Corporation of the Township of Assiginack to authorize an agreement with Spirit Den Holdings Ltd., for the storage of municipal records at 115 Arthur Street in Manitowaning, be given a first, second, third and final reading and enacted in Open Council.

CARRIED


CLOSING:

#192-13-2024 D. Elliott – J. Bowerman

THAT we adjourn at 7:22 p.m. until the next regular meeting or call of the Chair.

CARRIED


Brenda Reid, MAYOR


Heidi Ferguson, CLERK

*These Minutes have been circulated but are not considered Official until approved by Council.

Assiginack Museum Committee Meeting Minutes
October 21, 2024 – 12:30 p.m. at Assiginack Museum

PRESENT: Kelsey Maguire, Burke Pennie, Jennifer Hooper, Janice Bowerman.

ABSENT: Hugh Moggy, Alice Penny, Brenda Reid.

Meeting called to order.

Motion made by Janice, seconded by Jennifer that agenda be approved as presented.

Motion made by Janice, seconded by Jennifer that Minutes of September 16, 2024 be accepted.

Land acknowledgement was read by Kelsey.

Kelsey will take minutes.

Discussion

1. Updates:

Advertisement to recruit more Museum Committee members has been posted to the Facebook page.

Will be posted again on Facebook, later in the newspaper, and in the newsletter if necessary.

We still need to elect a new Chair. Will wait until more committee members are present.

2. Curator Report 2024:

Kelsey presented the Curator Report for 2024. Discussion was held as Kelsey went through the details of the report.

MOTION made by Janice, seconded by Jennifer that the Curator Report be accepted as presented.

3. Standards Review

Review of the remaining updated Museum Standards (Finance, Governance, Human Resources). This completes our review of the updated Museum Standards.

MOTION made by Jennifer seconded by Janice that the Museum Standards be accepted.

4. Strategic Priorities & Wish List:

Kelsey has put together a 1-page list of Strategic Priorities and Funding Wishlist summarized from the Museum's Strategic Plan and forwarded it to Shelba. If anyone has any additions or changes they like to see made please send them to Kelsey.

New Business

Newsletter: Kelsey will put together a newsletter for the Museum to include in the township tax mailouts in January. Will include: summary from Curator Report, 70th Anniversary events, call for workshop proposals, recruitment for committee members.

70th Anniversary: Should try to have workshops finalized by end of February 2025. We will have more meeting in the winter than usual for planning. Could do an extra open house in June/May and invite accommodation providers to inform them about the Museum. Jennifer will talk to Horticulture Society about possible having combined banners for their and our 70th Anniversaries, & then we'll forward a letter to council proposing the banners. Could we do oral history interviews at the Seniors Days at the arena? Could we apply for 2 summer students next year to cover the extra workload from the 70th events?

Repairs: Kelsey will ask Municipal Works to take a look at both the bent eaves trough at the back of the museum and the overgrown tree(s) behind the barn for their recommendations.

Meeting adjourned at 1:45 p.m.

Next meeting scheduled for Monday, November 25th at 12:30 p.m.

PROJECTS BEING WORKED ON

- Installing screen around Landfill building to prevent rodents from getting underneath.
- Ball shed siding.
- Repairing and improving snow plow turn arounds.
- Winter sand.

PROJECTS COMPLETED

- Installed banners.
- Removed sidewalk on Albert Street.
- Cold patched over water valve repairs.
- Patched several roads.
- Graded seasonal roads.
- Removed docks.
- Winterized parks.
- Winterized equipment.
- Installed and repaired plows.
- Cleaned and organized coverall and shop.

EQUIPMENT STATUS

- One ton (#5) is in Espanola being repaired.
- Dodge Pickup needs emission control work – expensive.
- New seal for dozer is in and will be operational soon.

STATUS OF ROADS

- Road from Hwy 6 to Landfill needs to be repaired and resurfaced.
- Arthur and Queen Street need to be repaired and resurfaced.
- Replaced cross culverts on Church Road.

CONCERNS FOR COUNCIL TO CONSIDER

We need to update at least one pickup. They are at the age that repairs are expensive and often we can't depend on them.

Ron Cooper
Public Works

Memo

To: Council
From: Jackie White
Date: November 12, 2024
Re: October update – PEC and Arena

October breakdown

Atrium was used for 76 hours.

Activity room used for 14 hours.

Dry pad used for 7 hours.

Ice pad used for 25 hours

Event	# Sessions	#Attend
Sr Fitness	5	20-24
Sr Drop In	3	18-24 weekly
Youth ball hockey	2	40
Senior Drop in – phone scams	1	28
Zumba	2	18-22
Flat Stanley	3	9
Line Dancing	5	20-28
Threads	5	8
Senior Drop In -paint w Deb	1	23
Cook class – adults	1	12
Fall Market	1	200
Youth Dance	5	35
Senior Dance	5	5-11
Haunted Hustle	1	50 participants, 20 volunteers

Arena report:

The ice went in by the end of October. The weather certainly was challenging.

The new control panel is working and is terrific. The safety features and easy methods of controlling temperature are so much more advanced than what we had worked with in the past. Thank you to Council for approving that cost.

There has been much thought and record keeping over the years about the timing of ice in and still being able to meet the community needs. I am bringing a proposal forward at budget time to Council that should help alleviate some of the issues we are currently having.

Assiginack Museum

Curator Report 2024

Kelsey Maguire
Curator

October 21st, 2024

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Attendance

2024

June: 159 total = 95 walk-in (87 adults & 8 kids); 64 from 3 school trips.
July: 330 total = 265 walk-in (224 adults & 41 kids); 65 from open house.
August: 314 total = 314 walk-in (257 adults & 57 kids).
September: 158 total = 135 walk-in (133 adults & 2 kids); 23 from school trip.
TOTAL: 961

2023

June: 166 total = 148 walk-in (138 adults & 10 kids); 18 from 1 school trip.
July: 455 total = 332 walk-in (278 adults & 54 kids); 108 from open house;
15 from daycare.
August: 455 total = 455 walk-in (357 adults & 98 kids).
September: 151 total = 151 walk-in (141 adults & 10 kids).
TOTAL: 1227

COMPARISON: The overall total is down from 2023.

The number of school trips was up, with 4 school trip totaling of 87 people this year, compared to 1 school trip of 18 people and 1 daycare visit of 15 last year.

This year we had 874 walk-in people, including the 2024 open house day, (748 adults, 126 children). Last year we had 1194 walk-in people, including the 2023 open house day, (993 adults, 201 children).

The total walk-ins is down with fewer adults and children walking in. The ratio of families bringing children is slightly up though, with 1 child to every 6 adults this year (5.9 adults : 1 child), compared to 1 child for every 5 adults last year (4.9 adults : 1 child).

2022 and 2023 were the 2 best years we had had in the the last 10 years. For further comparison, only had 851 total walk-ins back in 2019, pre-covid.

Facebook

The museum continued to provide information and photographs on its FaceBook page in 2024, updating the most during the summer months. Regularly posting pictures and historical tidbits to the museum Facebook group has been an ongoing program for engagement and advertising.

Posts were pre-scheduled so that during June to September there were typically at least five posts a week. For the "off-season", posts have been pre-scheduled to three days a week for October and November so far.

Group Followers 2019: 323

Group Followers 2020 September: 411

Group Followers 2021 September: 474

Group Followers 2022 September: 528

Group Followers 2023 September: 589

Group Followers 2024 September: 623

2024 STATISTIC TOTALS

June 1, 2024 to September 30, 2024 (as of October 4th, 2024)

	Post Count	Total Reach	Shares	Likes	Comments
Totals:	83	30460	102	1719	330

A more detailed breakdown of the Facebook statistics per post is attached on the next page.

2023 STATISTIC TOTALS

June 1, 2023 to September 30, 2023 (as of October 4th, 2023)

	Post Count	Total Reach	Shares	Likes	Comments
Totals:	52	26483	129	1650	246

Post	Date	Reach	Likes	Comments	Shares
The Assiginack Museum is now open.	06/03/2024 07:06	1872	39	2	13
The Caribou and Manitou	06/04/2024 07:06	378	27	4	3
Abraham and Mary Hughson.	06/05/2024 07:06	236	16	2	0
The Manitoulin and Caribou	06/06/2024 07:06	355	22	3	3
Andrew McLennan, Velma Michie.	06/10/2024 07:06	221	13	0	0
The S.S. Manitou.	06/11/2024 07:06	220	12	0	1
1931 Census is now available	06/13/2024 07:06	236	4	0	0
Assiginack Central School	06/13/2024 07:06	714	57	13	1
The Iroquois at Manitowaning	06/14/2024 07:06	253	18	0	1
Leonard Hindle, Chuck Charleton, ...	06/17/2024 07:06	335	20	6	0
Percy Lane & Mary Maguire	06/18/2024 07:06	320	19	2	0
The Normac in Manitowaning Bay.	06/19/2024 07:06	367	41	5	2
Hillygrove Schoolhouse.	06/21/2024 06:06	628	59	11	3
Expositor, October 7th, 1882.	06/24/2024 07:06	302	8	3	0
The S.S. City of Midland	06/25/2024 07:06	264	11	0	1
Sam, Ivan, Sophia Lineham.	06/26/2024 07:06	173	5	0	0
The Caribou at Manitowaning.	06/27/2024 07:06	237	17	0	2
Assiginack Museum - Open House	06/27/2024 11:06	925	21	0	6
Manitowaning Continuation School.	06/28/2024 07:06	564	50	14	4
Cedarden Lodge.	07/02/2024 07:07	323	18	5	0
Maggie McLeod, May McLeod, ...	07/03/2024 07:07	224	7	0	0
William James Hembruff, John ...	07/04/2024 07:07	264	13	0	0
The Summer Markets	07/05/2024 07:07	516	8	3	3
William John, Din, Ted Tucker.	07/08/2024 07:07	224	8	0	0
Manitowaning Baseball Team	07/09/2024 07:07	489	21	1	2
S.S. #7 The Slash Union School.	07/10/2024 07:07	393	29	3	2
Dorothy and George Hughson	07/11/2024 07:07	212	13	2	0
Vanzant's Landing News	07/12/2024 07:07	208	2	0	0
Matilda and Jim McMurray.	07/17/2024 07:07	288	10	8	0
Ellen (nee McMurray) Eadie.	07/19/2024 12:07	238	10	2	1
FREE ADMISSION	07/20/2024 06:07	461	12	2	3
Annie (nee Bradley) Connell.	07/22/2024 07:07	194	5	1	0
Bill Case, Joe Case, Edna Coe...	07/23/2024 07:07	182	11	1	0
Caroline & George Bradley Sr.	07/24/2024 07:07	232	6	2	0
Leona and Elma Maud Chatwell...	07/25/2024 07:07	412	18	1	2
William Southgate and R.J. Lewis	07/29/2024 07:07	213	7	2	0
Slip Bradley, Jim McMullen, ...	07/30/2024 07:07	471	30	3	2
Hilly Grove School, 1927	07/31/2024 07:07	316	14	0	1
Jean Bradley and Rose Marie Sim	08/01/2024 07:08	239	10	1	0
Grenville and Cecilia Sim.	08/02/2024 07:08	537	60	26	2
Marion and John McArthur.	08/05/2024 07:08	225	7	1	0
Robert & Emma Moggy.	08/06/2024 07:08	249	18	0	0
John and Bethany Hembruff.	08/07/2024 07:08	267	16	4	0
The King Edward	08/08/2024 07:08	451	32	2	4
Emma and John Buttrey.	08/09/2024 07:08	181	1	0	0
Ferries.	08/12/2024 07:08	206	13	0	0
The S. S. Manitoulin	08/13/2024 07:08	234	21	0	1

Know United Church group	08/14/2024 07:08	565	22	13	2
Hilly Grove School, 1928.	08/15/2024 07:08	508	26	7	1
Seymour and Jane Purdy	08/16/2024 07:08	1295	86	31	5
Joseph and Sarah Hembruff.	08/19/2024 07:08	300	23	3	0
Henry & Flora Skippen	08/20/2024 07:08	573	27	17	2
William Third's barn	08/21/2024 07:08	317	35	9	0
Leona (Moggy) and Herbert Reid.	08/22/2024 07:08	428	73	16	0
Summer Market at the Museum	08/23/2024 06:08	284	3	0	1
Roy Hembruff's store in Bidwell.	08/23/2024 07:08	393	30	4	1
Sarah Jane and Robert Phillips.	08/26/2024 07:08	258	7	0	1
Ida & Billy McLeod, Catherine Reynolds	08/27/2024 07:08	235	11	3	0
Raymond Chatwell, Faye Chatwell, ...	08/28/2024 07:08	783	66	34	4
Mary Ann Hall & Margaret McLennan.	08/29/2024 07:08	607	19	8	2
Effie (nee Rowland) Hindle	08/30/2024 07:08	290	18	0	1
Ida Leach and John Hughson.	09/02/2024 07:09	223	17	0	0
Hilly Grove School Report	09/03/2024 07:09	281	11	2	0
Fall Fair is Coming	09/04/2024 07:09	377	16	1	3
Fall Fair Parades	09/05/2024 07:09	338	19	1	1
Fall Fair Horse Match	09/06/2024 07:09	381	25	1	3
Fall Fair displays, 1950s.	09/07/2024 07:09	323	26	2	1
Robert & Flora Sim	09/09/2024 07:09	246	11	1	0
Manitowaning Horse Races	09/10/2024 07:09	179	2	0	0
Frances Sim.	09/11/2024 07:09	265	8	4	0
Skippen family.	09/12/2024 07:09	286	18	2	0
Roy Trimmer	09/13/2024 07:09	335	27	4	1
Gertrude and George Rowland.	09/16/2024 07:09	204	12	0	0
Tom Norquay & Ron MacDougall.	09/17/2024 07:09	315	30	4	0
Due to vacancies...	09/18/2024 07:09	411	13	0	3
Watson family.	09/19/2024 07:09	398	24	6	2
Sparrow family.	09/20/2024 07:09	204	6	0	0
Laura Viney, Bill Baxter	09/23/2024 07:09	272	22	4	0
Bill Sagle, Eph & Sid Sim	09/24/2024 07:09	412	25	11	1
Manitowaning docks. 1940s.	09/25/2024 07:09	401	45	2	3
Mary & Joseph Parkes.	09/26/2024 07:09	190	7	0	0
Wright McLaughlin, Burt McLaughlin...	09/27/2024 07:09	264	13	4	1
Nellie Pollard with Mary Pollard.	09/30/2024 07:09	270	17	1	0

TOTALS (83 posts)	June-Sept, 2024	Reach	Likes	Comments	Shares
		30460	1719	330	102

Events

COMMUNITY HERITAGE MARKET

The Museum again hosted the Community Markets on the museum lawn on Fridays in July and August from 10 am to 2 pm. In total there were nine markets held at the museum.

July 5 – 6 vendors

July 12 – 9 vendors

July 19 – 9 vendors

July 26 – 9 vendors

August 2 – 9 vendors

August 9 – 6 vendors

August 16 – 2 vendors

August 23 – 5 vendors

August 30 – 5 vendors

OPEN HOUSE

The Museum held an Open House Day with free admission to the museum all day on Saturday July 20th, during Manitowaning Summerfest. Free snacks and drink were provided outside from 10 am to 2 pm, with Brenda Reid and Jennifer Hooper volunteering to help with the snack table. The Open House was advertised on the Museum's Facebook page and in the 325 mailbox-stuffer ads that were sent out. During the free admission day, 65 people (47 adults, 18 children) toured the museum.

