



**City Of Kenora  
Special Committee of the Whole Meeting  
M i n u t e s  
Monday, November 19, 2012  
City Hall Council Chambers  
(Prior to Regular Council Meeting)  
4:00 p.m.**

**A. Mayor Canfield called the Meeting to Order**

**Present:**

Mayor D. Canfield  
Councillor C. Drinkwater  
Councillor R. McKay  
Councillor L. Roussin  
Councillor S. Smith  
K. Brown, CAO  
J. McMillin, City Clerk

**Regrets:**

Councillor R. Lunny  
Councillor R. McMillan

**B. Public Information Notices**

**N/A**

**C. Declaration of Pecuniary Interest & the General Nature Thereof**

Mayor Canfield then asked if any Member of Council had any Declarations of Pecuniary Interest and the General Nature Thereof pertaining to any items as follows:-

**1) On Today's Agenda**

**2) From a Meeting at which a Member was not in Attendance**

There were none declared.

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**Presentation by the Brand Leadership Team (BLT)**

Thelma Wilkins-Page explained who the Members are on the Brand Leadership Team and introduced Tim Morgan Director of Corporate Development for the Chia Group. He explained the various properties in the community they own and that they just took full ownership of Two Bears Marina last week.

Thelma provided a Power Point Presentation on the development of the new brand roll-out for Kenora as North America's Premier Boating Destination, the presentation which is attached to and forms part of these Minutes.

Thelma reviewed the process taken to get to this stage and recognized Roger Brooks who conducted surveys which identified Lake of the Woods as being our key tourism asset. The logo development was created by Mike Newton Designs and she described the reasoning and representation of the brand.

Councillor Smith asked if we will be replacing our logo with this new brand on vehicles for example. It was noted the Kenora "bridge logo" is currently the Corporate logo and the trees with 'natural attraction' is the current brand, however the tree brand is no longer being utilized and Council will have to decide if this new premier boating destination brand will be adopted as the Corporate logo to replace the bridge logo. Karen explained this item will come forward for discussion at the December Committee of the Whole meeting.

The next steps for the Brand Leadership Team were discussed, noting that many Members of the BLT are not sure where they fit in, however they remain Members of a Commission Committee. Thelma explained that as of December 1 there is a new structure for the Commission and there are still items to be considered as provided by Roger Brooks; each of the Commission Committee's will be taking portions of those items to champion but they first need to solidify their plans.

The BLT will be making presentations for community partnership opportunities with various groups as the BLT can't do it all; there is definitely the need for community buy-in and participation.

Thelma explained this is the first public presentation they have given so they have not received any response as yet from the Chamber but indicated BIZ is definitely on board. It was noted there will also be partners in Winnipeg and outside of Kenora to reach out to so the BLT will be taking their presentation on the road; they want it displayed throughout the community wherever possible within the guidelines for doing so.

