



**Meeting of Board of Directors
Minutes**

Wednesday, August 18, 2021

1:30 p.m. – 3:00 p.m.

Northumberland County
Teleconference Meeting

Board Members Present (virtual): Chair Gil Brocanier, Victor Fiume, County Councillor John Henderson, Daniel Quesada Rebolledo, Treasurer Lindsey Reed, Lou Rinaldi

Board Members Present In-Person: County Councillor Gail Latchford, Jennifer Moore

Board Members' Regrets: Doug Bates, Neil Ellis, Anneke Russell

Staff: Rebecca Carman (staff member appointed by board), Lisa Horne, Nancy MacDonald

1. Call to Order

- Chair Gil Brocanier called the meeting to order at 1:32 p.m.
- Chair Brocanier recognized and thanked Victor Fiume for his participation in the August 17th Habitat for Humanity event.

2. Territorial Land Acknowledgement

Gil Brocanier

3. Approval of the Agenda

Moved by: Jennifer Moore

Seconded by: Councillor Gail Latchford

“**That** the agenda for the August 18, 2021 meeting of the Northumberland County Housing Corporation Board of Directors be approved.”

Disposition: Carried

4. Declarations of Interest

- No declarations

5. Approval of Minutes

Minutes of July 28, 2021

Moved by: Lou Rinaldi

Seconded by: Gail Latchford

“**That** the minutes of the July 28, 2021 meeting of the Northumberland County Housing Corporation be approved.”

Disposition: Carried

6. NCHC Corporate Visual Identity System (presentation attached)

Kate Campbell, Director of Communications

Moved by: Lou Rinaldi

Seconded by: John Henderson

“**That** the NCHC Board of Directors approve the plan for a phased introduction of a Corporate Visual Identity System for the NCHC.”

Disposition: Carried

7. 473 Ontario Street, Cobourg - Governance Structure MOU and Next Steps

Rebecca Carman

Moved by: Lindsay Reed

Seconded by: Lou Rinaldi

“**That** the NCHC Board of Directors authorize the corporate signing authorities to enter into the Memorandum of Understanding for 473 Ontario Street, Cobourg, with Habitat for Humanity Northumberland, Ontario Aboriginal Housing Services and Northumberland County on its behalf.”

Disposition: Carried

8. Policy Review

Rebecca Carman

Lindsey Reed, Treasurer

Moved by: Lou Rinaldi

Seconded by: Jennifer Moore

“**That** the NCHC Board of Directors receive the presented policies (‘Laundry Facilities’, ‘Excessive Clutter’, and ‘Satellite/Cable’) for information, noting that the policies will be brought forward for approval at a future meeting as part of the full NCHC policy manual.”

Disposition: Carried

9. New Business

COVID-19 Vaccination Clinic, Port Hope

Rebecca Carman

- Brief verbal summary provided re: COVID-19 vaccination clinic held in Port Hope.

10. Move to Closed Session

Moved by: Lindsay Reed
Seconded by: Jennifer Moore

"**That** the NCHC Board of Directors proceed with the next portion of the meeting, being closed to the public at 2:14 p.m. as permitted under the Municipal Act Section 239.(2c) in order to address matters pertaining to a proposed or pending acquisition or disposition of land by the municipality or local board and that Lisa Horne, Rebecca Carman and Nancy MacDonald remain present."

Disposition: Carried

11. Motion to Rise and Results from Closed Session

Moved by: Jennifer Moore
Seconded by: Daniel Quesada Rebolledo

"**That** the NCHC Board of Directors rise from Closed Session at 2:26 p.m.; and

Further That the confidential resolution moved in Closed Session pertaining to a proposed or pending acquisition or disposition of land by the municipality or local board is hereby referred to the Board for adoption."

Disposition: Carried

12. Next Meeting

Wednesday, September 22, 2021 at 1:30 p.m.

13. Adjournment at 2:27 p.m.

Corporate Visual Identity System

Kate Campbell
Director of Communications,
Northumberland County
August 18, 2021



Background

- Renewed NCHC governance structure introduced in 2019.
- Unique logo introduced in October 2020
 - Establishes a distinct, recognizable brand
 - Achieves brand synergy with County as sole shareholder
- Corporate Visual Identity System developed in 2021 for Board's consideration.



Corporate Visual ID System

- Overview
 - The graphic elements of an organization's brand – logos, symbols, typography, colour, slogans
 - Guidelines for the application of these elements
- Value
 1. Establishes a strong visual identity for the NCHC
 2. Increases tenant and stakeholder awareness/understanding of value delivered by NCHC within the community
 3. Contributes to Board's Strategic Plan Framework



Brand Channels

The Visual Identity System will be applied to all NCHC brand channels, including:

- Tenant and stakeholder correspondence
- Forms
- Digital signage at NCHC facilities
- Temporary interior signage at NCHC facilities
- Temporary exterior signage
- NCHC reports, plans and studies
- Staff email signatures
- Staff business cards (officer only)
- Website presence



Template 1: PowerPoint



Template 2: Letterhead



[Month XX, XXXX]

Dear [XXXXX],

[Correspondence content]

Sincerely,

[NAME],
Northumberland County [INSERT TITLE] on behalf of the NCHC

Template 3: Business Card



555 Courthouse Road
Cobourg, Ontario, Canada
K9A 5J6

Phone: 905-372-3329
1-800-354-7050

Fax: 905-372-1696

Email: email@northumberland.ca

Web: Northumberland.ca/NCHC

Name

Title, Department

Phased approach

Temporary co-brand (to April 2022)

- Tenant correspondence
- Temporary interior signage

Full NCHC brand (current)

- Digital signage
- Reports, plans and studies
- Stakeholder correspondence

Permanent co-brand

- Temporary exterior signage
- Staff email signatures and business cards
- Website presence



Financial Impact

- Incorporated into annual budgeting for Board approval as the need arises



Questions?

