



## **STAFF REPORT**

**Title:** Family and Children Services Programming - Branding

**Meeting Date:** September 15, 2020

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### **Executive Summary:**

In the 2020 Budget, council allocated funds to continue family and children services programming as a result of the province's decision to discontinue Parent Link Centres, having replaced their previous functions with Family Resource Networks.

The funding will ensure that expanded municipal program providing family and children services will continue in the City of Cold Lake. Programming has been established and marketing efforts in the form of pamphlets and posters is underway.

The new program has not been officially named or branded, however.

Marketing and Communications has worked with FCSS staff to offer a name and logo for the new program.

FCSS staff favoured "Cold Lake Family Connections" as a name and have expressed preference for the first of three logos attached.

Marketing and communications will continue to work with feedback provided by staff and the committee before finalizing the name and branding.

### **Background:**

#### **Alternatives:**

This item is presented for the committee's discussion and feedback. Administration will include feedback both as regards to the name and the logo of the program.

#### **Recommended Action:**

This item is presented for the committee's discussion and feedback. Administration will include feedback both as regards to the name and the logo of the program.

#### **Budget Implications (Yes or No):**

No

#### **Submitted by:**

Kevin Nagoya, Chief Administrative Officer