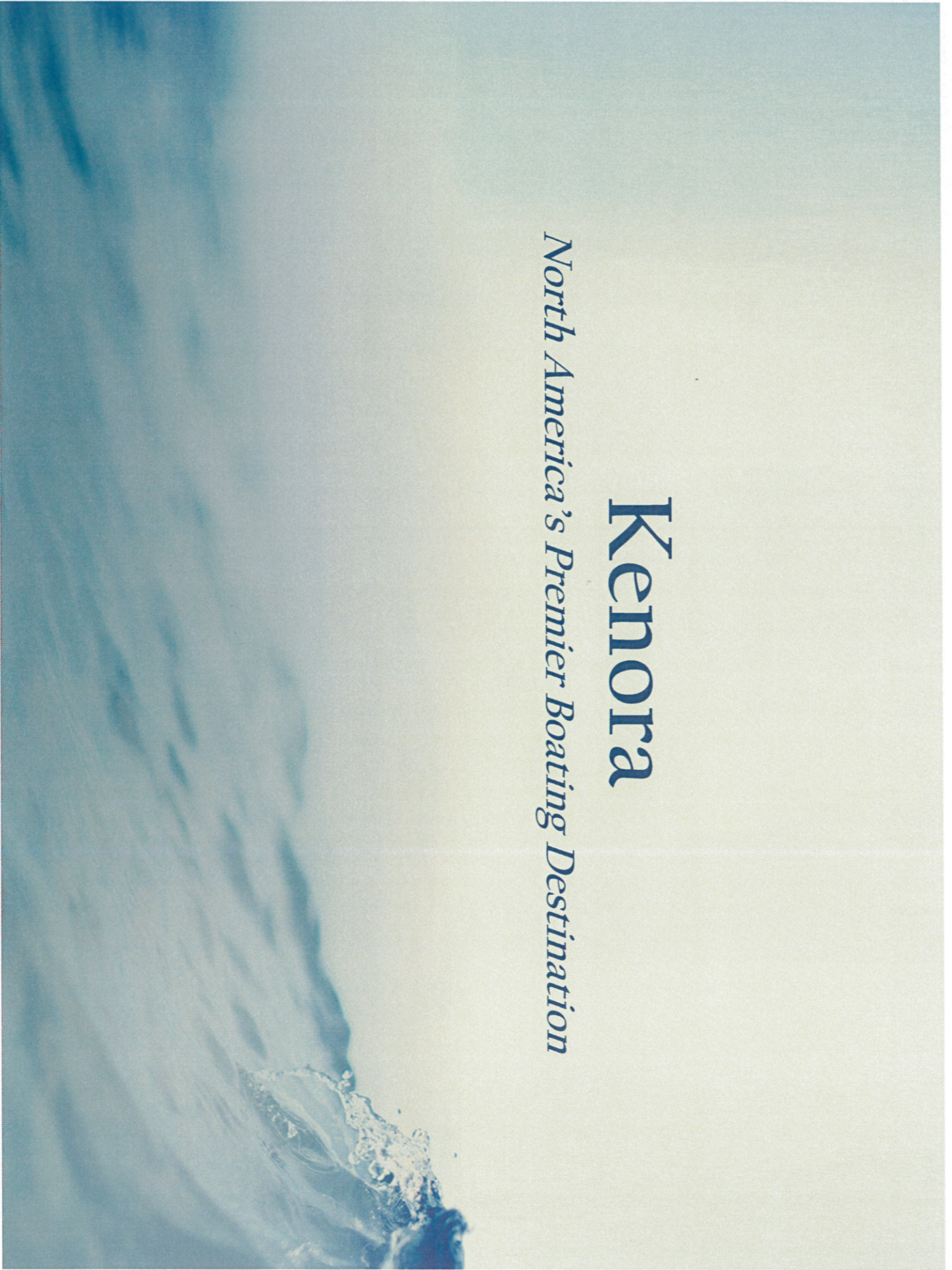
Thelma and Tim were thanked for attending and for their time and commitment to the BLT Committee and today's presentation.

The meeting adjourned at 4:40 p.m.