Last year the Open House was on Saturday July 15th during Summerfest, and 108 people (79 adults, 29 children) toured the museum.

One reason for the lower turnout this year may be that is that we advertised it too soon. Last year the mailbox flyers for the Open House/Market went out the week before the Open House (after the second market). This year the mailers went out a week before the first market, almost 3 weeks before the Open House.

LIONS CLUB

The Lions Club has again been holding meetings in the Museum's Research Room this year. They met here on the first Monday of each month in January to May, and started again this month in October.

SCHOOL TRIPS

Assiginack Public School had classes visit the Museum 4 times this year, totaling 87 people.

- Grade 3 visited on June 19th. There were 13 students and 2 adults.
- Grade 5 & 6 visited on June 26th. There were 28 students and 3 adults.
- Kindergarten visited on June 27th. There were 15 students and 3 adults.
- Grade 1 & 4 visited on September 26th. There were 20 students and 3 adults.

Items of Note

The Museum had its bi-annual Firearms Inspection conducted in May.

All of the photos in the archival filing cabinets have been digitized into PastPerfect, totaling approximately 6,500 images.

The Museum's Emergency & Disaster Plan was updated for 2024.

The Museum's Strategic Plan for 2025-2029 has been outlined.

The Museum's Standards & Policies have been reviewed and updated.

Planning has begun for the Museum's 70th anniversary in 2025.

Exhibits

DISPLAYS

Children's Room: The display of miniature household items/toys was rearranged and updated with new items.

Pioneer Home: The display case in the pioneer home had different items rotated in.

OFFSITE DISPLAYS

Public Library: A collection of old school text books is still currently on display at the library.

Debajehmujig: In August, Debajehmujig borrowed 2 school desks from the Museum for an exhibit related to the residential schools as part of their summer mainstage production.

Fall Fair: The Museum's display at this year's Manitowaning Fall Fair on September 7th & 7th consisted of a photo album of past Fairs, a reproduction of the programme from the 100th Fall Fair, several trophies, ribbons, and other small artifacts from the Museum's collection of Fair materials. Two quilts from were also displayed; the Knox UCW Signature Quilt and the APS 1996 Signature Quilt.

EXHIBIT PLAN (NEXT 2 YEARS)

2025

- Museum 70th Anniversary
- Horticulture Society 70th Anniversary
- Manitowaning 1925 diorama/map
- Washing Machines
- New items for Post Office display
- Virtual Tour for Outside Buildings

2026

- Research & relabeling Blacksmith Shop tools
- Money Case additions & relabeling

Physical Plant

MAINTENANCE

Flowers: Planting and care for the flower beds was taken care of by the Assiginack Horticulture Association. The Horticultural Association has been tending the flowers on the Museum grounds for 69 years now, and we thank them for their continued care and generosity.

Painting: The front door, pioneer home window trim, and the sign posts were painted in the Spring. In the fall, the storage room fire door exterior, two picnic tables, and the photo door trim were painted. The side door was also re-varnished.

Tree brush was trimmed around the school and the back of the barn in the Spring and Fall.

The floor in the Research Room was waxed in May.

RECOMMENDED REPAIRS

The lawnmower shed is also shingled with cedar shake shingles which are in poor shape and it definitely leaks in a few places. It is not one of the museum's historic buildings and could probably just be reshingled with regular shingles. The small decorative roof on the wishing well could also do with being reshingled.

The barn has a few places where the mortar should be replaced or repointed. The cement floor in the barn has some large cracks in a few places that should be filled and patched. The floor could also do with being repainted. There is a large tree growing up against the back of the barn which could be considered for removal.

Eavestrough: The section of metal eavestrough along the north side of the 2001 addition, just above the AC unit, is quite bent and leaky. The eavestrough there is 27.5 long and only about 8 feet off the ground, so it shouldn't be too difficult a job to replace.

The furnace was inspected last year and found to be in good order, but both the furnace and air conditioner unit are from 2001 and are approaching 25 years of service. A plan/budget for their eventual replacement should be considered by the Municipality.

Grants

CMOG

The Community Museum Operating Grant was applied for as usual.

Canada Summer Jobs

This year, the Museum received its grant for a Summer Student through the Canada Summer Jobs.

Summer Student

The Museum's Summer Student for 2024 was Kaden Jamieson. This was Kaden's first year working with the museum. His duties included staffing the front desk, selling items in the gift shop, answering visitor questions, cleaning, accessioning artifacts, organizing obituary clippings, genealogy research, recording temperature readings, and other regular museum duties. He did excellent work.

Volunteers

The volunteers from the Horticulture Association took care of the flower beds at the Museum all Summer.

The Museum Committee is made up of volunteers that have graciously donated their time and effort towards ensuring the successful operation of the Museum and helping with Museum activities..

Research

The Museum's archive of obituary clippings has continued to be maintained and is kept up to date.

Newly scanned 1901 Expositor clippings were forwarded to the Manitoulin Roots website for transcription.

The newly released 1931 census data for Assiginack, Bidwell, and Sheguiandah townships was printed and examined for the Museum's archives.

The Museum provided information to Dr. M.H. Roza, who has been doing research on First Nations soldiers from Manitoulin Island.

GENEALOGY

Over the course of the season, 36 Genealogy research requests and 11 information requests came in to the Museum, either over the phone, via email, or via FaceBook messages.

Advertising

BROCHURES

Museum brochures and Manitowaning Walking Tour Maps continued to be distributed to other museums, information booths, and ferry terminals. There should be enough remaining brochure stock for next year, but we will need more brochures printed for 2026.

MAILERS

325 mailers advertising the Museum's Open House Day and the Summer Markets were distributed locally via mailbox stuffing at the Manitowaning Post Office on June 25th.

FACEBOOK

The Museum's Facebook group page (facebook.com/assignackmuseum) has been regularly updated with posts and content for the page, advertising the museum and showcasing information available from us.

Recommendations

ADVERTISING

One area of advertising that the Museum is currently lacking in is a focus on bringing more local residents into the Museum. Budgeting for ongoing local advertising in newspapers, in print, and online, would help to keep more local residents informed about the Museum and encourage them to visit and use the facilities, not just for events but for the ongoing general services the museum can provide. Next year's 70th Anniversary will be a good opportunity for that.

More signage along the highway would also be a benefit in drawing more traffic to the museum. A billboard would be ideal, and a provincial Tourism Oriented Directional Signage (TODS) sign on Hwy 6 for the museum would be very useful.

The Township of Assiginack
CHEQUE DISTRIBUTION REPORT
Payables Management

Ranges: **From:** **To:** **From:** **To:**
Vendor ID **First** Last Chequebook ID **First** Last
Vendor Name **First** Last Cheque Number 0034593 0034610
Cheque Date **First** Last
Sorted By: Cheque Number

Distribution Types Included: All

ChqNo:	0034593	Date:	2024-10-21	Vendor:	EASTLINK	Amount:	\$2,127.63
InvNo:	22482378	InvDesc:	consolidated telephone billing	InvAmt:	\$2,127.63		
ChqNo:	0034594	Date:	2024-10-21	Vendor:	G. STEPHEN WATT, BARRISTER	Amount:	\$2,966.25
InvNo:	4316	InvDesc:	general legal	InvAmt:	\$2,966.25		
ChqNo:	0034595	Date:	2024-10-21	Vendor:	GERRY STRONG	Amount:	\$234.62
InvNo:	OCT 16 2024	InvDesc:	bldg insp mileage	InvAmt:	\$234.62		
ChqNo:	0034596	Date:	2024-10-21	Vendor:	HYDRO ONE NETWORKS INC.	Amount:	\$1,041.07
InvNo:	OCT 7 2024 ADMIN	InvDesc:	admin bldg	InvAmt:	\$391.45		
InvNo:	OCT 9 2024 CLVR VALL	InvDesc:	clvr valley schoolhouse	InvAmt:	\$64.42		
InvNo:	OCT 2 2024 DEPOT	InvDesc:	recycling depot	InvAmt:	\$60.85		
InvNo:	OCT 2 2024 HERITAGE	InvDesc:	heritage park	InvAmt:	\$69.45		
InvNo:	OCT 2 2024 ICE PLNT	InvDesc:	arena ice plnt (estimate)	InvAmt:	\$111.35		
InvNo:	OCT 2 2024 PW	InvDesc:	pw	InvAmt:	\$314.69		
InvNo:	OCT 15 2024 QN'SPRK	InvDesc:	queens park	InvAmt:	\$28.86		
ChqNo:	0034597	Date:	2024-10-21	Vendor:	JACKIE WHITE	Amount:	\$371.31
InvNo:	701-7940365-0513011	InvDesc:	pec-reimb.supp.threads c1b/	InvAmt:	\$38.76		
InvNo:	24/10/07	InvDesc:	reimb arena canteen/pec supp	InvAmt:	\$282.55		
InvNo:	220000027856	InvDesc:	pec-reimb.prizes haunted hustl	InvAmt:	\$50.00		
ChqNo:	0034598	Date:	2024-10-21	Vendor:	MANITOULIN-SUDBURY DISTRICT SOCIAL SERVIC	Amount:	\$34,266.09
InvNo:	IN000022346	InvDesc:	nov ambulance/social assist	InvAmt:	\$34,266.09		
ChqNo:	0034599	Date:	2024-10-21	Vendor:	MANITOULIN EXPOSITOR	Amount:	\$84.05
InvNo:	121327FPW24	InvDesc:	fd-fire prevention week adv	InvAmt:	\$84.05		
ChqNo:	0034600	Date:	2024-10-21	Vendor:	MANITOWANING FRESHMART	Amount:	\$9.25
InvNo:	00308918	InvDesc:	arena-batteries	InvAmt:	\$9.25		
ChqNo:	0034601	Date:	2024-10-21	Vendor:	MCDUGALL FUELS	Amount:	\$39.89
InvNo:	7450999	InvDesc:	arena-propane	InvAmt:	\$39.89		
ChqNo:	0034602	Date:	2024-10-21	Vendor:	ONTARIO CLEAN WATER AGENCY	Amount:	\$4,469.18
InvNo:	INV00000047563	InvDesc:	mtg wtp-turb.analyz.repairs	InvAmt:	\$833.07		
InvNo:	INV00000047555	InvDesc:	mtg lift stn-call out	InvAmt:	\$350.00		
InvNo:	INV00000047556	InvDesc:	ss wtp-filter rep/plc ups repl	InvAmt:	\$3,286.11		
ChqNo:	0034603	Date:	2024-10-21	Vendor:	PERRY NEWMAN	Amount:	\$889.70
InvNo:	OCT 21 2024	InvDesc:	bylaw/bldg mileage	InvAmt:	\$889.70		

The Township of Assiginack
CHEQUE DISTRIBUTION REPORT
Payables Management

ChqNo:	0034604	Date:	2024-10-21	Vendor:	PETTY CASH	Amount:	\$200.00
InvNo:	ARENA FLOAT 2024	InvDesc:	arena-float	InvAmt:	\$200.00		
ChqNo:	0034605	Date:	2024-10-21	Vendor:	SUDBURY & DISTRICT HEALTH UNIT	Amount:	\$4,275.65
InvNo:	RC020036061	InvDesc:	november health unit levy	InvAmt:	\$4,275.65		
ChqNo:	0034606	Date:	2024-10-21	Vendor:	PHOENIX EMERGENCY MANAGEMENT LOGIC	Amount:	\$3,390.00
InvNo:	2024-1104	InvDesc:	cemc 2024 3rd qtr	InvAmt:	\$3,390.00		
ChqNo:	0034607	Date:	2024-10-21	Vendor:	ISAAC GOSSE	Amount:	\$375.00
InvNo:	NOV 11 2024	InvDesc:	rem.day-sound system rental	InvAmt:	\$375.00		
ChqNo:	0034608	Date:	2024-10-21	Vendor:	XCALIBER TROPHIES INC	Amount:	\$208.99
InvNo:	3916	InvDesc:	pec-trophy youth ball tourn.	InvAmt:	\$208.99		
ChqNo:	0034609	Date:	2024-10-21	Vendor:	WAT SUPPLIES	Amount:	\$210.43
InvNo:	312924	InvDesc:	lib bldg-gbags/t.tissue	InvAmt:	\$111.42		
InvNo:	312925	InvDesc:	arena-t.tissue	InvAmt:	\$72.32		
InvNo:	312926	InvDesc:	admin-g.bags	InvAmt:	\$26.69		
ChqNo:	0034610	Date:	2024-10-21	Vendor:	WINDOWS UNLIMITED	Amount:	\$3,713.71
InvNo:	312269	InvDesc:	garb.pickup/prks/grass	InvAmt:	\$3,713.71		

*** End of Report ***

Report Total:

\$58,872.82

The Township of Assiginack
CHEQUE DISTRIBUTION REPORT
Payables Management

Ranges: **From:** **To:** **From:** **To:**
Vendor ID First Last Chequebook ID First Last
Vendor Name First Last Cheque Number 0034619 0034655
Cheque Date First Last
Sorted By: Cheque Number

Distribution Types Included: All

ChqNo:	0034619	Date:	2024-11-04	Vendor:	B.A.M.M.-BRENDAN ADDISON MOBILE MECHANIC/	Amount:	\$1,457.18
	InvNo: 4629		InvDesc: repairs #2		InvAmt:	\$1,457.18	
ChqNo:	0034620	Date:	2024-11-04	Vendor:	BEACON IMAGES	Amount:	\$565.00
	InvNo: 5957		InvDesc: 911 numbers		InvAmt:	\$282.50	
	InvNo: 5958		InvDesc: 911 numbers		InvAmt:	\$282.50	
ChqNo:	0034621	Date:	2024-11-04	Vendor:	BEAMISH CONSTRUCTION INC	Amount:	\$103,784.85
	InvNo: 3132		InvDesc: surface treatment(s.bayshores)		InvAmt:	\$103,784.85	
ChqNo:	0034622	Date:	2024-11-04	Vendor:	CITY OF GREATER SUDBURY	Amount:	\$1,732.02
	InvNo: 00136276		InvDesc: august recyl material		InvAmt:	\$1,732.02	
ChqNo:	0034623	Date:	2024-11-04	Vendor:	COMPLETE AUTOMOTIVE AND MARINE	Amount:	\$460.86
	InvNo: 41990		InvDesc: tail light/oil change #8		InvAmt:	\$460.86	
ChqNo:	0034624	Date:	2024-11-04	Vendor:	COMPUTREK	Amount:	\$1,669.67
	InvNo: 30515		InvDesc: oct offsite backup storage		InvAmt:	\$137.97	
	InvNo: 30552		InvDesc: oct remote server mgmt		InvAmt:	\$1,531.70	
ChqNo:	0034625	Date:	2024-11-04	Vendor:	COOPER & SONS PLUMBING	Amount:	\$190.97
	InvNo: 13106		InvDesc: wtr lin ball shed (icip grnt)		InvAmt:	\$190.97	
ChqNo:	0034626	Date:	2024-11-04	Vendor:	C. PEARSON & SON EXCAVATION & HAULAGE	Amount:	\$45,976.31
	InvNo: 6870		InvDesc: icip grnt-ditch fill, infield,		InvAmt:	\$45,976.31	
ChqNo:	0034627	Date:	2024-11-04	Vendor:	DWAYNE ELLIOTT	Amount:	\$385.00
	InvNo: NOV 4 2024		InvDesc: fd-mileage		InvAmt:	\$385.00	
ChqNo:	0034628	Date:	2024-11-04	Vendor:	EASTLINK	Amount:	\$155.84
	InvNo: OCT 10 2024 PW		InvDesc: pw-dsl		InvAmt:	\$77.92	
	InvNo: OCT 10 2024 MARINA		InvDesc: marina-dsl		InvAmt:	\$77.92	
ChqNo:	0034629	Date:	2024-11-04	Vendor:	EXP SERVICES INC.	Amount:	\$4,778.49
	InvNo: 848790		InvDesc: landfill expansion		InvAmt:	\$4,778.49	
ChqNo:	0034630	Date:	2024-11-04	Vendor:	FIRE MARSHAL'S PUBLIC FIRE SAFETY COUNCIL	Amount:	\$50.21
	InvNo: IN167002		InvDesc: fd-fire prevention supplies		InvAmt:	\$50.21	
ChqNo:	0034631	Date:	2024-11-04	Vendor:	FREELANDT CALDWELL REILLY	Amount:	\$26,272.50
	InvNo: CJH-91628		InvDesc: yr end audit final invoice		InvAmt:	\$17,797.50	
	InvNo: CJH-91629		InvDesc: asset retirement oblig ps32#0		InvAmt:	\$8,475.00	
ChqNo:	0034632	Date:	2024-11-04	Vendor:	GERRY STRONG	Amount:	\$234.62
	InvNo: NOV 4 2024		InvDesc: bldg insp mileage		InvAmt:	\$234.62	
ChqNo:	0034633	Date:	2024-11-04	Vendor:	HYDRO ONE NETWORKS INC.	Amount:	\$8,375.90
	InvNo: OCT 24 2024 MTG WTP		InvDesc: mtg wtp		InvAmt:	\$2,820.20	

