



**Executive, Policy, and Relationship Building Committee Meeting Agenda
Friday, June 26, 2026 at 11:00 AM in Council Chambers**

Page

1. CALL TO ORDER

2. LAND ACKNOWLEDGEMENT

We acknowledge that the District of Logan Lake is located on the traditional unceded territories of the Nlaka'pamux, Secwepemc and Syilx Nations on whose traditional territories, we live, we learn, we play, and we do our work. We acknowledge that the historical relationship to the land and territories of these peoples continues to this day.

3. ADOPTION OF AGENDA AND LATE ITEMS

- (a) June 26, 2026 Executive, Policy and Relationship Building Committee

4. ADOPTION OF MINUTES

- (a) Minutes of the Executive, Policy, and Relationship Building Committee that was held on February 27, 2026.

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5. NEW BUSINESS

- (a) Administrative Report from the Director of Corporate Affairs regarding Meadow Creek Golf Course Branding and Website Development.
[DCA - Meadow Creek Golf Course Branding and Website Development](#)

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- (b) Verbal discussion regarding Discretionary Fund for the Mayor.

6. CONSIDERATION OF LATE ITEMS

7. QUESTION PERIOD

8. ADJOURNMENT



MINUTES

Executive, Policy, and Relationship Building Committee Meeting

11:00 AM - Friday, February 27, 2026
Council Chambers

- PRESENT:** Mayor Smith, Councillor Martell and Councillor Youd
- ABSENT:** None
- ADMINISTRATION:** Wade Archambault, Chief Administrative Officer, Laurel Grimm, Director of Corporate Affairs, Mel Bohmer, Director of Public Works and Recreation, and Jacqui Martell, Administrative Assistant
- PUBLIC:** There were 0 members of the public at large in attendance.

1 CALL TO ORDER

Mayor Robin Smith called the meeting to order at 11:01 a.m.

2 LAND ACKNOWLEDGEMENT

Mayor Smith opened the meeting with a Land Acknowledgement

3 ADOPTION OF AGENDA AND LATE ITEMS

- a) February 27, 2026 Executive, Policy and Relationship Building Committee

Moved and seconded

THAT the February 27, 2026 Executive, Policy, and Relationship Building Committee meeting agenda be adopted.

CARRIED.

4 ADOPTION OF MINUTES

- a) Minutes of December 12, 2025 Executive, Policy and Relationship Building Committee Meeting

Moved and seconded

THAT the Minutes of the Executive, Policy, and Relationship Building Committee meeting held on December 12, 2025 be adopted as presented and circulated.

CARRIED.

5 NEW BUSINESS

- a) Executive, Policy, and Relationship Building Committee 2026 Terms of Reference

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For Information.

- b) 2026 Executive, Policy and Relationship Building Committee Meeting Schedule

RECOMMENDATION

Moved and seconded

THAT the 2026 Executive, Policy, and Relationship Building Committee meeting schedule be adopted as presented.

CARRIED.

- c) Discussion on Alternate Appointments to Standing and Select Committees of Council

There was general discussion regarding alternate appointments of Council to Standing and Select Committees.

- d) DRAFT Recreation and Community Centre Regulation Bylaw 952, 2026

There was general discussion on the Draft Recreation and Community Centre Regulation Bylaw 952, 2026 regarding fees, special event permits, and booking requirements.

RECOMMENDATION

Moved and seconded

THAT the Draft Recreation and Community Centre Regulation Bylaw 952, 2026 be forwarded to Council for consideration with the amendment to Schedule "A" Recreation Centre Booking Procedure #4.(c) The booking person(s) must be responsible for setting up, tidying, and cleaning up of the rental space after the booking. to #4.(c) The booking person(s) must be responsible for setting up, tidying, and cleaning up of the rental space as part of the booking.

CARRIED.

- e) DRAFT Whispering Pines Cemetery Amendment Bylaw 953, 2026

There was general discussion regarding the Draft Whispering Pines Amendment Cemetery Bylaw, 953, 2026.

Moved and seconded

THAT the Draft Whispering Pines Cemetery Amendment Bylaw 953, 2026 be forwarded to Council for consideration.

CARRIED.

- f) DRAFT Fees and Charges Amendment Bylaw 954, 2026

There was general discussion regarding the Draft Fees and Charges Amendment Bylaw 954, 2026.