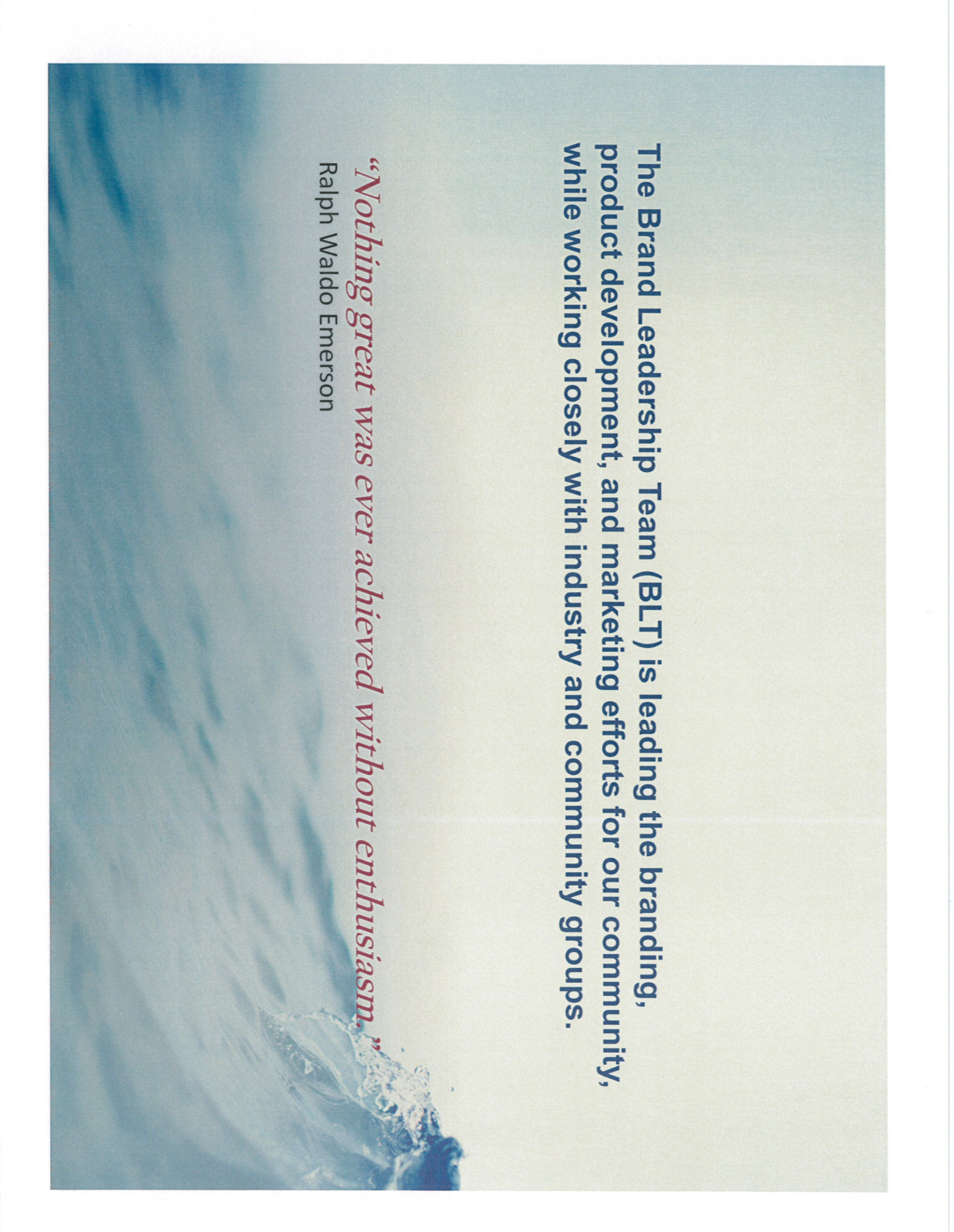


# Kenora

*North America's Premier Boating Destination*







**The Brand Leadership Team (BLT) is leading the branding, product development, and marketing efforts for our community, while working closely with industry and community groups.**

***“Nothing great was ever achieved without enthusiasm.”***

**Ralph Waldo Emerson**



How we got here today...

We are here today as a result of 5 years of organized efforts to develop the Tourism Industry in Kenora in order to improve the Community's economic outlook.

The Tourism Committee and its partners recognized that in order to be successful we need to differentiate ourselves as a destination. We really needed to stand out.

We began work with destination development expert, Roger Brooks, conducted community surveys and identified that our point of differentiation was Lake of the Woods and the amenities and opportunities Kenora can provide those who use the lake.

*No where in North America is there a more unique boating experience than Lake of the Woods.*



