

TO: Mayors, Wardens, Councillors and CAO's, All Units

FR: Deputy Mayor Laurie Murley, UNSM President

**RE: REMINDER NOTICE—UNSM REBRANDING SURVEY – DEADLINE
SEPTEMBER 5, 2017**

During five regional meetings held over the last six months, the membership expressed overwhelming support for the UNSM to undertake a rebranding exercise including a name change where the word "Union" would be removed from the title.

In response to this request, the UNSM Board has engaged The Creative Department to undertake a rebranding exercise on behalf of the organization. The project will involve five phases - research gathering, developing a vision and mission, name change, logo redesign, and development of a visual communications platform including a tagline.

The following member survey represents a crucial first step in the research gathering phase of the project. The creation of a new name and visual imagery must reflect the purpose and desired image of the organization. It is also important that our initiatives reflect the needs of members and the municipalities you represent.

The survey invites you to identify the services you use, the aspects of our role that are most valuable and your perceptions of how we could maximize value to our members.

To reiterate, your participation in this survey is critical to moving forward with our new name, vision and mission of the organization. The survey should take approximately 15 minutes to complete. All responses will remain anonymous.

Deadline to complete the survey is September 5, 2017.

To access the online survey, click here: <https://www.surveymonkey.com/r/6HBJG87>

Thank you for taking the time to participate in this important exercise.

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PLEASE NOTE: If you do not want to receive communications from UNSM, please e-mail Tracy Verbeke at tverbeke@unsm.ca, and you will be removed from the mailing list.