



MINUTES
Markham Sport Hall of Fame Committee
January 8, 2018
MARKHAM PAN AM CENTRE

Committee Members

Councillor Colin Campbell
Regional Councillor Nirmala Armstrong
Councillor Don Hamilton
Paul Cicchini
Meg Stokes
Rukshan Para
Cathy McKnight
Mark Saito
Kelly O'Hanlon
Anderson Mendonca (Via teleconference)
John Collie

Staff

Stephen Chait, Director, Economic
Growth, Culture and Entrepreneurship
Josh Machesney, Acting Legislative
Coordinator, Committee Clerk

Regrets

Mayor Frank Scarpitti
Jason Sheldon
Rila Levine

The Markham Sports Hall of Fame Committee meeting convened at 6:33 pm with Meg Stokes as Chair.

The Committee took a moment to recognize departing member, Ron Anderson, Vice-Chair, and thanked him for his work on the Committee.

1. ADOPTION OF THE DECEMBER 11, 2017 MINUTES

The December 11, 2017 Markham Sport Hall of Fame Committee meeting minutes were adopted.

2. UPDATES FROM STAFF ON PARTNERSHIP SUBCOMMITTEE STATUS AND MEETING

Stephen Chait, Director, Economic Growth, Culture and Entrepreneurship advised that he met with Andy Taylor, Chief Administrative Officer, who indicated that the City sees no reason to withhold the names of businesses that the Committee is soliciting for potential sponsorships. Stephen further advised that Andy indicated that the Committee can move ahead with the solicitation of potential sponsorships for the Markham Sport Hall of Fame and upcoming Gala, in the absence of a meeting with the Partnership Subcommittee, as long as potential sponsorships do not conflict with the naming rights of the Markham Pan Am Centre or rooms within the building.

3. UPDATE FROM STAFF ON PARTNERSHIP AGREEMENT DOCUMENTATION

Stephen advised that this documentation will be on the agenda for the upcoming meeting with the Partnership Subcommittee.

4. UPDATE FROM STAFF & NOMINATION SUBCOMMITTEE ON STATUS OF CRITERIA AND FORMS

Anderson Mendonca advised that this item is still being discussed with City Staff.

5. RYERSON NEEDS AND MEETING

Mark Saito provided an update with respect to Ryerson's Sports Media Program assisting the Markham Sport Hall of Fame Committee with their website. He informed the Committee that Laurel, the program director, has agreed to facilitate the development of website content for the Markham Sport Hall of Fame as part of a third-year course that she teaches at the University. Members are expected to solidify the Committee's needs and expectations for the website and provide feedback by Wednesday January 10th.

He advised that Cathy will be meeting with Laurel and students in two weeks to present the Committee's needs for the website.

Mark provided several handouts to the Committee, including the course description for the course that will be facilitating website content development for the Committee, the correspondence between Mark and Laurel, a sample project description for the website (which identifies four working groups to address the different needs of the website), as well as previously established needs identified by the Committee. Additionally, Mark provided confidential, conceptual designs for some of the main website pages to help members understand what the Committee is looking for in terms of website content.

6. WEBSITE CONTENT & NEEDS

Meg Stokes, Chair, advised that she and Cathy McKnight have reached out to website developers to help create the conceptual design and "mechanics" for the website. Cathy clarified that Ryerson will be developing a strategy for social media, including preapproved blogs and social media posts, as well as other content, but a professional website developer will be necessary to create the template and mechanics of the website. Further, the Committee will need to work with a developer to establish a branding guideline.

Rukshan Para reminded the Committee that the Committee has previously secured the mshof.ca domain name, and @markhamlegends Twitter handle.

7. SETTING TIMELINES FOR KEY ITEMS

-NOMINATIONS & SELECTIONS

Anderson advised the Committee of the Subcommittee's recommendations for the Selection Committee. Their recommendations are as follows: a committee size of 3-4 people, composed of individuals from either media, ex-professional athletes, international sports organization, a City Councillor or premier Markham businessperson, for a 3-5 year term.

Meg advised members to send potential names of individuals to serve on the Selection Committee to Anderson by January 10th for circulation to the rest of the Committee and review.

-PRESS EVENT

Rukshan indicated that he met with Corporate Communications staff from the City and advised that they discussed hosting a press conference shortly before Markham hosts Rogers Hometown Hockey in early March.

He advised that he and Corporate Communications staff will be meeting again to discuss potential dates and what exactly the City will provide the Committee for the press conference.

-GALA

John Collie advised that he will meet with Michelle Gibbons and a representative from Angus Glen to establish what is needed for the Gala – specifically, what does Angus Glen look after and what the Committee will need to do. John will report back to the Committee at a future meeting.

8. OTHER/NEW BUSINESS

Logo

Paul Cicchini advised that he is having a contact look at and evaluate the Markham Sport Hall of Fame logo to provide professional advice and feedback.

Chair & Vice Chair Nominations

Meg Stokes was nominated by Regional Councillor Armstrong to be re-elected as Chair of the Markham Sports Hall of Fame Committee.

Meg Stokes was unanimously elected as Chair for the 2018-2020 term.

Cathy McKnight was nominated by Regional Councillor Armstrong to be elected as Vice-Chair of the Markham Sports Hall of Fame Committee.

Cathy McKnight was unanimously elected as Vice-Chair for the 2018-2020 term.

9. FEBRUARY MEETING DATE

The next Markham Sports Hall of Fame Committee meeting is scheduled for Monday February 12th, 2018.

10. ADJOURNMENT

The meeting adjourned at 8:07 p.m.