The Township of Assiginack
CHEQUE DISTRIBUTION REPORT
Payables Management

InvNo:	OCT 22 2024 SS WTP	InvDesc:	ss wtp	InvAmt:	\$780.61
InvNo:	OCT 22 2024 TENNIS	InvDesc:	tennis courts	InvAmt:	\$49.26
InvNo:	OCT 22 2024 SHWRHSE	InvDesc:	marina showerhouse	InvAmt:	\$115.16
InvNo:	OCT 22 2024 INFO BTH	InvDesc:	info booth	InvAmt:	\$251.84
InvNo:	OCT 22 2024 LIB	InvDesc:	lib bldg	InvAmt:	\$375.33
InvNo:	OCT 22 2024 DOCKS	InvDesc:	marina - docks	InvAmt:	\$115.11
InvNo:	OCT 22 2024 ARENA	InvDesc:	arena	InvAmt:	\$500.58
InvNo:	OCT 28 2024 LITES	InvDesc:	street lites	InvAmt:	\$619.89
InvNo:	OCT 28 2024 LAGOON	InvDesc:	lagoon	InvAmt:	\$2,747.92

ChqNo:	Date:	Vendor:	Amount:
0034634	2024-11-04	JACKIE WHITE	\$276.93
InvNo:	5022943	InvDesc: arena-first aid kit supplies	InvAmt: \$29.65
InvNo:	OCT 2024	InvDesc: pec/arena-postage reimb	InvAmt: \$87.06
InvNo:	OCT 31 2024	InvDesc: pec-reimb.xmas supplies	InvAmt: \$160.22

ChqNo:	Date:	Vendor:	Amount:
0034635	2024-11-04	LENS CLEAN AIR	\$310.75
InvNo:	21369	InvDesc: emission test #16	InvAmt: \$310.75

ChqNo:	Date:	Vendor:	Amount:
0034636	2024-11-04	MANITOWANING MILL & HOME BUILDING CENTRE	\$747.46
InvNo:	0312495	InvDesc: ball shed - screws	InvAmt: \$19.76
InvNo:	0312734	InvDesc: arena-fan	InvAmt: \$508.49
InvNo:	0314004	InvDesc: arena-hose nozzle	InvAmt: \$35.02
InvNo:	0314287	InvDesc: arena-paint brush/chalk refill	InvAmt: \$15.80
InvNo:	0315095	InvDesc: arena-snow shovel/wax gasket	InvAmt: \$51.39
InvNo:	0315130	InvDesc: arena pavillion-screws/caulkin	InvAmt: \$42.93
InvNo:	0315243	InvDesc: marina-wafer bd	InvAmt: \$74.07

ChqNo:	Date:	Vendor:	Amount:
0034637	2024-11-04	MANITOULIN EXPOSITOR	\$307.27
InvNo:	121395	InvDesc: adv-pec & cemetery	InvAmt: \$307.27

ChqNo:	Date:	Vendor:	Amount:
0034638	2024-11-04	MANITOWANING PHARMACY	\$121.17
InvNo:	344316	InvDesc: office-halloween	InvAmt: \$17.96
InvNo:	344086	InvDesc: pec-batteries	InvAmt: \$103.21

ChqNo:	Date:	Vendor:	Amount:
0034639	2024-11-04	MANITOWANING FRESHMART	\$223.68
InvNo:	00077870	InvDesc: fd-halloween fire prev supplie	InvAmt: \$107.29
InvNo:	00311851	InvDesc: admin-tea/p.twls	InvAmt: \$11.19
InvNo:	00312471	InvDesc: pw-cases water	InvAmt: \$49.95
InvNo:	00313006	InvDesc: pec-haunted hustle supp	InvAmt: \$33.88

The Township of Assiginack
CHEQUE DISTRIBUTION REPORT
Payables Management

InvNo: 00078070 InvDesc: pw-water/cream InvAmt: \$21.37

ChqNo:	0034640	Date:	2024-11-04	Vendor:	MCDUGALL FUELS	Amount:	\$112.19
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InvNo: 7467889 InvDesc: arena-propane InvAmt: \$89.08

InvNo: 7476084 InvDesc: arena-propane InvAmt: \$23.11

ChqNo:	0034641	Date:	2024-11-04	Vendor:	MOGGY EXCAVATING	Amount:	\$1,084.80
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InvNo: 2022678 InvDesc: arena pavill-install plywd InvAmt: \$1,084.80

ChqNo:	0034642	Date:	2024-11-04	Vendor:	NORTHERN 911	Amount:	\$517.16
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InvNo: 21216-11012024 InvDesc: nov 911 dispatch InvAmt: \$517.16

ChqNo:	0034643	Date:	2024-11-04	Vendor:	PERRY NEWMAN	Amount:	\$1,008.00
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InvNo: NOV 4 2024 InvDesc: bylaw/bldg mileage InvAmt: \$1,008.00

ChqNo:	0034644	Date:	2024-11-04	Vendor:	RECEIVER GENERAL	Amount:	\$23,545.61
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InvNo: OCT 2024 InvDesc: oct source deductions InvAmt: \$23,545.61

ChqNo:	0034645	Date:	2024-11-04	Vendor:	OJ GRAPHIX	Amount:	\$1,346.96
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InvNo: 72556 InvDesc: veterans banners (8) InvAmt: \$1,346.96

ChqNo:	0034646	Date:	2024-11-04	Vendor:	MANITOULIN SECONDARY SCHOOL	Amount:	\$250.00
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InvNo: OCT 27 2024 InvDesc: pec-donation food locker(haunt InvAmt: \$250.00

ChqNo:	0034647	Date:	2024-11-04	Vendor:	TMI BRUSHING	Amount:	\$9,339.45
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InvNo: 163 InvDesc: rdside brushing InvAmt: \$9,339.45

ChqNo:	0034648	Date:	2024-11-04	Vendor:	MANITOULIN FAMILY RESOURCES	Amount:	\$250.00
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InvNo: OCT 27 2024 InvDesc: pec-donation (haunted hustle) InvAmt: \$250.00

ChqNo:	0034649	Date:	2024-11-04	Vendor:	CANDICE IRWIN	Amount:	\$2,000.00
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InvNo: 1004 InvDesc: pec-fall dance pyt 2 of 2 InvAmt: \$2,000.00

ChqNo:	0034650	Date:	2024-11-04	Vendor:	JOE ARNOLD	Amount:	\$1,500.00
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InvNo: OCT 25 2024 InvDesc: pec-nhcp grnt line dancing InvAmt: \$1,500.00

ChqNo:	0034651	Date:	2024-11-04	Vendor:	MURRAY GAMMIE	Amount:	\$1,507.80
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InvNo: JULY 14 2024 InvDesc: wildlife damage comp (july 14) InvAmt: \$1,507.80

ChqNo:	0034652	Date:	2024-11-04	Vendor:	CHRIS MELOCHE	Amount:	\$410.00
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InvNo: OCT 2024 InvDesc: pec-cook. clss (seniors grnt) InvAmt: \$410.00

ChqNo:	0034653	Date:	2024-11-04	Vendor:	CLASSIC DISPLAYS	Amount:	\$2,593.80
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InvNo: INV24-0667 InvDesc: pec-xmas display queens prk InvAmt: \$2,593.80

ChqNo:	0034654	Date:	2024-11-04	Vendor:	GYM & TONIC	Amount:	\$599.98
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InvNo: 1301 InvDesc: pec-nhsp grnt seniors fitness InvAmt: \$599.98

ChqNo:	0034655	Date:	2024-11-04	Vendor:	WINDOWS UNLIMITED	Amount:	\$3,653.66
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InvNo: 312281 InvDesc: cleaning InvAmt: \$3,653.66

*** End of Report ***

Report Total:

\$247,796.09

Date : 2024-10-21
Time : 11:16:40 AM

The Township of Assiginack

Page: 1

Payment #	Amount	Date	Batch #	Employee ID	Employee Name	Status	Payment Method
0034587		2024-10-21	10/21COMB	122	HOBBS, ALTON	OUTSTANDING	Cheque
0034588		2024-10-21	10/21COMB	126	MacDONALD, DEBORAH	OUTSTANDING	Cheque
0034589		2024-10-21	10/21COMB	133	BOND, FREDA	OUTSTANDING	Cheque
0034590		2024-10-21	10/21COMB	222	ELLIOTT, DWAYNE	OUTSTANDING	Cheque
0034591		2024-10-21	10/21COMB	378	MILLETTE, SHELBA	OUTSTANDING	Cheque
0034592		2024-10-21	10/21COMB	506	MCCARVILLE, MADISON	OUTSTANDING	Cheque
4112		2024-10-21	10/21COMB	118	COOPER, RONALD	OUTSTANDING	Direct Deposit
4113		2024-10-21	10/21COMB	168	STRONG, GERRY	OUTSTANDING	Direct Deposit
4114		2024-10-21	10/21COMB	169	MAGUIRE, KELSEY	OUTSTANDING	Direct Deposit
4115		2024-10-21	10/21COMB	216	REID, BRENDA	OUTSTANDING	Direct Deposit
4116		2024-10-21	10/21COMB	221	MAGUIRE, ROBERT	OUTSTANDING	Direct Deposit
4117		2024-10-21	10/21COMB	223	BOWERMAN, JANICE	OUTSTANDING	Direct Deposit
4118		2024-10-21	10/21COMB	224	HOOPER, JENNIFER	OUTSTANDING	Direct Deposit
4119		2024-10-21	10/21COMB	323	WHITE, JACQUELINE	OUTSTANDING	Direct Deposit
4120		2024-10-21	10/21COMB	362	SAGLE, EDDY	OUTSTANDING	Direct Deposit
4121		2024-10-21	10/21COMB	364	BOND, KYLE	OUTSTANDING	Direct Deposit
4122		2024-10-21	10/21COMB	365	BOWERMAN, COLE	OUTSTANDING	Direct Deposit
4123		2024-10-21	10/21COMB	370	LENTIR, CRYSTAL	OUTSTANDING	Direct Deposit
4124		2024-10-21	10/21COMB	381	COOPER, JEREMY	OUTSTANDING	Direct Deposit
4125		2024-10-21	10/21COMB	386	NEWMAN, PERRY	OUTSTANDING	Direct Deposit
4126		2024-10-21	10/21COMB	390	GERHARD, KARI	OUTSTANDING	Direct Deposit
4127		2024-10-21	10/21COMB	391	GAMMIE, MURRAY	OUTSTANDING	Direct Deposit
4128		2024-10-21	10/21COMB	394	RZADKIEWICZ, RHEAL	OUTSTANDING	Direct Deposit
4129		2024-10-21	10/21COMB	396	FERGUSON, HEIDI	OUTSTANDING	Direct Deposit
4130		2024-10-21	10/21COMB	399	MASTELKO, JOHN	OUTSTANDING	Direct Deposit
<hr/>							
Total :	\$30,487.15						

Date : 2024-11-04
Time : 11:05:28 AM

The Township of Assiginack

Page: 1

Payment #	Amount	Date	Batch #	Employee ID	Employee Name	Status	Payment Method
0034611		2024-11-04	11/04COMB	122	HOBBS, ALTON	OUTSTANDING	Cheque
0034612		2024-11-04	11/04COMB	126	MacDONALD, DEBORAH	OUTSTANDING	Cheque
0034613		2024-11-04	11/04COMB	133	BOND, FRED A	OUTSTANDING	Cheque
0034614		2024-11-04	11/04COMB	222	ELLIOTT, DWAYNE	OUTSTANDING	Cheque
0034615		2024-11-04	11/04COMB	378	MILLETTE, SHELBA	OUTSTANDING	Cheque
0034616		2024-11-04	11/04COMB	506	MCCARVILLE, MADISON	OUTSTANDING	Cheque
4131		2024-11-04	11/04COMB	118	COOPER, RONALD	OUTSTANDING	Direct Deposit
4132		2024-11-04	11/04COMB	168	STRONG, GERRY	OUTSTANDING	Direct Deposit
4133		2024-11-04	11/04COMB	216	REID, BRENDA	OUTSTANDING	Direct Deposit
4134		2024-11-04	11/04COMB	221	MAGUIRE, ROBERT	OUTSTANDING	Direct Deposit
4135		2024-11-04	11/04COMB	223	BOWERMAN, JANICE	OUTSTANDING	Direct Deposit
4136		2024-11-04	11/04COMB	224	HOOPER, JENNIFER	OUTSTANDING	Direct Deposit
4137		2024-11-04	11/04COMB	323	WHITE, JACQUELINE	OUTSTANDING	Direct Deposit
4138		2024-11-04	11/04COMB	362	SAGLE, EDDY	OUTSTANDING	Direct Deposit
4139		2024-11-04	11/04COMB	364	BOND, KYLE	OUTSTANDING	Direct Deposit
4140		2024-11-04	11/04COMB	365	BOWERMAN, COLE	OUTSTANDING	Direct Deposit
4141		2024-11-04	11/04COMB	370	LENTIR, CRYSTAL	OUTSTANDING	Direct Deposit
4142		2024-11-04	11/04COMB	381	COOPER, JEREMY	OUTSTANDING	Direct Deposit
4143		2024-11-04	11/04COMB	386	NEWMAN, PERRY	OUTSTANDING	Direct Deposit
4144		2024-11-04	11/04COMB	390	GERHARD, KARI	OUTSTANDING	Direct Deposit
4145		2024-11-04	11/04COMB	391	GAMMIE, MURRAY	OUTSTANDING	Direct Deposit
4146		2024-11-04	11/04COMB	394	RZADKIEWICZ, RHEAL	OUTSTANDING	Direct Deposit
4147		2024-11-04	11/04COMB	396	FERGUSON, HEIDI	OUTSTANDING	Direct Deposit
4148		2024-11-04	11/04COMB	399	MASTELKO, JOHN	OUTSTANDING	Direct Deposit
4149		2024-11-04	11/04COMB	503	Peltier, Amy	OUTSTANDING	Direct Deposit

Total :	\$30,148.59						



MANITOULIN STUDENT AID FUND

107 Bay Street, P. O. Box 307
M'Chigeeng, ON
P0P 1G0

RECEIVED

OCT 21 2024

Telephone: 705-368-7000

Fax: 705-368-7001

October 2024

Reeve
Corp of Township of Assiginack
Box 238
MANITOWANING, Ontario
P0P 1N0

Dear Reeve & Council:

RE: Assiginack Municipality Bursary

It is time to plan for our 55th Annual Awards Night. You have been a valued contributor in the past, giving \$300. The Manitoulin Student Aid Fund looks forward to continuing your award this year.