# ***Kenora: North America's Premier Boating Destination***

**Our brand focuses on the advantages of boating  
through connecting with:**

- Each other**
- The environment**
- Our roots**
- Culture and the arts.**





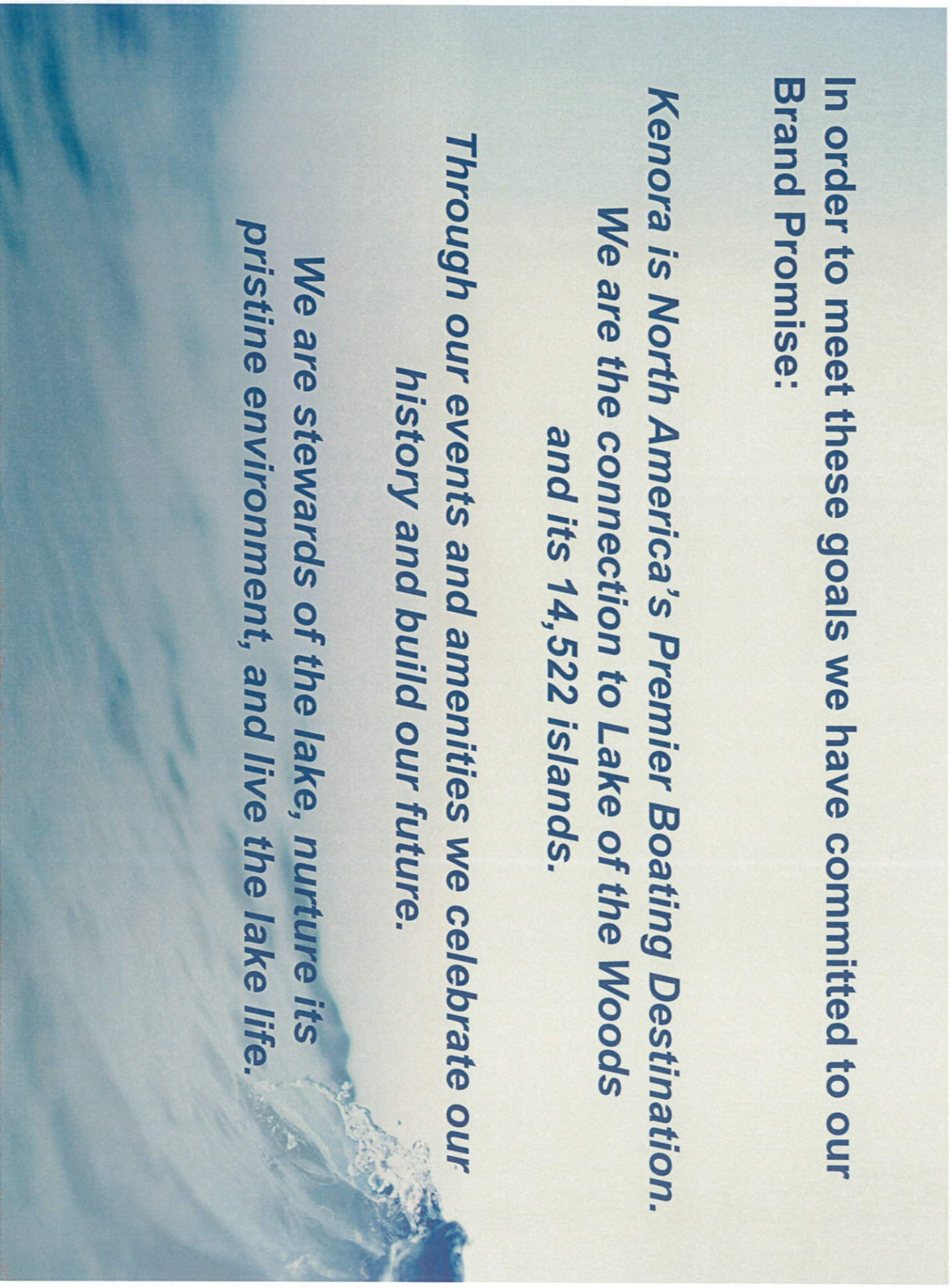
**In order to meet these goals we have committed to our  
Brand Promise:**