RECOMMENDATION

Moved and seconded

THAT the Draft Fees and Charges Amendment Bylaw 954, 2026

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be forwarded to Council for consideration with the amendment of the Fees in Schedule G - Recreation Centre User Fees, as follows:

Hockey / Curling Arenas "No Ice";

Hockey Rink Area

Hourly Rate \$40, Registered Local Not for Profit \$20;

Daily Rate \$200, Registered Local Not for Profit \$100;

Curling Rink Area

Hourly Rate \$30, Registered Local Not for Profit \$15;

Daily Rate \$150, Registered Local Not for Profit \$75.

CARRIED.

g) DRAFT Fireworks Regulations Bylaw 955, 2026

There was general discussion regarding the Draft Fireworks Regulations Bylaw 955, 2026.

Moved and seconded

THAT the Draft Fireworks Regulations Bylaw 955, 2026 be forwarded to Council for consideration with the clerical amendment of section 4. Except as provided in this Bylaw Section (5), to Except as provided in this Bylaw Section (6).

CARRIED.

h) Discussion Regarding Logan Lake Secondary Grad Grant-In-Aid Request

The Committee reviewed the Grant-In-Aid request from the Logan Lake Secondary Grad requesting for aid with the rental cost of the Recreation Centre Curling Rink and Community Centre Kitchen on June 6, 2026 and/or a financial donation. General discussion ensued. The Committee noted that this request does not meet the requirements of the Grant-In-Aid Policy nor are local governments permitted to give donations unless specific regulations are met.

RECOMMENDATION

Moved and seconded

THAT Staff be directed to engage with the Logan Lake Secondary Grads for 2026 facility rentals for Grad Ceremonies and Staff to advise the Grad class on current available options.

CARRIED.

6 CONSIDERATION OF LATE ITEMS

N/A

7 QUESTION PERIOD

N/A

8 ADJOURNMENT

The Executive, Policy, and Relationship Building Committee meeting adjourned at 12:07 p.m.

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Recorded by Jacqui Martell, Administrative Assistant

CERTIFIED CORRECT

Chair (Mayor R. Smith)

Corporate Officer (L. Grimm)



Committee Report

To: Wade Archambault, Chief Administrative Officer
From: Laurel Grimm, Director of Corporate Affairs
Date: June 26, 2026
Re: Meadow Creek Golf Course Branding and Website Development

BACKGROUND:

On March 31, 2026, the District of Logan Lake assumed operations of Meadow Creek Golf Course (MCGC). Since taking over operations, staff have identified the absence of a dedicated logo, website, and established brand identity as a challenge for day-to-day operations, marketing, and promotional activities.

A recognizable logo and brand are foundational elements for communicating with golfers, visitors, sponsors, tournament organizers, and tourism partners. Currently, the lack of a formal visual identity creates challenges in the development of:

- Scorecards;
- Course brochures and promotional materials;
- Website development;
- Social media marketing;
- Tournament packages;
- Signage;
- Merchandise and apparel; and
- General advertising and tourism promotion.

To address this need, staff have developed several preliminary logo concepts internally for Committee review and discussion. These concepts incorporate elements reflective of the golf course and surrounding natural environment. Examples include logo concepts featuring local tree imagery and wetland-inspired design elements.

In addition, staff have obtained preliminary information regarding the estimated costs associated with retaining an external marketing and branding firm to develop a professional logo, brand package, and website.

DISCUSSION:

The Committee may wish to consider two potential approaches:

Option 1 – Select a Logo In-House and Retain an External Firm for Website Development

Under this option, Council would select one of the internally developed logo concepts, with staff making any necessary refinements prior to implementation.

Once a logo is selected, the District would proceed with retaining a qualified website developer to design and launch a dedicated Meadow Creek Golf Course website.

Advantages:

- Allows immediate implementation of a logo and visual identity.
- Enables staff to begin producing scorecards, brochures, signage, apparel, and promotional materials during the current golf season.
- Allows website development to proceed without delay.
- Significantly reduces branding costs.
- Provides flexibility to revisit the brand in future years if desired.

Disadvantages:

- Limited professional branding and market research.
- Branding decisions would be based primarily on internal perspectives.
- May not provide the same level of strategic tourism and destination marketing value as a professionally developed brand package.

Estimated Cost:

Item	Estimated Cost
Logo Development	Internal Staff Resources
Website Development	\$4,000 - \$15,000
Brand Standards Refinement	As Required
Total Estimated Cost	\$4,000 - \$15,000

Option 2 – Retain an External Marketing and Branding Firm

Under this option, the District would engage a professional marketing and branding firm to undertake a complete branding exercise, could include:

- Stakeholder consultation;
- Brand strategy development;
- Logo design;
- Colour palette and typography standards;
- Marketing templates;
- Brand guidelines; and
- Website design and development.