Please send your donation or indicate your intention, no later than December 1, 2024, to facilitate the selection processes of the various committees. The date of Awards Night at Manitoulin Secondary School this year will be Thursday, December 19, 2024, 7:00 - 9:00 p.m.

If you have any questions, please do not hesitate to call the undersigned at 705-368-7000 during the day. If you leave a message, your call will be returned.

Thank you for considering the objectives of the Manitoulin Student Aid Fund as worthy of your support.

Sincerely yours,

Karlene Scott, Secretary
Manitoulin Student Aid Fund

PLEASE COMPLETE AND RETURN WITH YOUR CONTRIBUTION

TO
Treasurer
Manitoulin Student Aid Fund
Box 307
M'Chigeeng, Ontario
P0P 1G0

TITLE OF THE AWARD: _____

AMOUNT CONTRIBUTED: _____

NAME FOR RECEIPT PURPOSES: _____

MAILING ADDRESS: _____

A. The presenter will be _____

OR

B. Please have the M.S.A.F. Committee appoint a presenter on my
behalf. _____

Please make cheque payable to "Manitoulin Student Aid Fund" or
etransfer to
manitoulinstudentaidfund@gmail.com

*Awards Night this year is Thursday, December 19, 2024 at 7:00 pm

Mail to Manitoulin Student Aid Fund
c/o Manitoulin Secondary School
P.O. Box 307, 107 Bay Street
M'Chigeeng, ON
P0P 1G0

Ministry of the Solicitor General

Office of the Associate Minister of Auto Theft and Bail Reform

25 Grosvenor Street, 18th Floor
Toronto ON M7A 1Y6
Tel: 416 326-5000
Toll Free: 1 866 517-0571
AssociateMinister.SOLGEN@ontario.ca

Ministère du Solliciteur général

Bureau du ministre associé de la Lutte contre le vol d'automobiles et de la Réforme relative aux mises en liberté sous caution

25, rue Grosvenor, 18^e étage
Toronto (Ontario) M7A 1Y6
Tél. : 416 326-5000
Sans frais : 1 866 517-0571
AssociateMinister.SOLGEN@ontario.ca



132-2024-3435
By mail

October 9, 2024

Your Worship Brenda Reid
Mayor
Township of Assiginack
156 Arthur Street PO Box 238
Manitowaning ON P0P 1N0



Dear Mayor Reid:

My name is Graham McGregor, and I am writing to share some exciting news with you. I have recently been appointed as the Associate Minister of Auto Theft and Bail Reform. After serving as Parliamentary Assistant to the Solicitor General earlier this year, I am honoured to take on this new role in strengthening public safety across Ontario.

The rise in auto theft and violent carjackings has become a significant concern, threatening the safety and security of our communities. Our government is committed to tackling these crimes head-on. Equally important is our focus on bail reform—ensuring that violent and repeat offenders remain behind bars and face the full consequences of their actions.

Your leadership is crucial to the safety and well-being of our communities, and I want to express my sincere thanks for your ongoing dedication to public safety. I am looking forward to working closely with you to address these challenges and strengthen the security of our province.

If we have not yet had the opportunity to meet, I hope to do so soon. Please stay in touch through Manvir Hundal at manvir.hundal@ontario.ca. I am eager to hear your insights and discuss how we can work together to enhance public safety.

Thank you once again for your dedication and service.

Sincerely,

Graham McGregor
Associate Minister of Auto Theft and Bail Reform



TOWN OF PETAWAWA

1111 Victoria Street, Petawawa, Ontario K8H 2E6
(613) 687-5536 email@petawawa.ca petawawa.ca

October 25, 2024

Premier Doug Ford
Legislative Building
Queen's Park
Toronto, ON M7A 1A1
Via email: premier@ontario.ca

Premier Ford:

RE: Ontario Provincial Police Costs 2025

Please be advised that at its meeting of October 21, 2024, Council of the Corporation of the Town of Petawawa endorsed the following resolution:

MOVED BY: James Carmody
SECONDED BY: Theresa Sabourin

That Council of the Corporation of the Town of Petawawa supports Resolution No. 229 of the Municipality of Tweed and further calls on the Ontario Government to immediately implement sustainable funding for small rural municipalities by reabsorbing the cost of the Ontario Provincial Police Force back into the provincial budget with no cost recovery to municipalities;

And further, that Council direct staff to circulate this resolution to Premier Doug Ford, Minister of Solicitor General, Minister of Finance, and to the Association of Municipalities of Ontario and all Municipalities in Ontario.

CARRIED

The Town of Petawawa appreciates the Province's attention to the financial challenges faced by small rural municipalities and looks forward to a collaborative solution.

Sincerely,

Colin Howard, Dipl.M.M., Bus.Admin.
Director of Legislative Services/Clerk

Encl: Municipality of Tweed Resolution No. 229

cc: The Honourable Michael Kerzner, Solicitor General
The Honourable Peter Bethlenfalvy, Minister of Finance
The Association of Municipalities of Ontario
All Municipalities of Ontario
Neil Nicholson, Mayor, Township of Whitewater Region

**Municipality of Tweed Council Meeting
Council Meeting**



Resolution No. 229
Title: Councillor P. Valiquette
Date: Tuesday, April 23, 2024

Moved by P. Valiquette
Seconded by J. Palmateer

WHEREAS it is apparent that the Ontario Government has overlooked the needs of small rural Ontario;
AND WHEREAS Ontario's small rural municipalities face insurmountable challenges to fund both upfront investments and ongoing maintenance of their capital assets including roads, bridges, water/wastewater and municipally owned buildings including recreational facilities, libraries and other tangible capital assets;

AND WHEREAS small rural Ontario's operating needs consume the majority of property tax revenue sources;

AND WHEREAS small rural municipalities (of 10,000 people or less) are facing monumental infrastructure deficits that cannot be adequately addressed through property tax revenue alone;

AND WHEREAS in 2015 the provincial government moved to standardized billing for all non-contract J.P.P. (5.1) locations;

AND WHEREAS the Ontario Government has committed \$9.1 billion to Toronto alone to assist with operating deficits and the repatriation of the Don Valley and Gardner Expressway; and \$534 million to Ottawa for the repatriation of Hwy 174;

AND WHEREAS the annual cost of the Ontario Provincial Police, Municipal Policing Bureau for small rural non-contract (5.1) municipalities is approximately \$428 million;

AND WHEREAS this annual cost is significantly less than the repatriation costs of the Gardiner Express Way, the Don Valley Parkway and Highway 174 (Ottawa Region) but provides a greater impact to the residents of the Province overall;

AND WHEREAS this will afford relief to small rural municipalities for both infrastructure and operating needs while having a minimal impact on the provincial budget;

NOW THEREFORE BE IT RESOLVED THAT The Municipality of Tweed call on the Ontario Government to immediately implement sustainable funding for small rural municipalities by reabsorbing the cost of the Ontario Provincial Police Force back into the provincial budget with no cost recovery to municipalities;

AND FURTHER, that Council direct staff to circulate this resolution to Premier Doug Ford (premier@ontario.ca), Minister of Solicitor General, Minister of Finance, and to the Association of Municipalities of Ontario (amo@amo.on.ca) and all Municipalities in Ontario.

Carried

P.O. Box 490
7 Creswell Drive
Trenton, Ontario K8V 5R6
www.quintewest.ca



A Natural Attraction

Tel: 613-392-2841
Toll Free: 1-866-485-2841
virinial@quintewest.ca
clerk@quintewest.ca

Virginia LaTour, Deputy City Clerk

August 15, 2024

The Right Honourable Justin Trudeau
Office of the Prime Minister
80 Wellington Street
Ottawa, ON K1A 0A2
Via Email - justin.trudeau@parl.gc.ca

RE: Notice of Motion – Councillor Stedall – The Canada Community-Building Fund

Dear Prime Minister:

This letter will serve to advise that at a meeting of City of Quinte West Council held on August 14, 2024 Council passed the following resolution:

Motion No 24-366 – Notice of Motion - Councillor Stedall - The Canada Community-Building Fund
Moved by Councillor Stedall
Seconded by Councillor McCue

Whereas the City of Quinte West is entering into an agreement to receive Canada Community-Building Funds, which is administered by the Association of Ontario Municipalities of Ontario (AMO) on behalf of the Federal government;

And whereas the funding allocations are less than 2% year over year for the next 5 years;

And whereas the amounts allocated in the past 5 years were less than 2% year over year;

And whereas non-residential construction price inflation has risen by 29% since the end of 2020 and municipalities are facing soaring costs for infrastructure projects without a corresponding growth in revenue;

And whereas there is a requirement for municipalities to complete an asset management plan and a housing needs analysis;

And whereas both of these plans show the large funding gap between infrastructure and housing needs and funds available from property taxation;

And whereas The City of Quinte West has over \$1.5 billion in core infrastructure assets and, like other municipalities, its infrastructure is aging and in need of upgrades and replacement;

And whereas The City's Asset Management Plan requires \$37 million annually to maintain existing assets which, based on current available funding, is resulting in an annual infrastructure deficit of over \$17.1 million;

And whereas municipalities are facing a gap in federal infrastructure funding as the 10-year Investing in Canada Infrastructure Program has come to an end;

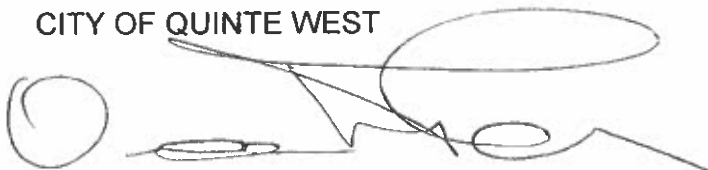
Now therefore be it resolved that the City of Quinte West calls on the Federal Government to provide a supplement to the allocations provided to municipalities under the AMO CBBF agreement for 2024 - 2028 for the same amount that was allocated, effectively doubling the allocation for those years;

And further that this resolution be forwarded to MFOA, AMO, MP Ryan Williams, and Federal Finance Minister Chrystia Freeland, and all Municipalities in Ontario.
Carried

We trust that you will give favourable consideration to this request.

Yours Truly,

CITY OF QUINTE WEST

A handwritten signature in black ink, appearing to read 'Virginia LaTour', written over a horizontal line.

Virginia LaTour,
Deputy City Clerk

cc: Donna Herridge, Executive Director, MFOA
Colin Best, President, AMO
Ryan Williams, MP, Bay of Quinte
Hon. Chrystia Freeland, Deputy Prime Minister and Minister of Finance
All Municipalities of Ontario

THE CORPORATION OF THE TOWNSHIP OF ASSIGINACK

BY-LAW # 2024-14

Being a by-law to establish the Retention Periods for Documents and Records to be kept by the Corporation of the Township of Assiginack and to repeal and replace By-law # 1995-23.

WHEREAS Section 254 (1) of the Municipal Act, 2001, S.O. c. 25, as amended, (hereafter known as the Municipal Act) a municipality shall retain and preserve the records of the municipality and its local boards in a secure and accessible manner, and

WHEREAS pursuant to Section 255 (2) of the Municipal Act, a record of a municipality or a local board may be destroyed if a retention period for the record has been established and the retention period has expired or the records of the municipality and local boards of the municipality must be retained and preserved, and

WHEREAS pursuant to Section 255 (3) of the Municipal Act, a municipality may establish retention periods during which the records of the municipality and local boards of the municipality must be retained and preserved, and

WHEREAS the Council of the Corporation of the Township of Assiginack deems it necessary to repeal our current Retention By-law # 1995-23 and replace with this by-law;

NOW THEREFORE the Council of the Corporation of the Township of Assiginack hereby enacts as follows:

1. DEFINITIONS

“CAO” shall mean the Chief Administrative Officer, appointed by by-law for the Township, or their designate.

“Clerk” shall mean the Municipal Clerk, appointed by by-law for the Township, or the Deputy Clerk, or designate;

“Destroy” shall mean the process of eliminating or deleting data, documents, and records so that recorded information no longer exists.

“Dispose” shall mean to destroy and “disposition” has the corresponding meaning.

“Records” shall mean any recorded information whether printed form, on film, electronic means . “Record” does not include a record of a police service board that is directly related to any law enforcement activity with respect to a person or body. 2001, c. 25, s. 255 (6); 2019, c. 1, Sched. 4, s. 33 (9).

“Records Retention Destruction Log” shall refer to the document that Senior Staff shall record and retain a detailed list of all documents that are destroyed.

“Retention Period” shall mean the period of time during which records must be kept by the Township before they may be disposed of.

“Retention Schedule” shall be a document attached to this by-law that indicates the length of time that each municipal record shall be retained for prior to its disposal. This document will also specify those records that the Township will also retain on a permanent basis.

"Superseded" shall mean records that have been updated with updated version.

"Senior Staff" shall include the CAO, Treasurer and Clerk.

"Township" shall mean the Corporation of the Township of Assiginack.

"Treasurer" shall mean the Treasurer appointed by by-law for the Township or their designate.

2. RETENTION SCHEDULE

The retention period for the records of the Township of Assiginack as outlined in **'Schedule A'** attached thereto and forming part of this by-law are hereby adopted and established as the retention period for each such record.

3. EMPLOYEE RESPONSIBILITIES

- a.) All Township employees who create, work with, and manage records shall comply with this by-law and with the retention periods outlined in **'Schedule A'** of this by-law, and ensure that any and all records within their custody or control are protected from inadvertent destruction or damage.
- b.) The CAO, Treasurer and Clerk have the authority to destroy all of the documents listed, provided they have been retained until the retention period as outlined in 'Schedule A' of the by-law has expired.
- c.) Senior Staff shall make and preserve a permanent record of all destroyed documents.
- d.) The Senior Staff team will review the by-law and documents for destruction on an annual basis and reach out to Department Heads to request these documents for destruction.
- e.) It is the responsibility of all Department Heads to search and provide all documents for destruction when requested by Senior Staff on an annual basis.
- f.) To ensure compliance, as new legislation and changes to existing legislation occur, The Township of Assiginack will automatically update the retention periods identified within Schedule A, with the CAO's approval.

4. DISPOSITION OF RECORDS

In accordance with Section 255 (2) of the Municipal Act, 2) Despite section 254, a record of a municipality or a local board may be destroyed if a retention period for the record has been established under this section and,

(a) the retention period has expired; or

(b) the record is a copy of the original record. 2001, c. 25, s. 255 (2); 2006, c. 32, Sched. A, s. 109 (1).

Senior Staff will contact the Department Heads requesting all documentation to be destroyed and will review the by-law and its schedules to ensure these documents may be destroyed as outlined in Schedule A.

To maintain the confidentiality of the records that are destroyed, all records will be shredded and then disposed of at our Landfill.

5. CITING OF BY-LAW

This by-law may be cited as the "Records Retention By-law."

6. REPEAL

Upon the coming into force of this by-law, By-law # 1995-23 is hereby repealed.

