

Seeley's Bay Newsletter

Seeley's Bay & Area Residents' Association

Connecting the community...

Issue #17, November 2012

...and check out events calendar and local resources at www.seeleysbay.ca



The Marketing Team, a subcommittee of SBARA's Seeley's Bay Steps Up project, is thrilled to announce the new visual identity for Seeley's Bay. The Marketing Team worked very hard over the summer with Bonhomme Design Studio to develop an effective and consistent brand identity that supports the brand attributes and unique attractions that make Seeley's Bay the community it is. The process began over a year ago with a community contest where residents were asked to submit - 'what Seeley's Bay means to you' and to send in an image that portrayed Seeley's Bay. The Team took this information and with the help of many volunteers came up with the top 5 brand attributes (what Seeley's Bay means to people) and 5 top visuals that people said portrayed Seeley's Bay - namely 'water, recreational, homey simple life, ecological, and friendly & peaceful'; these were the attributes that continued to surface time after time. And on the visual front, the iconic red canoe, paddling, water, trees, sun, and water vegetation kept coming up again and again as the images most associated with the area. Bonhomme Design Studio, a well-regarded Kingston firm specializing in tourism sector marketing, made many visits to our community, listened to all of the ideas, assessed all of the information, and after a few different approaches, and many long hours, finalized the project with the beautiful design shown above. The final product

includes the stylized red boat and paddler - paddling across a gentle body of water, with a welcoming village in the heart of the community (note that the building outlines are similar to the storefront profiles seen on Main Street such as The Nest Egg and Mainstreet Hardware). The fish acting as the apostrophe in Seeley's Bay acknowledges our fishing heritage and cleverly symbolizes the local commitment to the environment and eco friendly living. The Marketing Team believes the whole image really captures this wonderful community - and they hope you agree.

The job of implementing the new Seeley's Bay brand identity is the shared responsibility of community partners, supporting media and any contributing stakeholders. This applies to all relevant forms of communication including design, public relations, web presence, tradeshow display, product packaging, advertising, marketing, communications and presentations. To encourage positive brand recognition anyone with an interest in using the logo is asked to contact the Marketing Team Leader, Cindy Healy (cinder560@hotmail.com) for a copy of the Brand Standards Manual. Most of all, the Team hopes residents will embrace the new image and share their ideas with the Marketing Team about how and where the image might be used to help promote the community.

Giving Thanks - As 2012 comes to an end, I think back on the accomplishments of the Seeley's Bay and Area Residents' Association (SBARA). What comes to mind immediately is the number of people that have made it all possible. I actually started to list all of the individuals, businesses, and organizations who helped and quickly realized that there wasn't sufficient room in this newsletter to list them all. The list would include those who helped with Storyfests, the Spring clean-up, the paddling station installation, the inaugural Spring Opener festival, our Annual General Meeting, the Scarecrow Showdown, and the upcoming tree lighting ceremony. It also includes those who have contributed financially to Seeley's Bay Steps Up through the 'infrastructure sponsorship program'. It includes SBARA's directors, the Steps Up Team members, as well as the Township Council and staff. I am truly humbled. It is exciting to feel the growing sense of pride that we all have in our community. My heartfelt thanks and season's greetings go out to everyone - *Peggy Sweet-McCumber, Chairperson, Seeley's Bay and Area Residents' Association.*



Living Learning – On November 9 the children of Sweet's Corners School had a visit from local World War II veteran and distinguished area resident, Mr. Russ Thompson. And on November 11 there was a very large turnout for the annual Remembrance Day services at the local Legion. Seeley's Bay residents honour the veterans of active service living among us, as well as those that were lost in service - remembered this day and throughout the year by families and neighbours. Thanks to Steve Thompson for these photos.



Book Club – If you are interested in forming a book club or a brown bag lunch reading series, please contact Amanda at the library and let her know your interests please! 613-387-3909

seeleysbay@ltipl.net



What's happening:

- Nov 30** Tree lighting party @ Main & Bay, 7 pm
- Dec 2** Old Time Fiddlers, @ the Legion, 2 pm
- Dec 16** Christmas Cantata, United Church, 7 pm
- Dec 24** Christmas Eve service, United Church, 11 pm
- Dec 31** New Year's Eve Dinner/Dance \$40 @ Legion
- Feb 1-3** Frost Fest 2013 throughout village

This e-newsletter is sent to **over 200 households** every 2-3 months. To sign-up and/or to publicize community-oriented events, contact newsletter@seeleysbay.com Also, please print and post a copy on your public bulletin board and/or share copies with neighbours. You can also join the **over 590 people** who 'like' "Support Seeley's Bay Ontario" on Facebook.



If you want to volunteer, donate or get more information about the Seeley's Bay and Area Residents' Association, please contact: Peggy Sweet McCumber at sbara@seeleysbay.com