



The Corporation of the Town of LaSalle

Date	May 21, 2019	Report No:	CAO-C&P-12-19
Directed To:	Members of Council	Attachments:	➤ May 2, 2019 Strategic Planning Promotion & Communication Meeting Minutes
Department:	Administration	Policy References:	
Prepared By:	Dawn Hadre, Corporate Communication and Promotions Officer		
Subject:	May 2, 2019 Strategic Planning Promotion & Communication Committee Meeting Update		

RECOMMENDATION:

That the report from the Corporate Communication and Promotions Officer dated May 3, 2019 (CAO-C&P-12-19) regarding the May 2, 2019 Strategic Planning Promotion and Communication Committee meeting update BE RECEIVED for information.

REPORT:


At the May 2, 2019 Strategic Planning Promotion and Communication Committee meeting (minutes attached), the committee members approved the following:

- a) The purchase of two Slatwall 4-way displays (approximately \$245 each) to be placed at the LaSalle Civic Centre. These displays will be used as a community art exhibition space for members of the community. Artwork will first be approved by the Strategic Planning Promotion and Communication Committee before going on display.
- b) Street light pole banner mounts in the Town of LaSalle will be resized to one uniform size; all street light pole banners will be redesigned to conform with the new logo and Living LaSalle theme; and, the number of banners on Laurier Parkway and Front Road will be reduced, bringing the total number of street light pole banners in LaSalle from 153 to 102.

Administration will look into preparing a tender for the new street light pole banners and will be investigating the option of having two of the street light pole banners display a picture of veterans during the month of November.

Respectfully submitted,

Dawn Hadre
Corporate Communication and Promotions Officer

Reviewed by:							
CAO 	Treasurer	Clerks	Env. Services	Planning	Parks & Rec	Building	Fire



The Corporation of the Town of LaSalle
Minutes of a meeting of the Strategic Planning Promotion and Communication
Committee

May 2, 2019, 10:00 a.m.
LaSalle Room
LaSalle Civic Centre, First Floor
5950 Malden Road

Members Present: Councillor Mike Akpata
Councillor Sue Desjarlais
Mayor Marc Bondy

Members Regrets: Councillor Jeff Renaud

Administration Present: J. Milicia, CAO
D. Hadre, Corporate Communication & Promotions Officer
T. Mailloux, Executive Assistant to the CAO

A. Call to Order

Councillor Akpata presides as chair and calls the meeting to order at 10:02 a.m.

B. Disclosures of Pecuniary Interest and the General Nature Thereof

None disclosed.

C. Adoption of Minutes

Moved By: Councillor Desjarlais
Seconded By: Mayor Bondy

That the minutes of the Strategic Planning Promotion and Communication Committee meeting dated March 7, 2019 BE ADOPTED as presented.

Carried.

D. Business Arising from the Minutes

None.

E. Business Items

1. Community Art Display at the LaSalle Civic Centre (CAO-C&P-10-19)

Moved By: Mayor Bondy
Seconded By: Councillor Desjarlais

That the report from the Corporate Communication and Promotions Officer dated April 29, 2019 (CAO-C&P-10-19) regarding the community art display at the LaSalle Civic Centre BE RECEIVED and that administration BE APPROVED to purchase two Slatwall 4-way displays to be placed at the LaSalle Civic Centre to be used for a community art exhibition and that the Strategic Planning Promotion and Communication Committee agree to select artwork to be showcased on the displays.

Carried.

2. Street Light Pole Banners (CAO-C&P-11-19)

Administration will investigate the option to have two of the street light pole banners display a picture of veterans during the month of November. Administration will look into preparing a tender for the new street light pole banners.

Moved By: Councillor Desjarlais
Seconded By: Mayor Bondy

That the report from the Corporate Communication and Promotions Officer dated April 29, 2019 (CAO-C&P-11-19) regarding the street light pole banners BE RECEIVED and that administration BE APPROVED to resize the street light pole banner mounts to one uniform size, redesign the street light pole banners, and reduce the number of banners on Laurier Parkway and Front Road to a total of 102 street light pole banners in LaSalle.

Carried.

F. New Business

Mayor Bondy provided an update; the EWSWA has an app that you can download to your phone. It welcomes you to LaSalle with a picture of the Griffon ship that is located at the Malden Road round-a-bout.

G. Next Meeting

Thursday, July 4, 2019 at 10:00 a.m. or at the call of the Chair.

H. Adjournment

The meeting is adjourned at the call of the Chair at 10:19 a.m.

Chair: Councillor Mike Akpata

Recording Secretary: Tanya Mailloux