THAT this by-law and the attached schedules shall come into force and take effect upon third and final reading.

Read a **FIRST, SECOND, THIRD and FINAL TIME** and enacted in Open Council, this _____ day of _____, 2024.

Mayor: Brenda Reid

Deputy-Clerk: Alton Hobbs

SEAL

DRAFT

**'SCHEDULE A': RETENTION PERIOD SCHEDULES FOR RECORDS FOR
THE CORPORATION OF THE TOWNSHIP OF ASSIGINACK**

Records Retention Schedule- Original Records by Department

Record Type	Retention Period (Years)
Administration, CAO & Clerk's Offices	
Advertising: Including but not limited to Special Projects, Tenders, RFP's/RFQ's, Sale of Property, etc.	To be placed in Project or Tender File or Property File and retained for that identified retention period.
Agreements and Contracts	7 Years after Expiry Date
Annual Monitoring Reports: Including but not limited to: Landfill, Water Treatment Plants, Lagoon, etc.	Permanent
Assets	Permanent
Freedom of Information Requests under MFIPPA	Current + 2 Years
General Correspondence	6 + Current Year
Health and Safety Inspections	1 Year
Leases	After Expiration- 7 Years
Licenses After Expired: Including but not limited to Dog Licenses, Trailer Licenses and Lottery Licenses, etc.	7 Years
Memorandum of Understanding	When Superseded + 7 Years
Ontario Municipal Board Records	Permanent
Petitions	Permanent
Policies, Plans, Reports and Studies: Including but not limited to Engineering Studies and Reports, Strategic Planning, etc.	When Superseded + 7 Years
Planning: Including but not limited to Site Plan Approvals/Agreements, Zoning By-law Amendments, Land Surveys, Maps, Photos and Subdivision Agreements.	Permanent
Records Retention Destruction Log	Permanent
Registers: Including Birth, Death, and Marriage Registers.	Permanent
Tenders, Request for Proposals and Request for Quotations- Successful	Current + 6 Years
Video Surveillance	Not kept as a permanent record
Building & By-law Enforcement	
Building Permit(s)	Permanent (Property File)
Correspondence	Current + 6 Years
Inspection Reports	Permanent (Property file)
Orders to Comply	Permanent (Property file)
Photographs	Permanent (Property file)
Stop Work Orders	Permanent (Property file)
By-law Enforcement and Animal Control Notebook and Notes	Current + 6 Years
Animal Control Monthly Summaries	2 Years
Hilly Grove Cemetery	
BAO Licensing Reports	Permanent
Burial Permits/Cremation Certificates	
Cemetery Contract to Purchase Internment Rights	
Cemetery Internment Contract	

Cemetery Internment Rights Certificate	
Correspondence File	
Transfer of Internment Rights Request	
Council	
Agendas	Permanent
Appointments for Office for Council	Permanent
By-laws	Permanent
Minutes	Permanent
Meeting Recordings (livestreamed)	Not kept as permanent records <i>*Council Minutes are considered the official record.</i>
Economic Development	
Reports and Studies	Until superseded or 7 Years
Grants- Agreements, Application, Claim Forms, Supporting Documents.	As per Terms and Conditions outlined in the funding Agreement.
Election Records	
Ballots	As per the Municipal Election Act
Nomination Papers	
Other Election Documents	
Voter's List	
Insurance Documents	
Appraisals	Until superseded or property is disposed of.
Certificates of Insurance	Until Expired
Claims & Statement of Claims	Permanent
Policies- Liability	Expiry of Policy + 20 Years
Policies (Property, Vehicle, Theft, Fire, etc.)	Termination/cancellation of Policy + 7 Years
Legal	
Court Decisions	Permanent
Legal Historical Files	Permanent
Legal Opinions	Until superseded or 7 years
Statements of Claims	5 Years after the Resolution of Claim
Planning	
Land Surveys	Permanent
Maps	Permanent
Official Plan	
Photographs	
Site Plan Approvals & Agreements	
Subdivision Agreements	
Zoning By-law Amendments	
Zoning By-law	Permanent
Taxes & Utilities	
Assessment Roll	6 + Current Year
Tax Certificates	Permanent
Property Files	Permanent
Tax/Utility Pre-authorized Payment Application & Cancellation	2 years following the cancellation
Tax Registration Files	Permanent
Tax Roll/Collector's Roll	Permanent
Tax Adjustment/Tax Write-offs	7 Years
Tax Sales-Deeds	Permanent
Tax Registration Records	Permanent
Subsidy & Tax Application Forms	7 Years

Treasury, Payroll and Personnel	
Audited Financial Statements	Permanent
Bank Debit and Credit Memos	9 + Current Year
Bank Statements	
Bank Reconciliation's	
Budget Estimates Working Papers	Destroy once Budget is Approved
Cash Payment Journal	Permanent
Cheque Register	6 + Current Year
Debenture Register	6 + Current Year
Paid Debenture & Coupons Upon Maturity	6 + Current Year
Deposit Book & Deposit Slips	9 + Current Year
EI Records	Permanent
Employee/Personnel File (after no longer employees)	7 Years
Employee Training Records (kept in Employee File)	Permanent
Final Budgets: Operating & Capital	6 + Current Year
General Ledger	Permanent
General Journals	
Individual Earnings Records	Permanent
OMERS Pension	6 + Current Year
Paid Accounts Summary Sheet	
Paid Invoices	
Paid Cancelled Cheques	Permanent
Payroll Journal	
Resumes: Held on File	1 Year
T-4 Summaries & Slips	Permanent
WSIB Claims	Permanent
Year End Documents: Including but not limited to Trial Balanced, Closing, etc.	6 + Current Year

THE CORPORATION OF THE TOWNSHIP OF ASSIGINACK

BY-LAW # 2024-16

**BEING A BY-LAW TO ESTABLISH A MARKETING AND BRANDING POLICY
FOR THE TOWNSHIP.**

WHEREAS the appropriate authority is found in Section 11 of the Municipal Act, S.O., 2001, Ch. 25, as amended;

AND WHEREAS the Council of the Corporation of the Township of Assiginack deems it necessary to establish a Marketing and Branding Policy for the Township;

NOW THEREFORE the Council of the Corporation of the Township of Assiginack enacts as follows:

1. **THAT** the Marketing and Branding Policy and Appendices in "Schedule A" herein attached in "Schedule A" to this by-law and forming an integral part of this By-law, be adopted.
2. **THAT** this by-law shall come into force and take effect upon third and final reading.

Read a FIRST and SECOND time this ____ day of _____, 2024.

Read a THIRD and FINAL TIME and enacted in Open Council, this ____ day of _____, 2024.

Mayor: Brenda Reid

SEAL

Deputy-Clerk: Alton Hobbs

Township of Assiginack MARKETING AND BRANDING POLICY

1. INTRODUCTION

Council for the Corporation of the Township of Assiginack recognizes the importance of establishing a Marketing and Branding Policy for our community, which will provide clear and cohesive guidelines to set the foundation for all future marketing and branding initiatives of the Township.

This policy will help to build upon the goals and objectives that Council has already set through our Strategic Plan of Action, as well as the Brand Story and Branding Toolkit that Council approved in March 2024, with all of these working towards creating a cohesive, shared vision and brand identity for the future of our community.

In their Governance role, Council is responsible for establishing this policy, to provide direction and the guidelines for staff, with Staff's role being to implement the policy as established by Council.

2. PURPOSE

The purpose of this policy will help to establish:

- a.) Define our corporate/community brand identity;
- b.) Cohesive, consistent, and strategic approaches to ensure that our marketing and branding initiatives reflect our core values, mission, and vision statements; and
- c.) The foundation for how we will implement the Marketing and Branding initiatives that have been identified within our Strategic Plan, using the Brand Story and Branding Tool Kit as the guiding principles for implementation moving forward. The Brand Story sets the guidelines for the types of messaging we want to share, and the Branding Tool Kit outlines specific guidelines and standardized formatting we will use for these branding and marketing initiatives.

3. WHAT DOES BRANDING & MARKETING LOOK LIKE FOR ASSIGINACK

Branding refers to the Township's identity or who we are as a Corporation, as well as Community. When we refer to the Township's

Corporate Identity, this is the way the Township presents itself to the public.

Whereas **Marketing** refers to the strategics and tactics that the Township uses to communicate our identity.

Everything we do as a Township contributes to our brand identity as a Community and Corporation. There are a number of examples of ways and mediums that we currently use that contribute to Marketing and Branding Assignack and fostering our Brand Identity. Please see *Appendix C* for a comprehensive list.

4A.) IMPLEMENTATION – HOW WILL WE DO THIS?

Once Council has established the direction and scope of this policy and has approved it by way of Resolution and By-law, it is the responsibility of Staff to oversee the implementation of these marketing and branding initiatives, which will collaboratively work to achieve Council's Strategic Goals and Priorities.

4B.) IMPLEMENTATION - WHO IS RESPONSIBLE?

It will be the responsibility of each Department Head to implement this policy within their respective departments. Department Heads include: The CAO, Treasurer/Deputy-CAO, Clerk, Public Works Superintendent, PEC/Recreation Director, Museum Curator, Librarian and Fire Department.

It is also the responsibility of each Department Head to ensure that their department adheres to the guiding principles identified within the Brand Story (*Appendix A*) and Branding Tool Kit, (*Appendix B*) as approved by Council.

Final approval of all Marketing and Branding initiatives must be signed off by the CAO, before Department Heads may proceed.

6.) UPDATES TO COUNCIL

Department Heads and/or Senior Administration will provide regular updates to Council regarding the successful implementation of this policy and the Townships Marketing and Branding Initiatives.

DRAFT

APPENDIX A

BRAND STORY

The Corporation of The Township of Assiginack

THE RICH HISTORY OF ASSIGINACK TOWNSHIP:

A Historical Gem in Ontario, Canada

Introduction

Assignack Township is a charming and historic Township located on Manitoulin Island, Ontario in Canada. With a rich history dating back centuries, this township holds a significant place in the heritage of the region.

Assignack Township's Origins

Assignack Township derived its name from Odaawaa Chief Jean Baptiste Assignack and has a unique history as the first settlement on Manitoulin Island giving Assignack Township significantly 'heritage rich,' wide-spread roots.

Established for Longevity

The Corporation of the Township of Assignack has been in existence for over one and a half centuries having been officially established in 1871. With a proud history spanning more than 150 years, this Township has stood the test of time, attracting residents and visitors alike with its unique charm and warm all-inclusive community spirit.

A Multifaceted Township

Assignack Township is responsible for providing various services and maintaining the infrastructure within its jurisdiction. This includes, but is not limited to, managing local roads, water to waste management, contributing to health and social services, recreational facilities, and fire protection services. The township also plays a vital role in land use planning and fostering community and economic development in the area.

Serving a Diverse Community

Assignack Township caters to a diverse range of residents and visitors. From families seeking a close-knit community to retirees in search of a peaceful retirement haven, Assignack Township welcomes individuals from all walks of life. The township also recognizes the importance of Indigenous heritage and strives to maintain strong relationships with the local First Nations communities.

Steady Growth and Development

Since its establishment, Assignack Township has experienced steady growth in terms of population and infrastructure. What once started as a small settlement has now grown into a thriving township with a population of approximately 1,000 residents. Despite its growth, Assignack Township has managed to maintain its small-town charm and community-oriented approach.

The Ambitions of Assignack Township

Assignack Township aims to preserve its rich heritage and natural surroundings while embracing opportunities for growth and progress. The township envisions creating a sustainable future by implementing responsible land use planning and promoting eco-friendly community-based initiatives. Assignack Township also strives to attract businesses that align with its values, stimulating economic growth while preserving its small-town character.

In conclusion, Assignack Township stands as a testament to the resilience and rich history of Manitoulin Island. With its unique name, established presence, diverse services, and commitment to its community, Assignack Township continues to hold a prominent place in the hearts of its residents and visitors. As the township looks towards the future, it aims to strike a harmonious balance between growth, preservation, and creating a bright tomorrow for generations to come.

CULTURE: *Discovering the Vibrant Culture of Assiginack Township*

Assiginack Township is a captivating destination known for its rich cultural heritage and warm community spirit. Nestled in the heart of Ontario, Canada, this tranquil township offers a unique blend of natural beauty, historical landmarks, and a welcoming atmosphere.

Assiginack Township's Culture:

A Tapestry of Heritage and Diversity Assiginack Township boasts a vibrant culture that reflects its diverse historical influences and the unity of its residents. From the original Indigenous people to the settlers who arrived centuries ago, the township's cultural tapestry is layered with stories waiting to be uncovered. Visitors and residents alike can immerse themselves in the living history of Assiginack Township through its numerous heritage sites, museums, and unique culture-based community events.

Attributes and Characteristics of Our Township

1. **Strong Sense of Community:**
One of the defining features of Assiginack Township is its strong sense of community. The residents here are deeply connected and united, always ready to lend a helping hand or support local initiatives. This culture of togetherness creates an inclusive environment where individuals feel a true sense of belonging.
2. **Preservation of Heritage:**
Assiginack Township takes great pride in preserving its heritage. Historical buildings, such as the Blacksmith Shop, Old School House and the Assiginack Museum, serve as living testaments to the township's past. By preserving these landmarks, Assiginack showcases its commitment to honoring its roots and passing on its history to future generations.
3. **Embracing Nature:**
Enveloped by breathtaking landscapes, Assiginack Township has an unwavering appreciation for the natural world. From the shimmering waters of Lake Huron to the lush forests and serene hiking trails, this township celebrates its surroundings. Residents and visitors regularly engage in outdoor activities, fostering a deep connection with nature.

Attitudes and Behaviors of Employees and Council

4. Professionalism and Dedication:

The employees of Assiginack Township are known for their professionalism and dedication to their roles. Whether it be members of the administrative staff, public works and maintenance personnel, or local bylaw building and enforcement, everyone executes their duties with a high level of competence and commitment.

5. Hospitality and Respect:

The employees of Assiginack Township exemplify the true meaning of hospitality and respect. When interacting with each other, their colleagues, and the property taxpayers, residents, and visitors to the township, they ensure that everyone feels welcomed and valued. Their warm demeanor and willingness to assist create a positive and inviting atmosphere.

6. Collaborative Spirit:

Assiginack Township Council and employees foster a collaborative spirit, recognizing the importance of teamwork in achieving common goals. By working together, they synergistically combine their skills and expertise to better serve the community. This collaborative approach allows for efficient problem-solving and the successful implementation of initiatives and projects.

In conclusion, Assiginack Township's culture is a harmonious blend of heritage, diversity, and community values. Its strong sense of community, commitment to preserving its heritage, and appreciation for nature create an inviting environment for residents and visitors alike. The Council and employees of Assiginack Township play an indispensable role in upholding these attributes through their professionalism, hospitality, and collaborative spirit. So, whether you are exploring the historical landmarks, engaging in outdoor adventures, or interacting with the township's friendly residents, you will undoubtedly be immersed in the unique and vibrant culture that defines Assiginack Township.

Assiginack Township: *Serving Taxpayers and Tourists through Effective Public Services*

Assiginack Township is dedicated to serving its residents and visitors by providing a wide range of effective public services. From fire and rescue to community development and engineering, Assiginack Township aims to meet the needs of its community directly and indirectly.

Fire and Rescue: Ensuring Safety for All

Fire and rescue services are crucial in any community, and Assiginack Township takes this responsibility seriously. By maintaining a well-trained and equipped fire department, the township ensures the safety of its residents, businesses, and visitors alike. Whether responding to emergencies or providing educational programs, Assiginack Township demonstrates its commitment to the wellbeing of its community.

