



**MINUTES**  
**Markham Sport Hall of Fame Board**  
**January 16, 2017**  
**Markham Pan Am Centre**

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**Board Members**

Ron Anderson  
Regional Councillor Nirmala Armstrong (5:55)  
Bruce Barnett  
Councillor Colin Campbell  
Paul Cicchini  
John Collie  
Councillor Don Hamilton (left 6:50)  
Rila Levine  
Anderson Mendonca  
Kelly O'Hanlon – *via telephone*  
Rukshan Para  
Mayor Frank Scarpitti (5:45)  
Jason Sheldon (5:55)  
Meg Stokes

**Staff**

Stephen Chait, Director of Culture & Economic  
Development  
Kitty Bavington, Council/Committee Coordinator

**Regrets**

Cathy McKnight  
Mark Saito

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The Markham Sport Hall of Fame Board meeting convened at 5:36 pm with Meg Stokes in the Chair. Ms. Stokes introduced Kitty Bavington, Council/Committee Coordinator for the City of Markham.

**1. CONFIRMATION OF AGENDA**

The agenda was confirmed.

**2. ADOPTION OF THE NOVEMBER 10, 2016 MINUTES**

Corrections were noted in the attendance section.

MOVED/SECONDED:

That the November 10, 2016 Markham Sport Hall of Fame Board meeting minutes be adopted as amended.

CARRIED

### **3. YEAR ONE REVIEW PRESENTATION AND DISCUSSION**

Meg Stokes advised that she had met with City officials regarding the MSHOF's annual presentation to Markham's General Committee, and had then worked with a small group of members to prepare a draft presentation on the past year's accomplishments and the current/future work plan. The draft will be refined in accordance with today's review by the Board, and the Board's endorsement will be attached to the presentation.

Mayor Scarpitti provided an update on the status of staff support for MSHOF. This project has grown into a three-dimensional, multi-departmental effort that needs a quarterback. In this capacity, Stephen Chait, Director of Culture & Economic Development, will be the City liaison. Mr. Chait's extensive background in Economic Development and Culture was outlined.

Mr. Chait explained the City's initiative for "Destination Markham", and noted that the Markham Sport Hall of Fame would be an integral component.

Ms. Stokes led the Committee in a discussion of the Year One Review Presentation. The following points were brought forward during the review:

#### Vision, Mission, Values

- These were briefly identified.

#### Governance

- The Board has evolved to consist of 16 members, and this will be brought to Council's attention.
- The MSHOF was originally established as a Board and has evolved into an Advisory Committee of Council. There was considerable discussion regarding the opportunities and responsibilities of Board of Directors vs. Advisory Committee vs. Foundation structure.
- There may be an advantage to being incorporated so that potential granting opportunities can be pursued.
- It was agreed that there are other priorities to focus on at this time, and the organizational structure can be left for future consideration. In approximately six months, as the MSHOF evolves, a working group will consult with City staff on this matter and prepare a recommendation.
- Terms of Reference should be changed to provide for a longer commitment of the members, in order to accomplish goals. Council members on the Board agreed to request that Council extend the length of the term for membership by 2 years for each member (currently terms are staggered).
- The current four subcommittees were outlined. There is a potential for evolution of the subcommittees and the addition of more in the future.

#### Finance

- \$ 25,000 has been allocated as a one-time budget. Stephen Chait will confirm how the fund is set up.
- The estimated start-up budget is \$ 385-450,000.
- The ongoing annual expenses estimate is \$ 120-150,000.

- The proposed interactive social media and electronics programs must be continually updated to maintain an interested and revisiting public, as well as to satisfy the advertisers and partners by providing ongoing MSHOF updates and new content.
- Physical and digital design and content management: five year lease agreement vs. physical capital expense.
- The City has adopted a digital strategy to 2025 with a large financial investment, and this would be a good time to meet with City IT staff to see if there is an opportunity for savings by integration.
- Budget estimates will be reviewed to ensure they are accurate and realistic.
- It is intended that the gala will be self-sustaining.
- The Finance Subcommittee should investigate the kinds of corporations that are making donations to other venues – Aurora / Canada Hall of Fame, etc., including construction, development, and automotive companies, and banks.
- The term “Investment” was suggested, instead of “Donation”.

#### Operations

- The program could consist of several stages within a 3-5 year plan, such as “athlete of the month”, “who to watch in Markham”, signboards and posters etc.
- The timeline for the initial inaugural event is in late 2018.
- There is potential for an expansion of the physical Hall of Fame, perhaps as a separate facility in the long term.

#### Community and Stakeholder Outreach

- Partnership plans are crucial, and we propose to start working with sport organizations within the City ASAP.
- It is important to engage elite athletic organizations. There are approximately 10 of these groups – Olympics, etc.
- A small breakfast meeting will be held with the elite clubs (in March or April) to run through the proposal following Council endorsement and before it goes public. After the initial feedback from the elite group, a media launch will be held, and other sport groups will be engaged in a collaborative approach - school boards and individual organizations.
- It is also essential to engage the Markham Board of Trade and the Business Community. A presentation could be made to the Board of Trade at the beginning of June, when the Mayor gives his address.
- An important strategy is to make a commitment to the organizations to come back with an update by a certain time, to let them know the MSHOF is serious about getting results.
- York University could be a strategic partner by creating significant traffic around the sports facilities and generating increased exposure to advertising.
- There will also be significant traffic generated by the proposed future mobility hub.

#### Risks

- There may be conflicts with other City initiatives, i.e. partnership/naming rights with Pan Am Centre. Stephen Chait will look into naming rights for the MSHOF.

#### Other items

- The nomination criteria, brand attributes, vision, logo, key messages and taglines, and design concepts were briefly reviewed.
- It was cautioned that conceptual promotional materials be kept generic with respect to potential nominees.
- Additional volunteers are needed to do the extensive amount of work involved. The Board can appoint subcommittees and engage volunteers, but the Board of Directors should not increase as it is currently an appropriate size.

The Board agreed to request that the membership term be extended from 2017 to 2019 and 2018 to 2020, for those members who wish to continue, and that thereafter, the terms expire in a staggered schedule (four members at a time) to allow for continuity.

The Board endorsed the presentation, as amended in accordance with discussions this day.

#### **4. NEXT STEPS**

Meg Stokes will revise the presentation and distribute it to the members for a final review.

The presentation will be made to Markham's General Committee on February 21, 2017.

The Subcommittees will continue with their action plans, keeping in mind that Council may tweak the proposal.

#### **5. NEW BUSINESS**

No new business was introduced.

#### **6. NEXT MEETING**

The next meeting will be Monday, February 6, 2017, at 5:30 p.m., at the Pan Am Centre.  
The following meeting will be Monday, March 6, 2017, at 5:30 p.m., at the Pan Am Centre.

#### **ADJOURNMENT**

The Markham Sport Hall of Fame Board meeting adjourned at 7:20 pm.