



City of
Peterborough

TO: Members of the Peterborough Architectural Conservation Advisory Committee (PACAC)

FROM: Erik Hanson, Heritage Resources Coordinator

MEETING DATE: November 13, 2012

SUBJECT: Report PACAC12-045
PACAC Letterhead

PURPOSE

A report to recommend that the PACAC update its brand and purchase new stationary accordingly.

RECOMMENDATIONS

That the PACAC approve the recommendations outlined in Report PACAC12-045, dated November 13, 2012 of the Heritage Resources Coordinator, as follows:

- a) That the Committee receive a presentation from Louis Taylor of George North Studios with proposals for the updated design for the PACAC's printed material, and;
- b) that the committee procures a supply of stationary, envelopes and business cards based on an approved design at a maximum cost of \$600 for design services and production.

BUDGET AND FINANCIAL IMPLICATIONS

The \$600.00 cost of design and production of the new printed materials can be accommodated in the uncommitted balance of the Operating Budget \$1,946.44 leaving a balance of \$1,346.44.

BACKGROUND

The printed materials used by the PACAC have not been updated since they were designed in the 1980s. The current supply of stationary was ordered in 1997 and the contact information on it is no longer correct. As part of the production of promotional material for use during Heritage Week celebrations in 2013 the committee is seeking to refresh the PACAC brand. This update in design should be reflected in printed material as well.

Submitted by,

Erik Hanson
Heritage Resources Coordinator

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