Delivery of Safe Drinking Water: A Necessity for All

Access to safe drinking water is a fundamental right for every individual. Assiginack Township recognizes this and works diligently to deliver clean and potable water to its residents and businesses. Through regular testing, monitoring, and maintenance of water systems, the township strives to protect public health and provide an essential service to its community.

Road Maintenance, Sidewalks, and Boat Launches: Keeping Assiginack Connected

Maintaining a well-functioning transportation infrastructure is crucial for both taxpayers and tourists. Assiginack Township takes pride in its well-maintained roads, sidewalks, and boat launches, ensuring smooth travel and convenient access to various destinations. These efforts not only enhance the quality of life for residents but also attract tourists who appreciate well-kept surroundings and easy access to recreational activities.

Waste/Landfill Management: A Commitment to Sustainability

Effective waste and landfill management are integral to preserving the environment and promoting sustainability. Assiginack Township has implemented comprehensive waste management practices to minimize the impact on the ecosystem. By encouraging recycling and providing proper disposal facilities, the township aims to create a cleaner and healthier environment for both its residents and the tourists who visit its picturesque surroundings.

Building Permits and Municipal Law Enforcements: Ensuring Compliance and Safety

Building permits and municipal law enforcement play a vital role in upholding safety standards and maintaining order within a community. Assignack Township's dedicated staff works diligently to ensure that all construction meets appropriate codes and regulations. Through regular inspections and enforcement of bylaws, the township guarantees that properties in the area are safe, well-maintained, and aesthetically pleasing, contributing to the overall appeal of the township for both residents and visitors.

Environmental and Sustainable Initiatives: Preserving Assignack's Natural Beauty

Assignack Township recognizes the importance of preserving its natural beauty and reducing its ecological footprint. Through various environmental and sustainable initiatives, the township actively promotes practices that protect the environment and contribute to a healthier and more sustainable future. These efforts not only benefit the community but also attract tourists who appreciate the commitment to conservation and the opportunity to engage with nature.

Development and Planning Strategies: Shaping a Vibrant Township

The development and planning strategies implemented by Assignack Township are aimed at creating a vibrant and well-designed community. By carefully considering land use, zoning regulations, and infrastructure development, the township strives to create an environment that fosters economic growth and enhances the overall quality of life for its residents. This, in turn, attracts businesses and tourists who are drawn to the opportunities and amenities offered by a well-planned township.

Public Engagement and Communication: Fostering Community Connections

Maintaining open lines of communication and fostering community engagement is a priority for Assignack Township. Regular town hall meetings, online platforms, and community events provide residents and visitors with the opportunity to voice their opinions, stay informed, and actively participate in the decision-making processes of the township. By encouraging public engagement and transparent communication, Assignack Township ensures that the needs and concerns of its community, both permanent and temporary, are addressed effectively.

Community Development and Engineering: Enhancing Quality of Life

Assignack Township believes in creating a strong and interconnected community. Through community development initiatives and engineering projects, the township aims to enhance livability by providing essential services and amenities. By investing in the construction and maintenance of community spaces, parks, pathways, museums, marina docks and beaches, Assignack Township creates a welcoming environment that enriches the lives of both residents and visitors.

Business Attraction and Retention: Growing Local Economy

A thriving business sector is vital for the growth and sustainability of any community. Assignack Township understands this and actively pursues opportunities for business attraction and retention. By providing support, resources, and an attractive business environment, the township contributes to the economic prosperity of the area. This economic growth not only benefits the local taxpayers but also attracts tourists who appreciate a diverse range of local businesses and services.

Economic Development Opportunities: Unlocking Potential

Assignack Township recognizes the importance of economic development and continually seeks opportunities to unlock its potential. By attracting investment, supporting entrepreneurship, and enhancing infrastructure, the township creates an environment that fosters innovation, growth, and prosperity. Through these efforts, Assignack Township positions itself as a desirable destination for businesses and tourists alike, offering a range of opportunities and experiences.

Parks, Pathways, Museum, Marina, Beach: A Haven for Recreation and Relaxation

Assignack Township takes pride in its well-maintained parks, pathways, museum, marina, and beach, offering residents and visitors ample opportunities for recreation and relaxation. The township recognizes the value of outdoor spaces and amenities in promoting physical and mental wellbeing. Whether it's enjoying a serene walk, exploring local history, or spending a day at the beach, Assignack Township provides a welcoming and enjoyable experience for all.

Recreation and Social Programs: Nurturing Community Connections

Recreation and social programs play a vital role in nurturing community connections and promoting an active and engaged lifestyle. Assiginack Township prioritizes the provision of diverse recreational opportunities, including sports leagues, fitness classes, and social gatherings. These programs not only contribute to the overall health and wellbeing of the community but also create opportunities for residents and tourists to connect, forge friendships, and build a strong sense of belonging.

Arts, Culture, and Heritage Centres and Programming: Celebrating Assiginack's Identity

Assiginack Township recognizes the importance of preserving and celebrating its unique arts, culture, and heritage. Through various initiatives, including arts festivals, cultural events, and heritage programming, the township showcases its identity and provides residents and visitors with opportunities to engage with and appreciate local talent and history. This celebration of arts, culture, and heritage enriches the community and creates a vibrant and inclusive environment.

Community Events: Building a Sense of Togetherness

Community events are the backbone of a close-knit community, and Assiginack Township thrives in this aspect. From annual festivals to holiday celebrations, the township brings residents and visitors together, fostering a sense of togetherness and camaraderie. These events provide a platform for cultural exchange, entertainment, and the creation of lasting memories, reinforcing Assiginack Township's reputation as a warm and welcoming community.

In conclusion, Assiginack Township's primary purpose is to serve both its taxpayers and tourists by providing a wide range of effective public services. From ensuring safety to promoting economic growth and preserving the environment, Assiginack Township demonstrates its commitment to the wellbeing and prosperity of its community. By investing in essential services, community development, and engaging programming, Assiginack Township creates a vibrant and inclusive environment that attracts both residents and tourists seeking a high-quality lifestyle and memorable experiences. Assiginack Township stands as a shining example of a community committed to quality service for all.

PROVIDING EXCELLENT SERVICE: *How Assignack Township Strategically Achieves Its Goals*

In today's fast-paced world, customer satisfaction is the key to success for any corporation. Assignack Township understands this concept and strives to provide excellent service in all aspects of its operations.

Goal 1: Prompt and Efficient Communication

To ensure effective communication, Assignack Township has implemented a range of steps, including:

Investing in Advanced Communication Tools

Assignack Township recognizes that staying up-to-date with technology is crucial for efficient communication. By investing in advanced communication tools, such as state-of-the-art phone systems and email and social media platforms, the township can promptly address residents' queries, concerns, and requests.

Employing Trained and Knowledgeable Staff

Assignack Township understands that the quality of service largely depends on the expertise and knowledge of its staff. By employing trained professionals, the township ensures that residents receive accurate information and guidance in a timely manner.

Adhering to a Comprehensive Customer Relationship Management (CRM) System

To enhance efficiency and maintain personalized customer interactions, Assignack Township has adopted a comprehensive CRM system. This system enables staff to track each resident's inquiries, requests, and concerns, ensuring that no issue goes unresolved or unnoticed.

Goal 2: Transparent and Accessible Information

Assignack Township prioritizes the dissemination of clear and accessible information to its residents. The following steps are taken to meet this goal:

Creating a User-Friendly Website

Assignack Township has developed a user-friendly website that provides residents with easy access to essential information. The website is regularly updated to include relevant news, announcements, and resources that residents may need.

Regular Distribution of Newsletters and Bulletins

To keep residents well-informed, Assiginack Township sends out newsletters and bulletins regularly. These publications highlight upcoming events, important announcements, and provide valuable information about various township initiatives.

Utilizing Social Media Platforms

Recognizing the power of social media in reaching a wider audience, Assiginack Township maintains an active presence on various platforms. Through platforms like Facebook, Instagram, and X (Twitter), the township shares real-time updates, news, and engaging content to foster a stronger sense of community.

Goal 3: Responsive and Proactive Approach

Assiginack Township believes in a responsive and proactive approach to addressing the needs of its residents. Here are the steps taken to achieve this goal:

Establishing a Dedicated Service Response Team


To ensure a prompt response to residents' concerns and complaints, Assiginack Township has established a dedicated service response team. This team works synergistically to address issues in a timely and efficient manner, resolving problems and improving resident satisfaction.

Conducting Regular/Timely Surveys and Feedback Sessions

Assiginack Township actively seeks feedback from residents through surveys and feedback sessions. By understanding the community's needs and concerns, the township can proactively address issues and make necessary improvements to its services.

Encouraging Community Engagement and Collaboration

Assiginack Township values community engagement and collaboration. The township organizes sub-committees, events, workshops, and Council meetings to encourage residents' participation and input. By involving the community in decision-making processes, Assiginack Township ensures that the services provided align with the community's expectations.



In conclusion, Assiginack Township is committed to providing excellent service to its residents. Through strategic steps and plans, such as prompt and efficient communication, transparent and accessible information, as well as a responsive and proactive approach, the township consistently strives to meet its service goals. By prioritizing customer satisfaction and continuously improving its services, Assiginack Township aims to create a thriving and engaged community.

Assiginack Township's Commitment to Excellent Service: *Building a Thriving and Engaged Community*

Assiginack Township is dedicated to delivering outstanding services and cultivating a sense of community among its residents. By prioritizing customer satisfaction and actively seeking ways to improve, the township has established itself as a beacon of excellence in service delivery. How Assiginack Township's core values of *Responsibility, Integrity, Quality, and Inclusivity/Community* shape their brand personality, fostering a thriving and engaged community.

Assiginack Township's Commitment to Providing Excellent Service:

Responsibility for Community Well-being

By placing a strong emphasis on responsibility, Assiginack Township ensures that their actions and decisions are aligned with the best interests of the community. They take responsibility for the well-being and quality of life of their residents, making decisions that contribute to the growth and sustainable development of the township. Assiginack Township recognizes the importance of inclusivity in decision-making and actively involves residents in community initiatives.

Integrity as the Bedrock

Integrity is at the core of Assiginack Township's commitment to excellent service. The township operates with the highest ethical standards and transparency, ensuring that residents have confidence in their actions. By fostering trust through open communication, Assiginack Township promotes accountability and encourages residents to actively engage in shaping their community.

Quality Service Delivery

Assiginack Township believes in providing top-notch service to its residents. They prioritize efficiency, effectiveness, and continuous improvement to meet the evolving needs of the community. By investing in staff training and technology, Assiginack Township ensures that their services are delivered in a timely and professional manner. They strive to exceed expectations, going above and beyond to ensure residents receive the highest quality of service.

Embracing *Inclusivity*

Assignack Township understands that a thriving and engaged community is built upon inclusivity. The township actively fosters an environment where every resident feels valued and empowered to contribute to the community's success. Through community engagement initiatives, Assignack Township actively seeks input from residents, making sure that diverse perspectives are considered in decision making.

Assignack Township's Brand Messaging:

Transparent and Accessible Information

Assignack Township's brand messaging emphasizes the importance of transparency and accessible information. By providing clear and easily understandable communication, residents are well-informed about programs, services, and community initiatives. This helps to foster trust and engagement among residents, creating a strong sense of community.

Prompt and Efficient Communication

Assignack Township aims to ensure prompt and efficient communication with its residents. By actively engaging residents through various communication channels, such as community newsletters, social media platforms, sub-committee, and Council meetings, the township encourages open dialogue and feedback. Prompt responses to inquiries and concerns further strengthen the bond between Assignack Township and its residents.

Responsive and Proactive Approach

Assignack Township takes a responsive and proactive approach to address the needs and concerns of its residents. They actively seek feedback, listen to residents' suggestions, and take immediate action to address any issues that arise. This proactive approach demonstrates the township's commitment to continuously improving its services and fostering a sense of trust and satisfaction among residents.

In conclusion, Assignack Township's commitment to providing excellent service is deeply ingrained in their brand messaging. By emphasizing transparency, communication, and a proactive approach, the township strives to create a thriving and engaged community. Through their core values of Responsibility, Integrity, Quality, and Inclusivity, Assignack Township sets an example for others seeking to develop impactful brand messaging rooted in their commitment to service excellence. Through continuous improvement and unwavering customer satisfaction,

Assignack Township paves the way for a connected and prosperous community.

"With everyone working together, we have the opportunity to create a community that is united, diverse, and inclusive, where progress is fueled by shared responsibility.

Let's Build Our Township Together!"

DEVELOPING HIGH-IMPACT BRAND MESSAGING: Assiginack Township's Commitment to Excellent Service

Assiginack Township, known for its commitment to providing excellent service to its residents, understands the importance of effective brand messaging. By strategically implementing various steps and plans, such as prompt and efficient communication, transparent and accessible information, as well as a responsive and proactive approach, the township consistently strives to meet its service goals. Through prioritizing customer satisfaction and continuously improving its services, Assiginack Township aims to create a thriving and engaged community.

Assiginack Township: A Commitment to Excellent Service
In today's competitive landscape, developing high-impact brand messaging is crucial for any 'organization' to stand out and succeed. Assiginack Township recognizes this and places great emphasis on crafting their messaging to align with their commitment to excellent service. This commitment is reflected in the township's mottos, taglines, and overall messaging.

Mottos, Slogans, and Taglines

Mottos and taglines play a vital role in conveying the essence of a brand and creating a lasting impression. Assiginack Township has carefully crafted mottos, slogans, and taglines that capture the spirit of their commitment to service excellence. These slogans serve as catchy and memorable statements that resonate with residents and potential newcomers alike.

One such motto used by Assiginack Township is *"Let's Build Our Township Together."* This succinct phrase embodies the township's vision of fostering a close-knit and supportive community where everyone plays a role in its development and growth. By emphasizing the collective effort needed to build a thriving community, Assiginack Township aligns its messaging with the values of collaboration, inclusion, and unity.

Messaging Strategy

Developing an effective messaging strategy requires a deep understanding of the target audience and their needs. Assignack Township employs a comprehensive approach to ensure their messaging resonates with residents and conveys their commitment to excellent service.

Transparent and Accessible Information

Assignack Township recognizes the value of transparent and accessible information in building trust and fostering community engagement. By providing detailed and easily accessible information on their website and other communication channels, the township ensures that residents are well-informed about the services, initiatives, and opportunities available to them. This commitment to transparency not only enhances the brand's credibility but also empowers residents to actively participate in the development of their community.

Prompt and Efficient Communication

Effective communication is a cornerstone of excellent service. Assignack Township understands the importance of promptly addressing inquiries, concerns, and feedback from residents. By leveraging various communication channels such as email, phone, and social media, the township ensures that residents can easily reach out and receive the assistance they need. This commitment to responsive communication further solidifies the trust residents have in Assignack Township's dedication to their well-being.

Responsive and Proactive Approach

In addition to maintaining open lines of communication, Assignack Township takes a responsive and proactive approach to service delivery. By anticipating residents' needs and concerns, the township can swiftly address issues, implement improvements, and proactively seek opportunities to enhance the overall well-being of the community. This proactive mindset demonstrates Assignack Township's commitment to continuously improving its services and ensuring the highest level of customer satisfaction.

Creating a Thriving and Engaged Community

By developing high-impact brand messaging based on Assignack Township's commitment to providing excellent service, the township aims to create a thriving and engaged community. This involves not only delivering outstanding services but also fostering an environment where residents feel valued and empowered to contribute to their community's success.