Advantages

- Professional brand development process.
- Strategic positioning of Meadow Creek Golf Course as a golf, recreation, tourism, and community asset.
- Comprehensive and consistent visual identity.
- Long-term marketing and tourism value.
- Professional website and marketing materials developed under one coordinated brand.

Disadvantages

- Higher cost.
- Branding process may take several months or more to complete.
- Potential delays to website development, promotional materials, signage, scorecards, and other marketing initiatives during the current operating season.
- Reduced ability to immediately implement marketing and advertising opportunities in 2026.

Item	Estimated Cost
Brand Strategy & Logo Development	\$2,500 - \$10,000
Website Development	\$4,000 - \$15,000
Brand Standards Refinement	As Required
Total Estimated Cost	\$6,500 - \$25,000

Option 3 – Combine Options 1 and 2

Alternatively, if there is a logo that Council is overall satisfied with, we can use the preferred logo as a starting point and retain an external marketing firm to refine and provide the coordinating submark logo, colour palette, typography, and the visual identity guide.

Estimated Cost

Item	Estimated Cost
Brand Strategy & Logo Development	\$99 - \$2,500
Website Development	\$4,000 - \$15,000
Brand Standards Refinement	As Required
Total Estimated Cost	\$4,099 - \$17,500

Strategic Alignment

The development of a logo, brand identity, and website supports Council's objectives related to tourism development, economic diversification, community promotion, and the successful operation of District-owned recreational facilities.

A recognizable and professional brand will assist in positioning Meadow Creek Golf Course as a destination amenity while improving communication with residents, visitors, and prospective golfers.

The District currently operates Meadow Creek Golf Course without a dedicated logo, website, or established brand identity. While this has not prevented operations, it has created challenges

associated with marketing, communications, advertising, and the production of promotional materials.

Administration has narrowed down the attached concepts to most preferred. Staff polled over a dozen internal staff and external participants requesting feedback and has highlighted those options as Option 1 and 2. Options 3 to 10 were also developed and included in the internal poll for committee review and discussion.

The Committee is requested to review the attached logo concepts and provide feedback regarding whether it wishes to proceed with an internally developed logo and external website development (Option 1) or undertake a comprehensive branding and website development process through an external marketing firm (Option 2).

FINANCIAL IMPLICATIONS:

At this time, no specific budget allocation has been approved for the development of a Meadow Creek Golf Course logo, brand identity, or website. However, sufficient funding may be available within the Meadow Creek Golf Course Marketing Budget and the District's Economic Development Budget to accommodate website development costs associated with Option 1 or Option 3 and potentially Option 2.

Should Council choose to proceed with Option 2, which includes engaging a professional marketing and branding firm to develop a comprehensive brand identity and website, additional funding may be required. Depending on the final project scope, procurement process, and associated costs, a future budget amendment or reallocation may be brought forward for Council's consideration.

OPTIONS:

- 1) THAT the Executive, Policy and Relationship Building Committee recommend that Council approve Logo Option ___ as the official logo of Meadow Creek Golf Course; and;

THAT staff be directed to finalize the logo package and proceed with the development of a Meadow Creek Golf Course website and associated marketing materials within the approved budget.

- 2) THAT the Executive, Policy and Relationship Building Committee recommend that Council direct staff to obtain proposals from qualified marketing and branding firms for the development of a comprehensive brand identity, including logo design and website development, for Meadow Creek Golf Course; and

THAT staff report back to Council with proposals, project scope, timelines, and associated costs for consideration and approval.

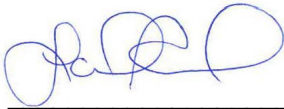
3) THAT the Executive, Policy and Relationship Building Committee recommend that Council approve Logo Option ___ as the draft logo of Meadow Creek Golf Course; and

THAT staff be directed to finalize the logo package and proceed with the development of a Meadow Creek Golf Course website and associated marketing materials within the approved budget.

RECOMMENDATIONS

For Committee review and recommendation.

Respectfully Submitted,



Laurel Grimm
Director of Corporate Affairs

Approved for Council Consideration
Chief Administrative Officer

Attachments: Options 1 – 10: Meadow Creek Golf Course Logos

Option 1



Option 1



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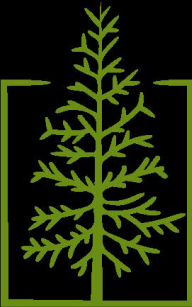
Option 2



MEADOW CREEK

GOLF COURSE AND WETLANDS

Option 2



MEADOW CREEK

GOLF COURSE AND WETLANDS

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Option 3



Option 3



Option 4



Option 4



Option 5



Option 6



Option 6





Option 9



Option 9



Option 10



Option 10

