

# MARCH 2016

## COMMUNITY NEWSLETTER



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## *Presenting the Town's bold new look!*

The Town's new logo is the fruit of over two years of hard work by our teams of dedicated volunteers. It portrays Witless Bay as a vibrant & beautiful place in which to live, raise families, do business, and a fantastic place to visit.

Our new logo sets the Town of Witless Bay apart from other municipalities by making a memorable impression and clearly communicating the Town's qualities. An ambassador for Witless Bay, it will help us advance the Town's position on the local, provincial, national, and international stage.

In the coming months, Council will be working to put it to good use (on town signs, on street signs, on our new Website, on Town letterhead, etc.). We hope that in time, it will contribute to the fostering of an easily recognizable & unified identity that's a source of pride for residents.



*The Town of Witless Bay  
Coat of Arms*



*The Town of Witless Bay Logo  
Single-colour reversed  
in Landscape format*



*The Town of Witless Bay  
Motto Logotype*

# Meaning of the Logo's Elements

Featuring a puffin flying proudly over the landscape, the elements in the Town Logo work to convey many of the things which make Witless Bay such a special place.

- A.** The Town's historic connection to the fisheries is highlighted with the eye of the puffin (which is shaped like a dory under sail) and by the three negative spaces on the wingtip, in the shape of fishhook barbs.
- B.** The white space in the body of the puffin is in the shape of Witless Bay, while the black detail forming the head represents the protection given to us by the islands. This detail is also reminiscent of open arms giving a warm hug, symbolic of the welcoming character of the Town's residents.
- C.** The feathers on the puffin's wing represent the four islands that make up our Ecological Reserve.
- D.** The humpback whale's tail proudly underscores one of the town's key tourist attractions.
- E.** The stepped letters in the Wordmark symbolize the town's rolling hills and promontories.
- F.** The waves in the Wordmark, along with the flowing blue lettering, highlight the importance of the sea.

\*\*\*SEARCH "**Witless Bay Logo**" on YouTube to see an introductory video on the logo made by Mayor Després\*\*\*



*The flying puffin icon proudly soars higher and higher, looking towards an ever-brighter future.*

# The Logo Creation Process

The fruit of over two years of hard work by our teams of dedicated volunteers, the Town's rebranding process was kicked off by a series of brainstorming sessions by the Community Enhancement Committee, followed by discussion & planning sessions with residents. Thanks to this extensive background work, the Town was able to avoid paying thousands for the preparation of a professional design brief.

In June 2014, when Council first decided to invite logo designers to send in proposals, identifying artists proved to be challenging. Eight months later, no company specializing in logo design had yet been identified by anyone involved in the process,

A shortlist of companies with extensive logo design portfolios was eventually drawn up, and eight were invited to submit proposals. Four companies did so. The proposals were difficult to compare since they varied widely in terms of approach, portfolios, and price (\$1,412; \$2,486; \$3,949; \$4,802). The project stalled at this point since there were too many important questions that members of Council were unable to answer:

*Why are the prices so different from each other?  
Are the more expensive options in fact better?  
What is a reasonable amount for this service?  
What if residents don't like any of the designs?  
What if none of the logos that are submitted under contract are representative of the Town?*

Early in 2016, design crowdsourcing was identified as a possible way forward. With its 100% guarantee ("**Zero risk. A design you love, or your money back.**"), the world's biggest platform (*99Designs*) was a safe & very promising choice. For \$**785**+tax, the Town received a total of 256 concepts by 32 different designers, **completely risk-free**.

The work of the best 15 designers was presented to the public through online polls, and residents responded enthusiastically to a number of designs. The work of three individuals resonated especially strongly with the community. Council then worked with the winning designer to ensure that the comments received from residents were addressed. Because residents also really loved a second design, the Town invited its creator to adapt it for use as our Coat of Arms. It was purchased for us \$**265** +tax).

## Request for a retraction refused

On the next page of this Newsletter is a letter written by Council requesting a correction of the **Irish Loop Post's** March 2<sup>nd</sup> story on the Town's logo creation process. This letter was sent to the paper's Editor by the Town, but Mr. Westcott has refused to print it and to correct the errors in his story. Instead, the Editor published a follow-up editorial where he accuses Mayor Després of not being forthright with the information he had requested.