Through transparent and accessible information, prompt and efficient communication, and a responsive and proactive approach, Assignack Township cultivates a sense of belonging and collaboration among its residents. By constantly prioritizing customer satisfaction and seeking ways to improve, the township builds trust, loyalty, and a strong sense of community.

In conclusion, Assignack Township's commitment to excellent service is reflected in their brand messaging. By strategically developing mottos, taglines, and messaging that emphasize transparency, communication, and a proactive approach, the township aims to create a thriving and engaged community. Through their dedication to continuous improvement and customer satisfaction, Assignack Township sets an example for other Townships / organizations seeking to develop impactful brand messaging rooted in their core values.

Assignack Township's Mission: Supporting its Values

Assignack Township's mission aligns with its core values. Assignack Township is committed to providing highly efficient public services while promoting sustainable growth within a fiscally responsible framework. The township values responsibility, integrity, quality, and inclusivity / community. These values not only create a professional environment but also foster trust, success, and a positive impact on the community.

Assignack Township's Mission: Efficient Public Services and Sustainable Growth

The mission of Assignack Township is to provide highly efficient public services to its residents. This commitment ensures that the community receives top-notch services in a timely and cost-effective manner. By focusing on efficiency, Assignack Township aims to streamline processes and optimize resource allocation, ultimately benefiting the residents and promoting overall development.

Furthermore, Assignack Township's mission extends beyond efficient public services. It also emphasizes the generation of new opportunities for sustainable growth within a fiscally responsible structure. This means that the township actively explores avenues for economic development while considering the long-term impact on the environment and residents' well-being. By adopting sustainable practices and making informed decisions, Assignack Township aims to create a thriving community that can sustain growth for generations to come.

Embracing Responsibility: A Core Value of Assiginack Township

One of Assiginack Township's core values is embracing responsibility. The township takes responsibility for its actions and decisions, ensuring that they align with the best interests of the community. By prioritizing responsibility, Assiginack Township creates an environment of accountability and trust, where residents can rely on the township's commitment to their welfare.

Assiginack Township's mission reinforces this value by striving to provide highly efficient public services. By delivering services promptly and effectively, the township demonstrates its responsibility towards meeting the needs of its residents. This dedication to responsibility cultivates a sense of trust and confidence within the community, fostering a positive relationship between Assiginack Township and its residents.

Upholding Integrity: Another Key Value of Assiginack Township

Integrity is an essential value for Assiginack Township. The township operates with honesty and transparency, ensuring that all actions and decisions align with ethical standards. By upholding integrity, Assiginack Township instills a sense of trust and confidence within the community, assuring residents that their interests are safeguarded.

Assiginack Township's mission further supports this value by promoting a fiscally responsible structure. The township manages its resources in a transparent and accountable manner, ensuring that public funds are utilized efficiently and effectively. This commitment to integrity not only enhances the trust between Assiginack Township and its residents but also ensures the long-term sustainability of the community's growth initiatives.

Commitment to Quality: A Pillar of Assiginack Township's Values

Assiginack Township places a high value on quality, ensuring that its services and initiatives meet the highest standards. By prioritizing quality, the township strives to exceed expectations and provide exceptional services to its residents. This commitment to quality reflects Assiginack Township's dedication to continuous improvement and excellence.

Through its mission of providing highly efficient public services, Assignack Township aligns with its commitment to quality. The township not only focuses on delivering services promptly but also ensures that they meet the highest standards of excellence. This dedication to quality creates a positive impact on the community, enhancing residents' quality of life and fostering a sense of pride within Assignack Township.

Inclusivity/Community: The Heart of Assignack Township's Values

Inclusivity and community are at the core of Assignack Township's values. The township believes in fostering a sense of belonging and ensuring that all residents have equal access to opportunities and resources. By prioritizing inclusivity, Assignack Township cultivates a strong sense of community and celebrates diversity.

Assignack Township's mission supports this value by generating new opportunities for sustainable growth. By promoting economic development, the township creates avenues for all residents to thrive and contribute to the community's prosperity. Moreover, by embracing responsible and inclusive practices, Assignack Township ensures that every resident has a voice and can actively participate in decision-making processes.

In conclusion, Assignack Township's mission of providing highly efficient public services while generating new opportunities for sustainable growth aligns seamlessly with its core values of responsibility, integrity, quality, and inclusivity / community. By embracing these values, Assignack Township creates a professional environment, builds trust within the community, achieves success, and makes a positive impact. The township's commitment to its mission and values ensures a thriving, inclusive, and sustainable future for Assignack Township and its residents.

Assignack Township: A Vision Supporting Its Values

Assignack Township is known for its rich heritage and pristine natural environment. The township's vision is to become a vibrant, community-oriented place that embraces responsibility, integrity, quality, and inclusivity. By aligning its vision with its values, Assignack Township aims to create a professional environment that fosters trust, achieves success, and leaves a positive impact on its residents and visitors.

Assignack Township's Vision: A Vibrant Community-Oriented Township

Assignack Township's vision is to be a vibrant, community-oriented township that stands out for preserving its rich heritage and proactively protecting its pristine natural environment. This vision showcases the township's commitment to creating a thriving and sustainable community for its residents and future generations.

How does the vision support its values?

The vision of Assignack Township reflects its core values and principles. The township strives to embrace responsibility, integrity, quality, and inclusivity in all its endeavors to ensure a harmonious and prosperous environment for everyone.

Embracing Responsibility: A Key Value of Assignack Township

Assignack Township strongly believes in embracing responsibility towards its residents and the environment. By actively engaging in initiatives such as sustainable development, waste reduction, and environmental conservation, the township showcases its dedication to creating a responsible and accountable community.

Assignack Township takes pride in its efforts to reduce its carbon footprint and promote renewable energy sources. Through responsible practices and policies, the township aims to be a role model for other communities, inspiring them to adopt sustainable practices and protect the natural environment.

Integrity: The Backbone of Assignack Township's Vision

Integrity is a fundamental value that underlies Assignack Township's vision. The township upholds honesty, transparency, and ethical conduct in all its actions and decisions. By fostering a culture of integrity, Assignack Township ensures that its residents and stakeholders have faith in the township's intentions and trust its commitment to fulfilling its vision.

Through transparent governance and clear communication channels, Assignack Township builds strong relationships with its residents, fostering a sense of unity and trust within the community. This commitment to integrity sets the foundation for a vibrant and thriving township.

Quality: A Cornerstone of Assignack Township's Vision

Assignack Township values quality in all aspects of community life, from infrastructure development to public services. The township strives for excellence, ensuring that its residents have access to high-quality amenities, well-maintained facilities, and efficient services.

By focusing on quality, Assignack Township enhances the overall living standards of its residents, making it an attractive place to live, work, and visit. The township's commitment to providing superior quality sets it apart and contributes to its vision of becoming a vibrant and community-oriented township.

Inclusivity/Community: The Key to Assignack Township's Vision

Assignack Township believes in fostering inclusivity and promoting a strong sense of community among its residents. The township encourages participation, collaboration, and involvement from all individuals, regardless of their backgrounds or circumstances.

By embracing diversity and creating a welcoming environment, Assignack Township nurtures a strong community spirit. It encourages residents to actively participate in community events, share their ideas, and contribute towards the betterment of the township. This inclusivity not only strengthens the community but also acts as a catalyst for positive change and progress.

In conclusion, Assignack Township's vision of becoming a vibrant, community-oriented township aligns seamlessly with its values of embracing responsibility, integrity, quality, and inclusivity. By incorporating these values into its actions and policies, the township ensures a professional environment where trust is built, success is achieved, and a positive impact is created. With its dedication to preserving its rich heritage and protecting its pristine natural environment, Assignack Township sets an example for other Townships / organizations to follow. Through its vision and values, Assignack Township strives to create a sustainable and thriving community for all its residents and future generations.

Brand Personality

Assignack Township is dedicated to providing excellent service to its residents. The township aims to create a thriving and engaged community by not only delivering outstanding services but also fostering an environment where residents feel valued and empowered to contribute to their community's success. Through transparent and accessible information, prompt and efficient communication, and a responsive and proactive approach, Assignack Township cultivates a sense of belonging and collaboration among its residents.

Mottos, Slogans, and Taglines

Assignack Township's commitment to excellent service is reflected in their mottos and taglines. By strategically developing these messages, the township emphasizes key values and aspirations.

1. **"Service Is Our Priority"** - Assignack Township places a strong emphasis on customer satisfaction and ensuring that every resident's needs are met. By making service their top priority, the township aims to not only meet but exceed the expectations of their residents.
2. **"Let's Build Our Township Together"** - Assignack Township recognizes that a thriving community is built on collaboration and unity. This motto highlights the importance of working together with residents to create a stronger and more vibrant community.
3. **"Your Voice Matters"** - The township values the opinions and concerns of its residents. This tagline conveys the message that Assignack Township is committed to actively listening to residents and taking their feedback into account when making decisions that impact the community.

Messaging

Assignack Township's messaging aligns with their commitment to excellent service. Through various communication channels, the township ensures that residents have access to transparent and up-to-date information.

4. **Transparent and Accessible Information** - Assignack Township believes in the importance of transparency. By providing residents with access to relevant information concerning township operations and decision-making processes, the township fosters trust and accountability within the community.

5. **Prompt and Efficient Communication** - Assiginack Township understands the significance of effective communication. The township strives to promptly respond to resident inquiries and concerns, ensuring that communication is efficient and meaningful.
6. **Responsive and Proactive Approach** - Assiginack Township takes a proactive approach to both identifying and addressing the needs of its residents. By staying ahead of potential issues and actively seeking ways to improve services, the township ensures that residents receive the support they need.

Creating a Thriving and Engaged Community

Through their commitment to excellent service, Assiginack Township aims to create a thriving and engaged community. By prioritizing customer satisfaction and seeking ways to improve, the township builds trust, loyalty, and a strong sense of community.

7. **Belonging and Collaboration** - Assiginack Township believes that every resident should feel like they belong and have the opportunity to contribute to the community's success. By fostering an environment that encourages collaboration and active participation, the township strengthens community bonds.
8. **Continuous Improvement** - Assiginack Township is dedicated to continuously improving their services. Through regular evaluation and feedback from residents, the township identifies areas for growth and implements changes that enhance the overall quality of life in the community.
9. **Customer Satisfaction** - Assiginack Township places a high value on customer satisfaction. By consistently meeting and exceeding resident expectations, the township builds trust, loyalty, and a positive reputation within the community.

In conclusion, Assiginack Township's commitment to excellent service is reflected in their brand messaging. By strategically developing mottos, taglines, and messaging that emphasize transparency, communication, and a proactive approach, the township aims to create a thriving and engaged community.

Through their dedication to continuous improvement and customer satisfaction, Assiginack Township sets an example for other townships / organizations seeking to develop impactful brand messaging rooted in their core values.

ASSIGINACK TOWNSHIP: A HISTORICAL GEM

Story-friendly facts and figures about Assiginack Township

Assiginack Township: Responsible, inclusive, and thriving, Assiginack Township is located on Manitoulin Island, the largest freshwater island in the world. With a rich history that dates back to its settlement in the early 19th century, Assiginack Township has evolved into a vibrant and forward-thinking community. Its commitment to responsible governance and inclusive policies has earned it accolades from residents and visitors alike.

Infrastructure Investment and Renewal

At the core of Assiginack Township's values lies its commitment to infrastructure investment and renewal. The township consistently allocates resources to ensure that its infrastructure meets the needs of its residents and businesses. From roads and bridges to arts and recreational facilities, Assiginack Township prioritizes the maintenance and enhancement of its infrastructure to support its growing community. **Did you know?** Assiginack Township has invested over \$2 million in road improvements in the past five years, resulting in smoother commutes for residents and a boost to economic development.

Excellence In Governance

Assiginack Township prides itself on excellence in governance, prioritizing accountability, transparency, and strong leadership. The township's elected officials, (Council), work diligently to represent the interests of the community while promoting sustainable growth and development. Through strategic planning and effective decision-making, Assiginack Township ensures a bright future for its residents and businesses.

Fiscal Responsibility

Fiscal responsibility is a cornerstone of Assiginack Township's governance practices. The township maintains a balanced budget while providing essential services and investing in future initiatives. By responsibly managing taxpayer dollars, Assiginack Township fosters an environment of trust and confidence among its residents and stakeholders.

Did you know? Assiginack Township has maintained the highest of credit ratings for the past decade, a testament to its strong financial management practices.

Community and Economic Development

Assignack Township recognizes the importance of vibrant communities and a thriving economy. Through strategic partnerships, business support programs, and community engagement initiatives, the township actively promotes economic development. Assignack Township's diverse range of businesses and attractions create a dynamic environment for residents and visitors alike.

Did you know? Assignack Township saw a 20% increase in tourism revenue in the past year, thanks to its commitment to promoting local businesses and attractions.

Inclusivity: Embracing Diversity

Assignack Township celebrates diversity and fosters inclusivity within its community. With a variety of cultural events, educational programs, and support services, the township ensures that all residents feel welcome and valued. Assignack Township's commitment to inclusivity shines through its efforts to create an inclusive and harmonious community for all.

Did you know? Assignack Township supports 'Summerfest', a Community Heritage and Diversity Festival, showcasing the rich cultural heritage of its residents and fostering intercultural understanding.

In conclusion, Assignack Township is a place where responsibility, integrity, quality, and inclusivity thrive. From its investment in infrastructure to its excellence in governance, Assignack Township is a shining example of a Township that values its residents and works towards their betterment.

Through its commitment to community and economic development, Assignack Township ensures a bright future for its residents and businesses. So, why not join in this success story and be a part of Assignack Township's journey towards a prosperous future.

Click here on this link to learn more about Assignack Township and discover all that it has to offer to support your brand's story!

ASSIGINACK TOWNSHIP

Assignack Township, known for its strong core values of Responsibility, Integrity, Quality, and Inclusivity, thrives on creating a sense of community and belonging for its residents. These mottos, slogans, and Taglines will inspire and empower the community, reflecting the main keywords of Responsibility, Integrity, Quality, and Inclusivity.

Responsible Core Value Derived Mottos, Slogans, and Taglines

1. "Building Futures Together"

This motto emphasizes the importance of collaboration and working together for the betterment of Assignack Township's future. It highlights the responsibility we all have in shaping a prosperous Township / community.

2. "Sustainability Starts Here"

With a focus on responsible environmental practices, this motto encourages the township to take action towards a sustainable future. It reflects the commitment to preserving natural resources and protecting the environment for generations to come.

3. "Empowering Through Education"

This motto underlines the significance of education in empowering individuals and the Township as a whole. Assignack Township values knowledge and promotes continuous learning to foster personal growth and progress.

4. "A Township Of Communities That Care!"

Taking care of one another is a fundamental responsibility. This motto reminds residents to extend a helping hand, support each other, and create a compassionate and caring Township / community.

Mottos, Slogans, and Taglines Embodying Integrity Core Value

5. "Honesty Builds Trust"
Integrity lies at the heart of this motto, emphasizing the importance of honesty and transparency in all actions. Assiginack Township values trust and integrity as pillars of a strong and united Township / community.
6. "Accountability in Action"
With this motto, the township emphasizes the significance of individual accountability. Taking responsibility for one's actions cultivates a culture of integrity, where everyone is accountable for their contribution to the Township's / community's success.
7. "Ethics Guide Our Decisions"
This motto highlights the commitment to making ethical choices in Assiginack Township. Upholding ethical standards ensures fairness, justice, and respect for all residents.
8. "Respecting Our Past, Building Our Future"
Integrity involves honoring and respecting the rich history of the township while striving for progress. This motto celebrates the heritage of Assiginack Township while embracing growth and development.

