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Date: June 16, 2021
To: Mayor and Council
Author: John Quennell
RE: Rebranding of Fire Department Crest
Report No.: KFD 21-02

RECOMMENDED ACTION

That Council endorses the Fire Chief to replace the Kingsville Fire Department Crest with a new design that was developed and approved by Kingsville Fire & Rescue personnel.

BACKGROUND

A Review Team was hired in the fall of 2020 our objectives were to conduct an assessment of the Kingsville Fire Department and to propose an action plan to address any issues that were identified as part of that assessment. A meeting was held with all Kingsville Fire & Rescue personnel and an overwhelming theme from that evening was that the department felt they wanted/needed to put the past behind them and move forward. They wanted to feel proud to work for the Department again.

The identity of a Fire Service is shown by having their department crest displayed proudly on the shoulder of their uniform and the side of the apparatus that they ride. There is an emotional component tied to the crest; therefore, when the idea of rebranding was brought forward it was met with positivity and personnel thought it was a great step to help keep the Department moving forward.

DISCUSSION

A committee was formed with equal representation from both North & South Stations comprising senior, middle and new seniority personnel supported by office administration. A graphic designer assisted by creating the designs developed by the committee until they agreed upon two designs. Finally, all members of Kingsville Fire & Rescue had a vote on the crest of their choice.

LINK TO STRATEGIC PLAN

Promote the betterment, self-image and attitude of the community.

To promote a safe community.

Link to Council 2021-2022 Priorities

- COVID-19 and the health and safety of the community
- Customer Service: Training, Technology, Staff, Review Standards/Level of service
- Housing: Affordability (lot sizes, developer incentives, second dwellings, density, etc.)
- Greenhouse: lights & dark sky, odours (site plan compliance, bylaws, other tools)
- Programming Increase: Youth and Seniors
- A development plan for Downtown Kingsville / Main Street
- Financial savings: Schools closings, Migration Hall
- Economic Development: strengthen tourism/hospitality
- COVID - economic recovery
- Communications: Strategy – Policy (social media), Website refresh and other tools, Public engagement
- Housing: Migrant Worker Housing – Inspections (Building/Fire), regulate, reduce, or increase
- Committees / Boards: Review and Report
- Policy Update: Procedural Bylaw
- Economic Development: diversify the economy, create local jobs, industrial, Cottam
- Infrastructure (non-Municipal): Union Water expansion & governance
- Infrastructure (Municipal): Asset Management Plan update, the infrastructure funding deficit
- No direct link to Council priorities

FINANCIAL CONSIDERATIONS

No additional finances are required. A private donation for this endeavor was received in amount of \$1,000 and the Benefits – Uniforms line item in our 2021 Budget allows for this changeover.

CONSULTATIONS

Kingsville Fire & Rescue Rebranding Committee



John Quennell, CEMC
Fire Chief