**Here are the facts:** Mr. Westcott has not made a single attempt to communicate with the Mayor directly. The Editor of the Irish Loop Post wrote two emails to the Town, at 2:49pm & 4:52pm, on the very day of his self-imposed deadline. The second email was sent after the close of business. **All questions** in both of these emails were answered by Town staff **within 24 hours**. In these emails, Mr. Westcott had not asked the questions he states having repeatedly sought to have answered. His follow-up editorial went to print 4 business days after such a comprehensive ATIPPA request that it has so far taken Town staff 10 hours to complete it.



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# Open Letter to the Editor of the Irish Loop Post

Mr. Westcott,

Your story in the March 2<sup>nd</sup> 2016 edition of the Irish Loop Post relating to the Town of Witless Bay's process for contracting a company to facilitate the design of the Town's new logo contained a number of falsehoods and inaccuracies.

Referring to this as a tender is a very damaging inaccuracy, since the implication that the Town did not follow the *Public Tender Act* is very serious. You place words in councillor's mouths which were never said, creating the impression that this was in fact a tender process. A tender is required when the value of a good or service exceeds **\$10,000.00**. Costing less than one tenth of this sum [**\$785<sup>+tax</sup>**], this service did not require the Town to go to tender. The town had done its due diligence obtaining the quotes required [**\$1,412; \$2,486; \$3,949; \$4,802**].

The title of your story, "*Logo contract raises questions about process used to find winning bidder*" fails to identify who is raising these questions. No councillor, including the Chair of Finance, voiced concerns about the handling of the quotes for the logo and no member of the public voiced concerns to the town even after this article was published. The only obvious question raised is from the reporter who contacted a local business – not the other way around.

You write that a search of *ggDesigns*' "job board" revealed that Mayor Després was looking for feedback on 5 of the 226 entries submitted. Your use of these numbers stripped of context sets up readers to conclude that residents were presented with only 5 of 226 logos. In actual fact, the work of the best 15 of 32 designers was highlighted.

Further, since the polling pages are private, your statement relating to your finding it on the job board cannot be true. The page you quoted could only be accessed via the social media that was used to ensure the participation of the community.

You state that a local company was not contacted for a bid. However, the Town held a widely-publicized year-long process to create a new logo [with the entire process taking over two years], and invited the public to participate through various means. It was a well-known discussion in the town. Given the fact that *ggDesigns*' logo contest was well advertised locally (reaching even the Editor of the *Irish Loop Post*), **any local designers wishing for their work to be considered by Council (and residents) could easily have put in submissions.**

It was unanimously agreed by Council at the February public meeting that the world's biggest design crowdsourcing company be contracted to run a logo contest. There was absolutely no risk to the Town with *ggDesigns* because of its 100% guarantee – in the company's words, "Zero risk. A design you love, or your money back."

You declare that no response to your questions was received prior to deadline. Given the fact that you assert that 226 entries had been submitted when you looked at the Website's "job board," & given the fact that entry #227 was submitted over 4 days before your email to the Town, we're left wondering:

***Why did you wait four more days to send an email to the Town, where you asked a total of 7 questions two hours before the end of the workday, on the very day of your self-imposed deadline?***

***Why did you not call the office when you received no immediate response? And why did you not contact the Mayor directly for comment?***

This would have been the reasonable thing to do, since he was the obvious target of your story.

This article creates the appearance of a problem where there wasn't one. You have now been presented with the facts. It is reasonable for the Town to expect a correction of the record now that you have the facts. We wait for your retraction and your apology. Thank you.

- Town of Witless Bay Council



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## *Council By-Election*

On March 7<sup>th</sup>, the Town held a Nomination Day for a by-election to fill one vacancy on Council. One candidate had stepped forward and was acclaimed, but later changed his mind and retracted his candidacy before having been sworn in as a Town Councillor.

The Town will therefore be putting out a second Call for Nominations in the near future. Please keep your eye out for the Notice, and consider running in the upcoming election.

We thank René Estrada, who stepped down last month, for his years of service on Council!

## *Notice for Town Businesses*

Witless Bay's **Tourism & Business Renewal & Growth Strategy: 2015-2020** developed by an independent consultant in collaboration with Council, residents, & other stakeholders last year invited the municipality to update its Website in order to better promote its businesses. This project is currently in process.