***Kenora is North America's Premier Boating Destination.***

***We are the connection to Lake of the Woods  
and its 14,522 islands.***

***Through our events and amenities we celebrate our  
history and build our future.***

***We are stewards of the lake, nurture its  
pristine environment, and live the lake life.***

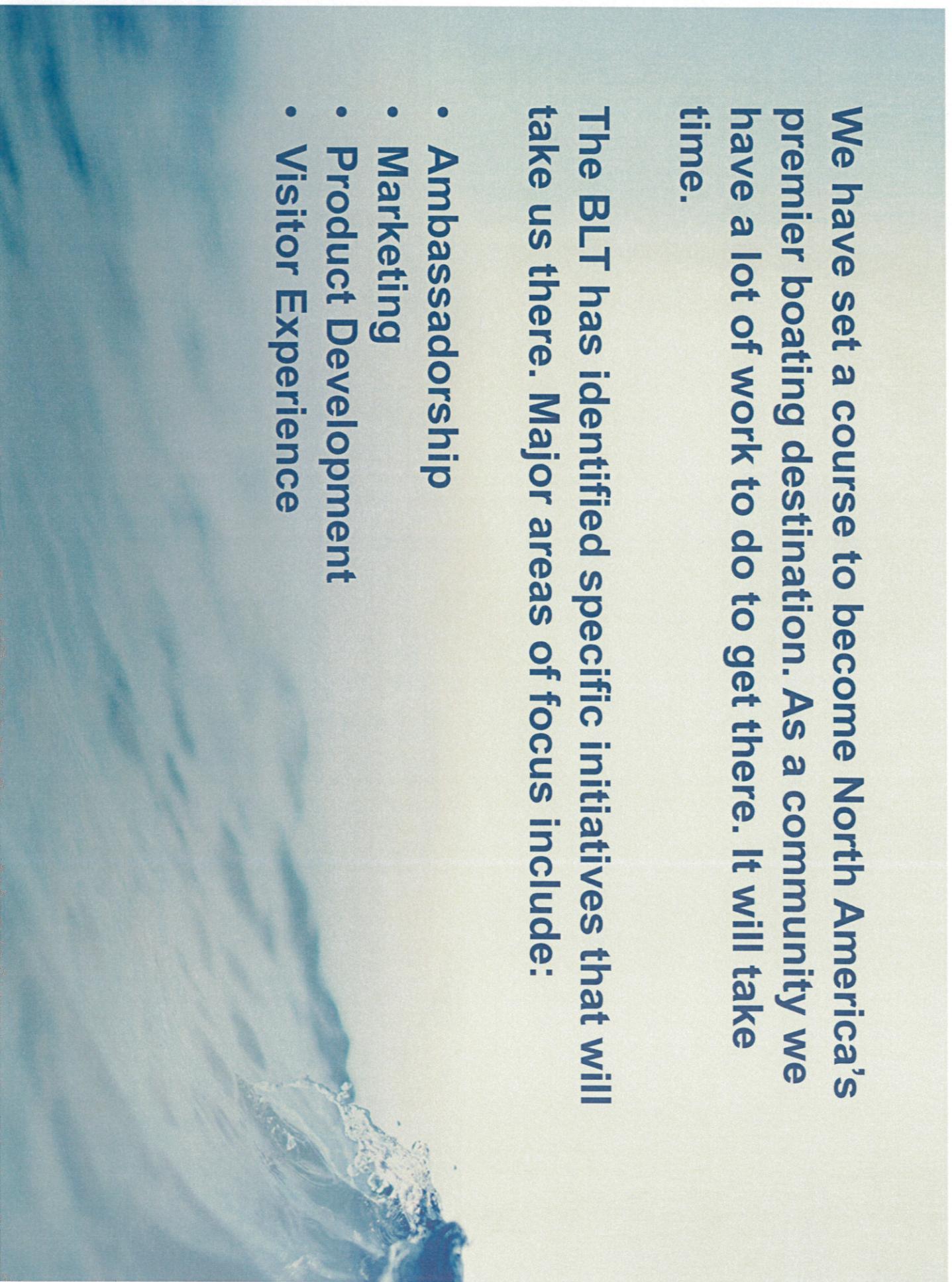




**We have set a course to become North America's premier boating destination. As a community we have a lot of work to do to get there. It will take time.**

