

**Amherst Town Council
Committee of the Whole
Minutes**

Date: February 9, 2026
Time: 4:00 pm
Location: Council Chambers, Town Hall

Members Present Mayor Rob Small
Deputy Mayor Charlie Chambers
Councillor Hal Davidson
Councillor Nic Furlong
Councillor Terry McManaman
Councillor Dwayne Ripley
Councillor Kathy Wells

Staff Present Jason MacDonald, Chief Administrative Officer
Kim Jones, Deputy Chief Administrative Officer
Krista Crossman, Director, Human Resources
Sharon Bristol, Director, Community Living
Lori O'Connell, Marketing & Communications Officer
Sean Payne, Marketing & Communications Officer
Jeff Bacon, Economic Development Officer
Natalie LeBlanc, Municipal Clerk
Cindy Brown, Administrative Assistant

1. Call to Order

Mayor Small called the meeting to order at 4:00 p.m.

1.1 Territorial Acknowledgement

Mayor Small gave the Territorial Acknowledgement.

2. Council Direction Requests

2.1 Brand Strategy, Strategic Marketing Plan and Communications Plan

Moved By Councillor Furlong

Seconded By Councillor Ripley

That Council forward to the February 9, 2026, special meeting, approval of the Brand Strategy, the Strategic Marketing Plan and the Communications Plan without including the proposed 'Centre of it All' tag line.

Against (5): Mayor Small, Deputy Mayor Chambers, Councillor Davidson, Councillor McManaman, and Councillor Wells

MOTION DEFEATED

Moved By Councillor Davidson

Seconded By Councillor Wells

That Council forward to the February 9, 2026, special meeting approval of the Town of Amherst Brand Strategy, Strategic Marketing Plan, and Communications Plan 2026-2028 as presented.

Against (2): Councillor Furlong, and Councillor Ripley

MOTION CARRIED

3. Adjournment

There being no further business, Mayor Small adjourned the meeting.

Natalie LeBlanc
Municipal Clerk

Rob Small
Mayor