

Council Briefing Agenda

Date: Thursday, 12 April, 2018

Time: 2:00 pm

Location: Council Chamber
Forum North, Rust Avenue
Whangarei

Elected Members: Her Worship the Mayor Sheryl Mai
(Chairperson)

Cr Stu Bell

Cr Gavin Benney

Cr Crichton Christie

Cr Vince Cocurullo

Cr Tricia Cutforth

Cr Shelley Deeming

Cr Sue Glen

Cr Phil Halse

Cr Cherry Hermon

Cr Greg Innes

Cr Greg Martin

Cr Sharon Morgan

Cr Anna Murphy

For any queries regarding this meeting please contact
the Whangarei District Council on (09) 430-4200.

1. Apologies

2. Reports

2.1 Brand Briefing

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3. Closure of Meeting

2.1 Whangarei District Council Branding

Meeting: Whangarei District Council Briefing
Date of meeting: 12 April 2018
Reporting officer: Tim Conn (Manager Communications)

Purpose

To review progress on development of the *Brand Elevation Project* and continue discussion to refine options including public engagement and decision making.

Background

At the Workshop held 28 March 2018, we discussed:

- the need for Council to leverage the goodwill, trust and affinity that our community has with many of the +40 sub-brands that currently have little or no visible connection or ownership back to Council.
- a creative and strategic direction.

Discussion

To discuss the process going forward.