**The BLT has identified specific initiatives that will take us there. Major areas of focus include:**

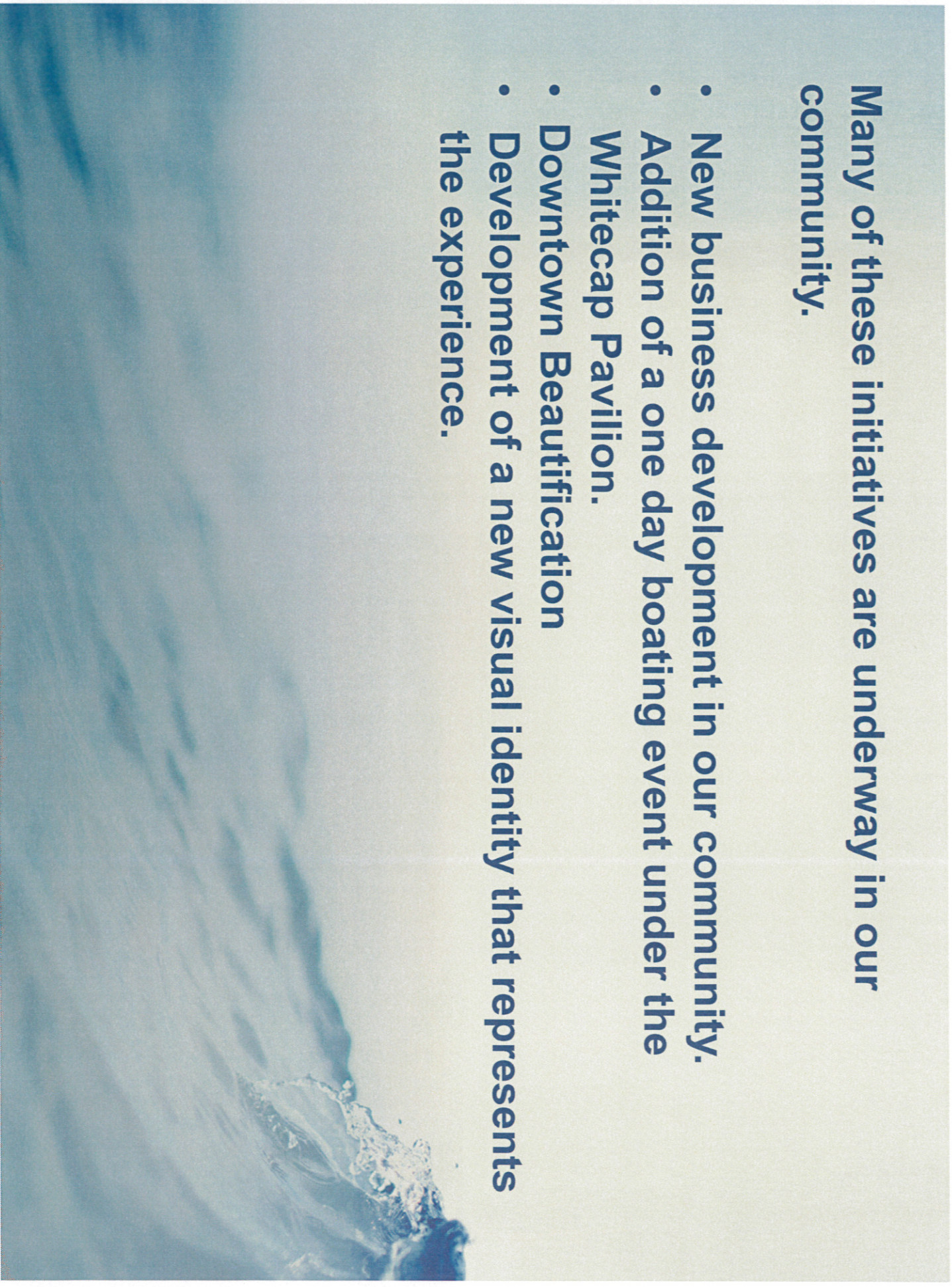
- **Ambassadorship**
- **Marketing**
- **Product Development**
- **Visitor Experience**





**Many of these initiatives are underway in our community.**

- **New business development in our community.**
- **Addition of a one day boating event under the Whitecap Pavilion.**
- **Downtown Beautification**
- **Development of a new visual identity that represents the experience.**