Quality-Oriented Core Value Derived Mottos, Slogans, and Taglines

9. "Excellence, Our Standard"
This motto reflects the commitment to delivering excellence in all aspects of community life. Assiginack Township takes pride in maintaining high-quality standards and continuously striving for improvement.
10. "Crafting Memorable Experiences"
This motto encourages the township to create enriching experiences for residents and visitors alike. Striving for quality ensures that every interaction, event, or service offered by Assiginack Township is memorable and enjoyable.
11. "Attention to Detail, Uncompromised Quality"
Assiginack Township values attention to detail, ensuring that every project, initiative, or service is executed with precision and excellence. This commitment to quality resonates in this impactful motto.

12. "Innovation For Progress"

This motto highlights the importance of embracing innovation and forward-thinking. Assiginack Township seeks to bring fresh ideas and creative solutions to enhance the quality of life for its residents.

Mottos, Slogans, and Taglines Promoting Inclusivity /
Community Core Value

13. "Strength In Diversity, Building Unity"

Inclusivity is at the core of this motto, emphasizing the acceptance and celebration of diversity within Assiginack Township. By embracing differences, the Township / community fosters unity, and a sense of belonging for all.

14. "Opportunities for All"

This motto represents Assiginack Township's commitment to providing equal opportunities, regardless of background or circumstances. It ensures a fair and inclusive environment where everyone can thrive.

15. "Listening to Every Voice"

Inclusivity involves valuing every individual's perspective. This motto encourages active listening and open communication within the township, ensuring that every voice is heard and respected.

16. "Creating Spaces of Inclusion"

Assiginack Township strives to create physical and social spaces that are accessible and welcoming to all. This motto reflects the commitment to fostering inclusivity through the design and development of the Township / community.

In conclusion, Assiginack Township embody the core values of Responsibility, Integrity, Quality, and Inclusivity. Each motto, slogan, and tagline reinforce the township's dedication to creating a vibrant and inclusive community for its residents. By using these as guiding principles, Assiginack Township establishes itself as a place where individuals can thrive, contribute, and find a true sense of belonging.

Remember, together we can make a difference.

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APPENDIX B

BRANDING TOOLKIT

The Corporation of The Township of Assiginack

Why Blue + Green+ Yellow + White Make a Great Township Branding/Marketing Colour Combination

Choosing the right colour combination for your brand is essential as it plays a significant role in shaping your customers' perception and overall brand experience.

*(*Do note colour significance can change from country to country.)*

The Power of Colours in Branding

Colours have the ability to evoke emotions, convey messages, and create a sense of identity. They influence our perception and can often be associated with specific qualities or traits. When it comes to branding, colours play a crucial role in establishing and reinforcing the brand's identity.

Assiginack Blue: Trust and Stability

Blue is often associated with trust, professionalism, and stability. It represents reliability, confidence, and integrity. Many financial institutions and technology companies choose blue as their primary colour to instill a sense of trust and dependability. By incorporating blue into your brand's colour palette, you can convey a sense of security to your customers.

Assiginack Green: Nature and Growth

Green represents nature, growth, and freshness. It is often associated with eco-friendly, sustainable, and organic brands. By using green in your branding, you can communicate a commitment to the environment and showcase your brand's values. It also symbolizes growth and rejuvenation, making it an excellent choice for businesses in the health and wellness industry.

Assiginack Yellow: Optimism and Creativity

Yellow is a colour that evokes feelings of optimism, happiness, and creativity. It grabs attention and can stimulate positive emotions. Brands that aim to create a cheerful and energetic image often incorporate yellow into their colour schemes. It can be an effective choice for lifestyle, entertainment, and food-related businesses to create a vibrant and playful brand identity.

Assiginack White: Simplicity and Purity

White represents simplicity, purity, and clarity. It is often associated with cleanliness and elegance. Many brands that aim to convey a sense of luxury or minimalism use white as their primary colour. White also provides a blank canvas that allows other colours to stand out. By incorporating white into your branding, you can create a clean and modern visual identity.

The Combination of Blue, Green, Yellow, and White

How the combination of these colours can create an impactful branding palette.

Trust and Stability with a Fresh and Vibrant Twist

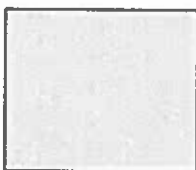
By combining **blue and green**, you can achieve a balance between trust and stability while infusing a touch of freshness and vibrancy. This combination can work well for businesses in industries such as finance, technology, and sustainable living. It creates a sense of reliability and innovation, appealing to customers who value stability with a modern twist.

Optimism and Creativity with a Clean and Modern Touch

Incorporating yellow and white into your branding adds a sense of optimism and creativity, while maintaining a clean and modern aesthetic. This combination can be a great choice for businesses in creative industries such as design, advertising, and entertainment. It conveys a sense of fun and excitement, attracting customers who seek out unique and imaginative experiences.

In conclusion, when it comes to branding, colour is a powerful tool that can shape perceptions and create lasting impressions. The combination of blue, green, yellow, and white offers a versatile and impactful palette that can evoke trust, convey freshness, inspire optimism, and maintain a clean aesthetic. By carefully selecting and combining these colours, you can create a compelling and memorable brand identity that resonates with your target audience – residents and visitors.

Add Chosen Pantone Colour Swatches with ID#s here



%



%



%

RED = Accent Colour



%



%

Why Assignack RED is a Great Accent Colour in Branding / Marketing Materials

In the world of marketing, one colour that stands out for its attention-grabbing qualities is red. Red is a great accent colour in marketing materials as it helps your brand make a lasting impression on your target audience.

The Power of Red: Catching Attention

One of the primary reasons why red is a great accent colour in marketing materials is its ability to catch attention. When used strategically, red can act as a powerful visual cue, drawing the eyes of your audience towards important information or calls to action. Whether it's a red button on a website, a red banner in an advertisement, or red text highlighting key points, the colour red demands attention and creates a sense of urgency.

Red Evokes Strong Emotions

Colours have the power to evoke emotions, and red is no exception. Red is often associated with strong emotions such as passion, excitement, and love. By 'professionally' incorporating red into your marketing materials, you can tap into these emotions and create a sense of intensity and excitement around your brand. Whether you want to convey a sense of urgency, drive, or passion, red can help you achieve that emotional connection with your audience.

Red as a Symbol of Power and Importance

Red has long been associated with power and importance in many cultures. In several Eastern countries, red is considered a lucky colour and is often associated with prosperity and good fortune. By using red as an accent colour in your marketing materials, you can leverage this cultural symbolism and create a perception of importance and authority around your brand. Whether it's a red logo, a red product packaging, or a red headline, 'professionally' incorporating red can help position your brand as a leader in your industry.

Red Enhances Visibility and Memorability

When it comes to marketing, visibility is key. You want your brand to stand out in a crowded marketplace and be easily recognizable. The colour red can play a crucial role in achieving this goal. Studies have shown that red is one of the most easily visible colours, especially in outdoor and high-traffic environments. By using red in your marketing materials, you can increase the chances of your brand being noticed and remembered by your target audience.

Red: A Call to Action

In marketing, a strong call to action can make all the difference in driving conversions and achieving your desired outcomes. Red is often associated with action and urgency, making it an ideal colour choice for call-to-action elements in your materials. Whether it's a "Buy Now" button, a "Limited Time Offer" banner, or a "Sign Up Today~Date, Location..." headline, incorporating red can create a sense of urgency and encourage your audience to take immediate action.

In conclusion, red is a great accent colour in marketing materials for several reasons. Its attention-grabbing qualities, ability to evoke strong emotions, association with power and importance, and enhanced visibility make it a valuable tool in capturing your audience's attention and creating a lasting impression. By strategically or 'professionally' incorporating red into your marketing materials, you can effectively communicate your brand message, drive action, and ultimately achieve your branding / marketing goals.

Why Verdana Is a Great FONT for Primary Signage and Other Branding Uses

When it comes to creating impactful signage and effective branding, choosing the right font is crucial. The font you select can convey the personality of your brand, catch the attention of your target audience, and enhance the overall visual appeal of your marketing materials. One font that excels in all these aspects is Verdana. Verdana is a great font for **signage** and other branding uses, it is versatile, readable, and aesthetically appealing.

Verdana: A Versatile Font for All Sizes and Media

Verdana is a typeface that was specifically designed for **on-screen use**, making it an excellent choice for digital marketing materials such as websites, social media graphics, and online ads. Its clean and rounded letterforms ensure clarity even at small sizes, allowing for easy readability on various screens and devices.

However, Verdana's versatility does not end with digital media. This font also holds up well in print, making it suitable for a **wide range of physical marketing materials**. Whether it's brochures, flyers, business cards, or billboards, Verdana maintains its legibility and visual impact across different sizes and formats.

Enhanced Readability for Effective Communication

One of the primary goals of signage and branding is to communicate a message clearly and effectively. When it comes to readability, Verdana shines. Its generous spacing and well-defined letterforms contribute to excellent legibility, even from a distance. This makes it an ideal font choice for signage displayed in outdoor settings, where visibility from afar is crucial. Moreover, Verdana's character proportions are designed to optimize reading comfort. Its larger x-height (the height of lowercase letters) and open letterforms ensure that text appears clear and easy to read, even in long passages. This attribute is especially beneficial for branding materials that require conveying important information or lengthy messages.

Aesthetic Appeal and Brand Personality

Font choice plays a significant role in reflecting a brand's personality and style. Verdana, with its clean and modern appearance, offers a timeless aesthetic that can align with a variety of brand identities. Its simple yet professional look exudes reliability and trustworthiness, making it suitable for both corporate and creative applications.

For brands that aim to establish a sense of authority and professionalism, Verdana's restrained simplicity can convey the desired image. On the other hand, for brands looking to project a friendly and approachable vibe, Verdana's rounded letterforms soften its overall appearance and lend a sense of warmth and familiarity.

In conclusion, when it comes to signage and other branding uses, the choice of font can significantly impact the success of your marketing materials. Verdana, with its versatility, readability, and aesthetic appeal, emerges as an excellent option for conveying your brand message effectively. Whether it's digital or physical media, Verdana's legibility, timeless appearance, and ability to reflect different brand personalities make it a font worth considering. So, why not give Verdana a try and see how it elevates your branding to the next level?



Regular *Italic* **Bold** ***Bold Italic***

Other Fonts That Are Good to Use With Verdana

When it comes to branding, choosing the right fonts is crucial. The choice of typography can significantly impact the way a brand is perceived by its target audience. The best font pairings with Verdana font are as follows.

Verdana Font: A Versatile Choice for Branding

Verdana is a widely used sans-serif font that offers excellent legibility and readability on both digital and print media. With its clean and modern appearance, Verdana is often favored for branding purposes, especially in the digital realm. However, when it comes to creating a unique and cohesive brand identity, pairing Verdana with other fonts can elevate the overall design and messaging.

Best Font Pairings for Verdana

1. **Roboto:** Roboto, another sans-serif font, blends well with **Verdana** due to its similar proportions and modern appeal. This pairing creates a harmonious and contemporary look, making it suitable for technology-based brands or any company aiming to convey a sleek and professional image.
2. **Lora:** For brands aiming for a more elegant and sophisticated look, Lora, a serif font, complements **Verdana** beautifully. The combination of a serif and a sans-serif font creates a visual contrast that adds depth and visual interest to the brand's messaging. This pairing is well-suited for luxury brands or businesses in creative industries such as fashion or design.
3. **Montserrat:** Montserrat is a versatile sans-serif font that pairs well with **Verdana** due to its clean lines and readability. This combination is particularly suitable for brands that require a modern, minimalist, and user-friendly aesthetic, such as tech startups or lifestyle brands.
4. **Open Sans:** Open Sans is a popular choice among designers, known for its excellent readability and versatility. When paired with **Verdana**, it creates a clean and contemporary look that is widely applicable across various industries. This combination works well for brands aiming for a balanced and approachable image.

Ideal Font Sizes for Different Marketing Media

Importance of font size and viewing distances in different marketing media.

The choice of font size plays a crucial role in ensuring optimal readability and legibility of your branding materials. Here are some font size standards / recommendations for different marketing media:


1. **Websites and Digital Platforms:** For body text on websites, a font size of 16 pixels or more is generally recommended for optimal readability on desktop devices. On mobile devices, where screen sizes are smaller, a font size of 14 pixels or more is suitable. For headings and subheadings, font sizes can vary based on the hierarchy of the content, but it is advisable to keep them at least 2-3 sizes larger than the body text for clarity.
2. **Printed Materials:** When it comes to printed materials such as brochures, posters, or business cards, font sizes may need to be adjusted based on the viewing distance. As a general guideline, the following font sizes are recommended:
 - For reading distances up to 1 meter (3 feet): Use a font size of at least 12 points for body text and larger sizes for headings.
 - For reading distances between 1 to 2 meters (3 to 6 feet): Use a font size of at least 14 points for body text and larger sizes for headings.
 - For reading distances beyond 2 meters (6 feet): Use a font size of at least 16 points for body text and larger sizes for headings.Remember to consider the target audience and the specific context when determining the appropriate font size.

*In conclusion, choosing the right font pairing for your brand, especially when working with Verdana as a base font, is essential for crafting a visually appealing and memorable brand identity. Fonts like Roboto, Lora, Montserrat, and Open Sans can help enhance the overall look and feel of your brand. Additionally, selecting the appropriate font sizes for different marketing media is crucial for ensuring optimal readability and engagement. Remember, **consistency is key in branding**. Stick to your chosen font pairings and sizes throughout your marketing materials to create a cohesive and professional brand image.*

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APPENDIX C

Comprehensive list of examples on our current contributions to Marketing and Branding Assiginack and fostering our Brand Identity

- Website;
- Social Media Messaging and Posts;
- Use of Logo;
- Township merchandise and swag (i.e., mugs, pens, etc.);
- Street Banners;
- Print and Online Materials and Advertising;
- Communication to the Public (i.e., Newsletters, Tax Inserts/Mailouts, Press Releases and Public Notices, Christmas Cards, Flyers, and Posters,  Public Addresses by Mayor, Council, and/or Staff, etc.);
- Positive messaging about our community by residents, staff, and members of Council;
- Policies, Procedures and By-laws;
- Signage- Municipal (Street Signs, Wayfinding and Welcome Signs, Signage for Municipal Buildings, Parks, and Vehicles & Equipment) and Highway Road Signage; and
- Decorations throughout the community to recognize, commemorate and celebrate specific holidays and seasons.

APPENDIX D

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THE BRANDING TOOLKIT: AN EVOLVING DOCUMENT

As discussed in the draft policy, the Brand Story and the Branding Tool Kit, documents will serve as the guiding principles on how we will implement the Township of Assiginack's Branding and Marketing initiatives. Both of these documents will be fluid and evolving documents, subject to updates and changes as required and necessary.

Over the next few months, Staff would like to update the Branding Tool Kit to incorporate additional branding and marketing guidelines, templates, etc. to make the tool kit a comprehensive tool for staff to utilize when implementing this policy.

Staff suggestions to incorporate into the Branding Tool Kit could include guidelines for standard formats including but not limited to:

- Forms and Documents;
- Branded materials such as swag or promotional materials;
- Print Advertising, Flyers, and Notices;
- Website and Social Media;
- Municipal Vehicles and Equipment;
- Street Signage, Wayfinding, and Interpretive Signage;
- Corporate Clothing; and
- Sponsorships and Advertising.