



WHITBY TOURISM DEVELOPMENT CORPORATION (“WTDC”)

MEETING OF THE BOARD OF DIRECTORS

Meeting Minutes

Date: July 20, 2026

Time: 3:30pm

Location: Whitby Room, Whitby Town Hall, 575 Rossland Road E

Directors Present: Sarah Klein, Jeremy Giles, Fuwing Wong, Sarah Kostadinov, Adriana Barbary, Steve Lee being all the directors of WTDC

Directors Absent: None

Re: Board of Directors Meeting #5 (2026) – Whitby Tourism Development Corporation

1. Interkom Brand & Marketing Presentation Summary

Interkom presented the revised WTDC brand book including the brand identity, the visual brand system, messaging framework, and marketing launch strategy.

a. Brand Identity

- i. Introduced the new brand book outlining the identity system and brand application.
- ii. Presented the strategic positioning centered around **"Be"**, designed to showcase Whitby as more than a destination.
- iii. Primary messaging proposed: **"Be Hungry. Be Curious. Be Daring."**
- iv. Reviewed the new custom logo suite, including:
 1. Primary logo
 2. Horizontal version
 3. Symbol/icon
 4. Black and white version
 5. Positive and negative applications
- v. Presented the proposed colour palette:
 1. Five primary colours
 2. Five secondary colours
- vi. Proposed typography:
 1. Poppins font family (Thin through Bold)

- b. Brand Assets
 - i. Photography guidelines include both professionally captured imagery and user-generated iPhone content.
 - ii. The Board will have access to the full library of photography and brand imagery for ongoing tourism marketing initiatives.
 - iii. The proposed tagline is "Wander Beyond the Expected"
- c. Marketing Launch Strategy
 - i. Interkom presented a seven-stream marketing plan that includes:
 - 1. New tourism website
 - 2. Social media rebrand
 - 3. Content Strategy
 - 4. Events and partnerships
 - 5. Collateral and signage
 - 6. Paid media campaign (Fall 2026 / Winter 2027)
 - 7. Performance measurement
 - 8. Launch phases:
 - a. Phase 1: Pre-launch (Website, social media, content strategy, events, brand guidelines distribution to internal board staff, Logo/asset retirement plan)
 - b. Phase 2: Launch (Campaign roll out, print, merch, media activation plan)
 - c. Phase 3: Sustain (Measurement, post launch review, seasonal content delivery)

2. Board Feedback & Discussion

- a. Brand & Messaging
 - i. Interkom to develop campaign messaging/copy, incorporating the various messaging concepts that were presented during the June 15th board meeting across the 4 different campaign concepts
 - ii. Final messaging to be aligned upon and confirmed before marketing campaign execution begins.
- b. Logo
 - i. Reduce the spacing between the **"W"** symbol and the **"Whitby Tourism"** wordmark.
 - ii. Review the proposed blue colour to ensure it is sufficiently differentiated from the Town of Whitby's corporate brand. Note that the Town's official corporate blue is **Pantone 295C**.
- c. Website

- i. Include stronger connections between the "Be" campaign and local businesses by highlighting experiences that align with campaign themes (e.g., *Be Curious, Be Daring*).
 - ii. Clarify how local businesses can participate and be featured on a monthly basis
 - iii. Discuss the process for identifying businesses and experiences to showcase each month. Noted that this should be collaborative between Interkom and the WTDC
 - iv. Include promotion of Town-supported events where appropriate.
- d. Social Media
 - i. Interkom presented the proposed social media channel strategy, including LinkedIn and TikTok.
 - ii. The Board recommended removing TikTok from the strategy, noting that many government organizations have discontinued its use.
 - iii. The recommended social media channels moving forward are **Instagram** and **LinkedIn**.
- e. Photography & Assets
 - i. Establish a formal agreement (MOU) between WTDC and Interkom that clearly defines ownership, copyright, and ongoing usage rights for all project deliverables.
 - ii. Confirm that WTDC will receive perpetual rights to use all photography, videos, branding, and creative assets developed as part of the project.
 - iii. Ensure WTDC receives all final logo files, brand assets, marketing collateral, and editable source files upon project completion.

3. **Immediate Next Steps**

- a. Present revised logo and all its iterations
- b. Develop brand assets for an event occurring on September 12th, inclusive of the below listed deliverables. Interkom will produce layouts for the following tourism collateral with the updated logo including:
 - i. Host in Whitby promotional postcard
 - ii. Tablecloth
 - iii. Vertical Apex banner
 - iv. Posters

- v. Digital letterhead
 - vi. Branded shirts
 - vii. Event tent
 - viii. Flag
- c. Present revisions for the various feedback provided
- d. Workback:
 - i. July 27th: Revised logo sent through to the board
 - ii. W/O July 27th: Present event assets as well as feedback revisions
 - iii. August 10th: Print deadline
 - iv. September 1st: Production completed

4. Other Business

- a. Host in Whitby Grant Committee Updates
 - i. The Committee reviewed the latest intake of the Host in Whitby Grant Program.
 - 1. Seven applications were received.
 - 2. Five applications approved.
 - a. Unity in Diversity, \$5,000 approved.
 - b. Chabad Jewish Centre for Durham Region, \$5,000 conditionally approved upon submission of additional information.
 - c. Carol Patterson Cup – U22 National Box Lacrosse Championship, \$5,000 approved.
 - d. Whitby Lacrosse Association, \$5,000 approved.
 - e. Whitby FC, \$4,000 conditionally approved, clarification of assets - tourism component to be strengthened.
 - 3. Quarterly funding update:
 - a. Q1: \$20,000
 - b. Q2: \$15,000
 - c. Current quarter: \$24,000
 - ii. Grant Administration
 - 1. Alisha to prepare approval letters for successful applicants.
 - 2. Alisha will follow up with all funded organizations to ensure submission of their required post-event reports.

Organizations that do not submit a completed post-event report will be deemed ineligible for future Host in Whitby Grant funding.

3. Event photography will be collected for future tourism marketing and Council presentations.

b. September 12th Fieldgate Activation

- i. Jeremy to review grand opening budget with Town staff to identify the tourism related components that we would like the WTDC sponsorship to be allocated towards. One suggestion is to the funding to capture new video and photography assets showcasing sport tourism for future use including new Fieldgate Sports Complex footage.
- ii. Create welcome packages for visiting teams, including local food and visitor guides.
- iii. Alisha to develop a one-page hotel quotation package for sports organizers, including:
 1. Hotel listings
 2. Room pricing
 3. Team accommodation capacity
 4. Common room availability
 5. Breakfast options
- iv. Ensure participating hotels recognize the package as a WTDC initiative.
- v. Alisha will work with Tourism Ambassadors to develop sports tourism package.
- vi. Provide visitors with digital links to restaurants, attractions, entertainment, spas and local activities.

c. Upcoming Dates

- i. September 12, 2026 – Fieldgate Sports Complex Opening

5. Next WTDC Meeting - September 15, 2026

The minutes of July 20th 2026 meeting of The Whitby Tourism Development Corporation have been approved:



Chair

Date: Oct 1/26

Sarah Kostadinov

Secretary

Date: October 3rd 2026