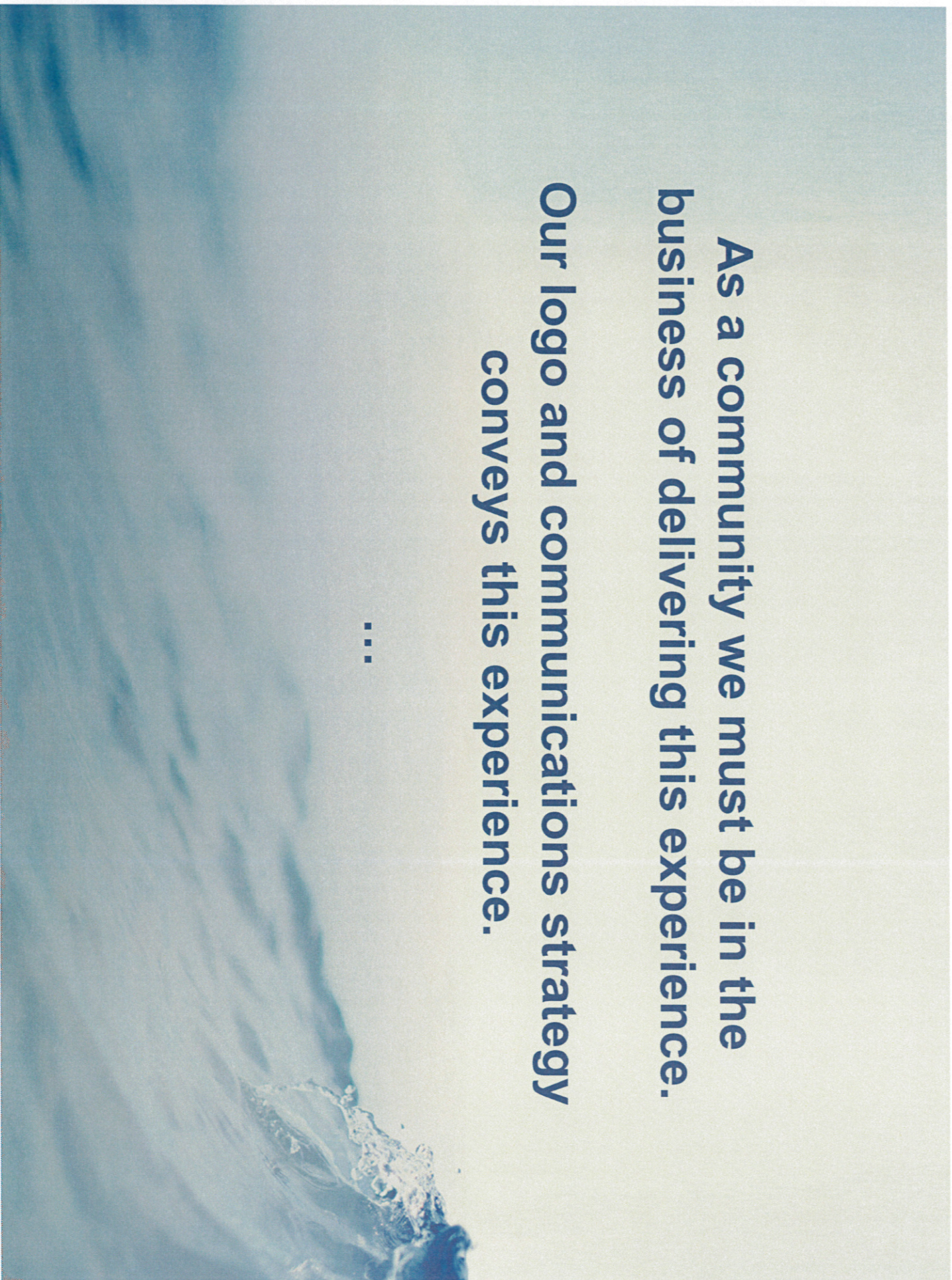




**As a community we must be in the  
business of delivering this experience.**

**Our logo and communications strategy  
conveys this experience.**

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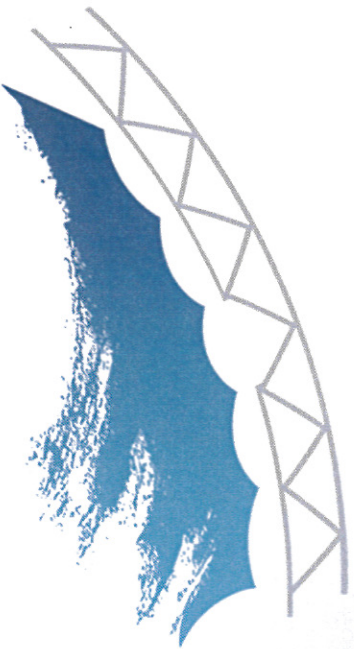


