

Community branding program launched

The Town of Halton Hills and the Halton Hills Cultural Roundtable have launched a Town Branding Project to create a unifying brand identity for Halton Hills.

The mandate of the project is to create an integrated, community-wide Halton Hills brand supporting cultural tourism, economic development and residential growth. Our "community brand" is designed to make the Imagine Halton Hills vision

tangible and compelling for current and new residents, existing and new businesses and visitors.

Its goal is to both present our existing assets in the most attractive light and to help guide the development of assets in keeping with the Town's Sustainability Strategy and unique character.

"This is a great time to develop our sales pitch for the GTA tourist looking for a day-long ad-

venture close to home, for the small business owner looking to relocate, for the young family looking for a great place to raise a family. This new brand will tell them why to choose Halton Hills over other GTA communities," said Mayor Rick Bonnette.

"The timing of this branding project is perfect to build on the great research that we have already completed with our Imagine Halton Hills

Sustainability Study and to work together with the Economic Development Strategy and the Cultural Master Plan studies that are currently underway," Bonnette said.

The Halton Hills Cultural Roundtable received a \$15,000 grant from the Cultural Strategic Investment Fund that was matched by the Town. "We are excited to partner with the Town on the branding project which will benefit all sectors of

our community now and in the future," said Laurent Thibault, President of the Halton Hills Cultural Roundtable.

Chemistry Branding of Toronto was selected to lead the project after a lengthy RFP selection process. It specializes in brand strategy, particularly for small communities, and recently completed successful re-branding of Peterborough and the Kawartha's, the Central Counties, and the Town of Wolfville, Nova Scotia.

The project will be

overseen by a Steering Committee from a cross-section of the Halton Hills community. Halton Hills residents are encouraged to participate in a brief online survey which can be accessed through the Town website. There will be opportunity for more public input through upcoming Town Hall meetings and workshops. For more information on the project, see the Town Branding page on the Town of Halton Hills website - www.haltonhills.ca/Branding-Project

Advertorial

Another Outstanding Season for Georgetown Little Theatre

by Roxanne Thornton

This fall, Georgetown Little Theatre Productions Inc. will again be travelling down the road to the lovely 120 seat Victorian auditorium at Acton Town Hall Centre. Heritage Acton, with the help of council, are installing a new elevator at 19 Willow Street and GLT are extending performances to cover three weekends, including two Sunday matinees.

But don't fear, GLT studio 33 Stewarttown Road will continue to be busy. The Youth Company will continue to hold workshops, rehearsals and their (Y1A) one act festival and their spring presentation Macbeth at the studio.

GLT's main stage season will open November 2nd with the Pulitzer Prize winning drama, *Doubt - a Parable* by John Patrick Shanley and directed by David Cairns. In this brilliant and gripping story of suspicion cast on a priest's behaviour we realize that it is not the scandal that rattles us but our own questions of moral certainty. Once one's reputation has been questioned, can things ever be the same?

On February 8th, the warm-hearted comedy *Frozen Dreams* will open. This universal tale about the plight of the homeless is by award winning Canadian playwright Robert Ainsworth and directed by Pamela Niesiodbedzki-Curtis. The very absurdity of a homeless youth being given a frozen turkey sparked this comic piece. Hopefully through laughter, this play will lead people to ask some rather hard hitting questions about themselves, their beliefs and the need for action in our own community within our current economy.

GLT's spring show is directed by Jim Monaghan and opens April 12th. This romantic, musical comedy, *Sylvia* by A. R. Gurney is sure to bring tears of laughter to your eyes. It may be about mid-life crisis, or marital jealousies or just about a man and his dog. But the situational trouble of two females in the same household both vying for the husband's attention creates uproariously funny scenes, especially since he seems to prefer the dog.

Community theatre provides an opportunity for individuals from all walks of life to develop confidence, skills and artistic sensibilities. Whether it is to act, direct, make costumes, create props, build or paint a set or to just call people on the phone, it gives one a sense of accomplishment. Why not get involved. Now's the time to do it. Why not buy a season subscription for less than \$50, (905-877-3700) or come out and join the group. General meetings are held the first Tuesday of the month at the Studio and we have read a play on the third Tuesday of most months. For more information see www.georgetownlittletheatre.ca or give us a call at 905-877-3422. After all, it really is worth the drive to Acton.

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Nov. 2-4, 8-11, 15-17, 2012

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by Robert Ainsworth
Feb. 8-10, 14-17, 21-23, 2013

Sylvia
by A.R.Gurney
Apr. 12-14, 18-21, 25-27, 2013

3 play subscription or singles:
JET BOX OFFICE/Maple St. Library 908-877-3700

Or online:
<http://www.haltonhills.ca/theatre/>
Individual tickets will still be available at: Acton Home Hardware and Sports Unlimited G-town and at the door.

Evening Shows: 8:00pm
Sunday matinees: 2:00pm
www.georgetownlittletheatre.ca

• Studio
• Youth Company
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Town Digest

Library donation

Part of the \$1-million to be raised for the capital campaign to expand the Georgetown library and Cultural Centre is earmarked for the Acton library. One hundred and ten thousand dollars will be used to build an outside reading deck, with café-style tables and seating, lounge furniture and marquee signage.

At the Georgetown library, the money will enhance the Children's Services, local History Archives and Seniors' Lounge, build an outdoor plaza, pay for new sound and lighting systems, new seating, and new art display options for the Art Gallery.

The fundraising campaign received a major shot in the arm recently with the donation of \$150,000 by Georgetown residents Brenda and Larry Sisnett. Bren-

da Sisnett is President of Georgetown Terminal Warehouse and Elliott Custom Brokers, and is chair of the capital campaign. The John Elliott Theatre is named for her late father. Donations to the capital campaign now sit at \$382,000.

Development extension

Despite numerous delays and extensions over the past 26 years, Halton Hills councillors agreed to another extension request for the so-called Bosnjak development in Henderson's Corners, a proposed eight-lot subdivision east of Trafalgar Road, just north of Regional Road 43.

The developer had until September 15 to complete a pre-servicing agreement, but that deadline was waived on the recommendation of Town staff following a request by recently hired

planner Glenn Wellings, who successfully argued recent action on the file warranted another extension. Wellings said some of the delay was due to the collapse of a subdivision application on adjacent land, but also said he was not making any excuses. Wellings said he would "not promise you any dates" for completion of the necessary planning processes, but would act as a quarterback on the file and offered assurances that he would "keep (the file) on track." He said allowing the draft plan to lapse would be a waste of time, money and effort on the part of his client, consultants and the public agencies involved.

Staff will report back on the status of the file before the draft approval of the plan of subdivision lapses on November 20.

Fond farewells

Halton Hills Mayor Rick Bonnette led Council in a reluctant good bye to CAO Dennis Perlin at Monday's

council meeting - Perlin's last as he retires this week after seven years with the Town.

Bonnette thanked Perlin for his dedication and professionalism, his "extreme energy," "sage advice" and "enthusiasm" that raised the municipal governance bar.

Perlin's list of people to thank began with his wife and "best friend" Barbara and his family. He thanked the Mayor for putting up with his "quirks and quarks", senior management and Town staff for their hard work and commitment in providing a terrific level of service, and even the media for being "relatively gentle and kind" and "fair and constructive."

David Smith takes over as the new CAO on October 1. Most recently with the City of Waterloo as Deputy CAO and GM of Community, Culture and Recreation Services, Smith also worked for the city of Mississauga for over 25 years.

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