If you own or operate a business in Witless Bay, please email a short description of your offerings (50-100 words), your logo (if you have one), and any high-quality photographs to Mayor Després at [sebastiend@mun.ca](mailto:sebastiend@mun.ca) so that we can use these in our marketing efforts.

## *Check out our Community Enhancement Committee!*

Now that the town has a new logo, many of the projects that have been started over the past two years can really start to take shape. Be part of the action and help make Witless Bay a better, friendlier, and even more beautiful place to live! The first meeting of 2016 will take place at the Town Office at **7:00pm, TUESDAY, APRIL 5<sup>th</sup>** Please drop by & check it out!

## *Town Infrastructure Maintenance & Repairs*

Council is preparing the list of areas to be prioritized for ditching, road repairs, paving, and shouldering this Spring and summer. If you know of an area that needs to be addressed, please contact the Town directly at:

(709) 334-3407  
[townofwitlessbay@nl.rogers.com](mailto:townofwitlessbay@nl.rogers.com)

## *The Town's new Harassment Policy*

At the request of the Witless Bay Volunteer Fire Department, Council has developed and adopted a zero-tolerance anti-harassment policy. This policy's aim is to ensure full compliance with all laws and regulations concerning harassment in the workplace, provide a work environment that is free of discrimination, harassment, and sexual harassment, and to guarantee that all employees, councillors, and volunteers are treated with dignity & respect.



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# 2016 Tax Structure, Rates, & Fees

## Property Tax:

Residential Property	4.5 mils
Commercial Property	8 mils
Minimum Property Tax	\$600

## Business Tax

Personal Care/Retirement Homes	6 mils
Fish Plants	15 mils
Heavy Equipment/Construction	50 mils
Autobody/Service Stations	13 mils
General Commercial	12 mils
Bank/Financial Institutions	40 mils
Utilities	2.5% of revenues
Minimum Business Tax	\$250

## Permits-Residential

New Home Construction	\$125
Accessory bldgs/Extensions/Fences	\$ 50
Tax Certificates	\$250

## Permits-Commercial

New Building	40 cents/sq. ft., min.	\$250
Extensions/Renovations		\$150
Permit to Operate Business		\$150
Permit: Home-based business		\$100
Tax Certificates		\$400

## Fees

Permit application fee	\$ 25
NSF Charges	\$ 40
Discretionary Use/Advertisement	\$200 minimum
Crown Land application fee	\$100
Subdivision Development Fee/Lot	\$300*
<i>(*To be paid by developer prior to any permits being issued)</i>	

## Discounts

All residents of Witless Bay are entitled to a 5% discount on residential taxes if paid by March 31<sup>st</sup> 2016. Seniors are entitled to a 10% total discount for the entire year.

## Interest

All taxes are due and payable by May 31<sup>st</sup>, 2016. Any taxes not paid by May 31, 2016, or without arrangements being made, will be charged a rate of 18% per annum, accruing at a monthly rate of 1.5%. If suitable arrangements are not made to have accounts paid in full by October 31<sup>st</sup>, they will be prepared for collection.

## Payment Arrangements

The Town of Witless Bay accepts Visa, Mastercard, debit, and pre-authorized payments. If acceptable arrangements are made with the Town before March 31<sup>st</sup> 2016 to have accounts paid in full by November 30<sup>th</sup>, 2016, no interest will be applied to the account.

## Permits & Development

As construction season is about to begin, Council would like to remind everyone that the deadline for development applications is 12:00 Noon on the Thursday prior to the 2<sup>nd</sup> Tuesday of each month.

It's a good idea to submit permit applications as early as possible, since this ensures that our Public Works Committee is able complete the necessary site visits and verify that applications are duly completed before the public meeting so that unnecessary delays can be avoided.



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## TOWN COUNCIL & STAFF

Mayor  
**Sébastien Després**

Deputy-Mayor  
**Dena Wiseman**

Town Clerk-Manager  
**Geraldine Caul**

Assistant Clerk  
**Barb Harrigan**

Councillors  
**Kevin Smart**  
**Albert Murphy**  
**Ralph Carey**  
**Ken Brinston**

Grounds/Maintenance  
**Aiden Carey**