# KENORA

*Lake of the Woods*

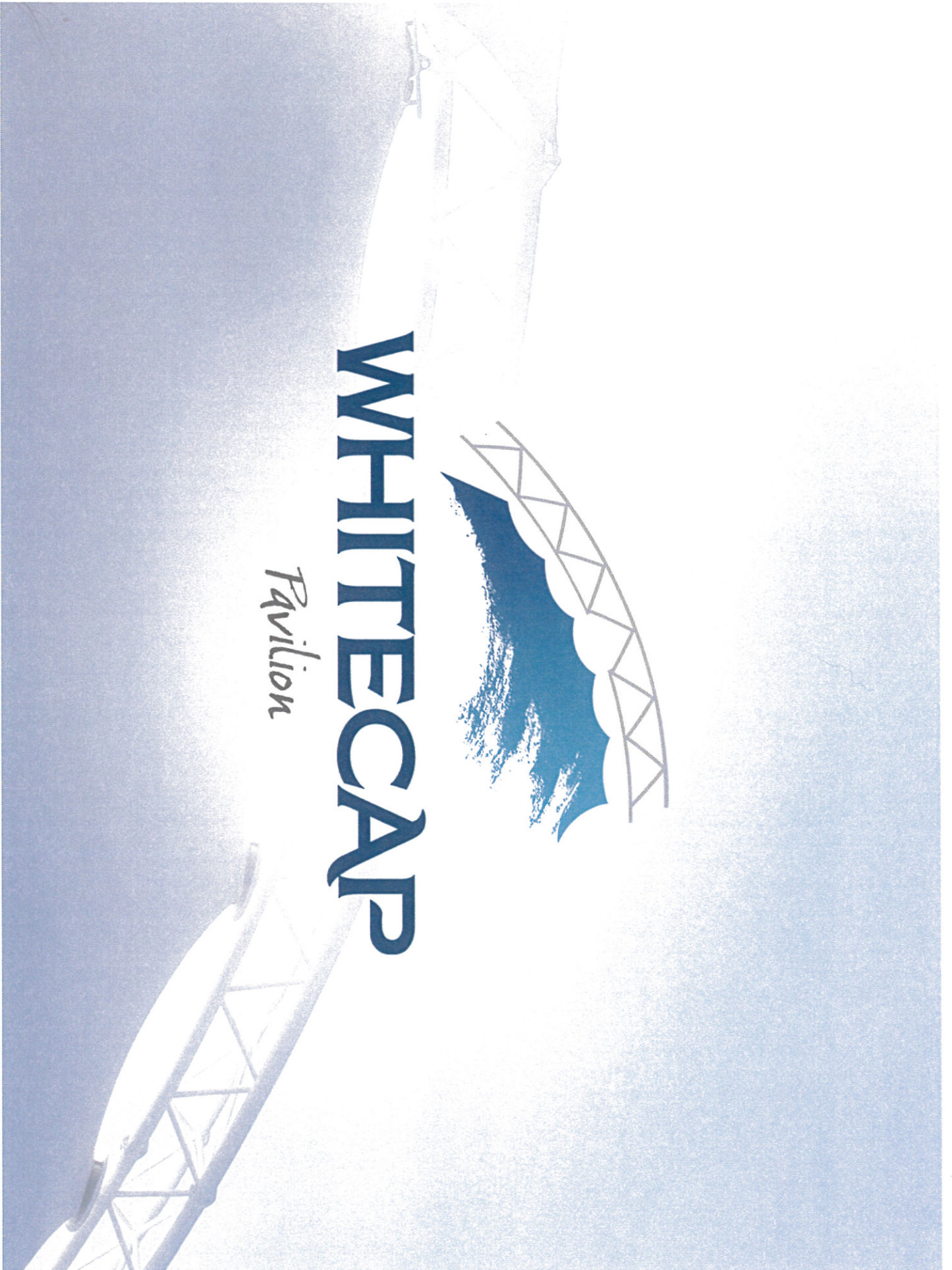






# WHITTECAP

*Pavilion*









**Logo Development: Mike Newton Design**

**Any use of the logo requires the prior approval of the Tourism Development Officer.**

**There is a style guide that specifies the guidelines for any use of the new brand.**

**This will be provided to all applicants who request to use the logo.**





**Want to become part of this exciting rebranding experience?**

**We are currently seeking partners on a number of projects and initiatives.**

**If you have an idea, an area of interest, or just want to be involved please talk to a member of the BLT team. We will find a way for you to be involved.**





# KENORA

*Lake of the Woods*

