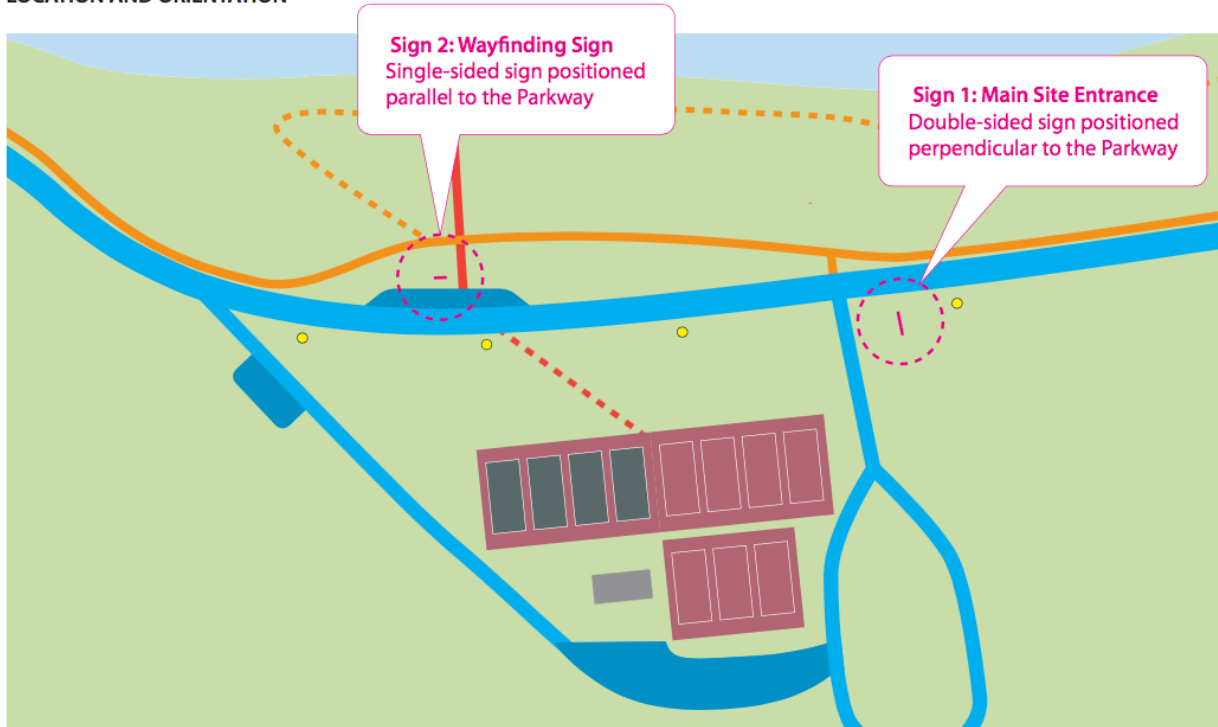


**Ottawa New Edinburgh Club October 26, 2016, AGM: Communications and Marketing
Director Report - Terry Kelly**

Main 2016 Activities

- Engaged NCC on steps involved in installing an “ONEC” sign(s) along the parkway
- Reviewed list of consultants endorsed by NCC to assist ONEC with this process
- Selected consultant - Helena Achia in March 2016 and commenced work
- Three phases involved in this project and completion of entire project was beyond limits of budget allocated for 2016 Communications and Marketing activities
- Completed first phase, which involved a site visit by the consultant and development of concepts
- Reviewed concepts with President and will make a decision on the type/location of the sign this fall
- Pending approvals and confirmation of budget allocation, will continue work with Helena Achia to finalize the installation of the sign for spring 2017
- Here is an example of proposed locations for signs:

LOCATION AND ORIENTATION



Other 2016 Activities

- Website improvements, Twitter Court Status, New A Frame signs, Posters and Templates, Newspaper Ads, enhanced Facebook presence.

Proposed 2017 Activities

Install sign on parkway spring 2017, conduct service delivery survey, staff training on use of social media and other routine activities