



MINUTES
Markham Sport Hall of Fame Board
September 9, 2016
Markham Pan Am Centre

Board Members

Ron Anderson
Regional Councillor Nirmala Armstrong
Councillor Colin Campbell
Paul Cicchini
John Collie
Councillor Don Hamilton
Rila Levine
Cathy McKnight
Anderson Mendonca
Kelly O'Hanlon
Rukshan Para
Mark Saito
Mayor Frank Scarpitti
Jason Sheldon
Meg Stokes

Regrets

Bruce Barnett

Staff

Brenda Librecz, Commissioner, Community and Fire Services
Mary Creighton, Director of Recreation
Janis Cookson, Manager, Sports Development
Christina Lee, Recording Secretary

The Markham Sport Hall of Fame Board meeting was officially convened at 5:40 p.m. with Meg Stokes as Chair.

Ms. Stokes introduced Brenda Librecz, Commissioner of Community and Fire Services for the City of Markham.

1. CONFIRMATION OF AGENDA

2. ADOPTION OF THE JULY 14, 2016 MINUTES

The July 14, 2016 Markham Sport Hall of Fame Board meeting minutes were adopted as distributed.

CARRIED.

3. SUB-COMMITTEE UPDATES

Design and Technology

- On behalf of the sub-committee, Ms. Rila Levine provided the Board with some of the possibilities available through Markham based company Gridcast/Icon, for screen technology and static displays. Ms. Levine advised that Gridcast/Icon responded with enthusiasm when she enquired regarding possibilities. The company visited the facility to examine the proposed display sites and created concepts to illustrate the types of products they could provide. The Board agreed that it was refreshing to have companies invest the time and effort demonstrated by these two firms when there is no set budget and no

guarantee of a contract. The company has an impressive list of clientele from high end retailers to makers of very well-known brands of products.

- The Board was shown examples of static displays which were described as low maintenance, easy to install, update, move and store should the display area i.e. the Pan Am Centre Lobby, needed to be cleared for another event/function. The examples shown were:
 - A cylindrical display which intimated movement;
 - A transparent display which provided a 3-D like effect; and
 - Banner displays with no limit to sizing of various types which could be mounted at a variety of locations in the facility.
- The Board was shown a very eye-catching image of the upper hall of the Pan Am Centre where a different panel was hung between each pillar visible from both the lower gallery and the upper gallery. The illustration also showed the pillars wrapped.
- The Board also saw variations of large banners which could be displayed partially over the wood finished areas over reception immediately adjacent.
- Each of these latter two banner types (in the gallery and over the lobby) could be sized to honour and enhance the architectural elements of the facility.

The Board was also shown an image of a series of digital panels mounted in the upper corridor. The panels would be digital, with permanent or temporary images.

One image showed a large image on the upper outside corner of the Pan Am Centre. The image, if an LED projection, could be changed easily to reflect a seasonal or specific event or honoree. Consideration would have to be given to the future addition of the York University campus to the site which could block visibility of that section of the Centre.

The Board was advised that Gridcast provides maintenance 24/7 monitoring if the system should go down. The cost of the maintenance would depend on the level of service that was agreed upon. Service Level Agreements are very flexible. Gridcast monitors the system at Dundas Square. The content management system is also very flexible.

In discussion, members discussed the possibilities of beginning with largely banners and with a few screens which could be added to and updated as budget permits and as the technology evolves. The use of banners and screen technology could create multiple opportunities for a wide range of sponsorships/naming rights of various elements of both the SHOF and the Pan Am Centre.

Ms. Cathy McKnight addressed the Board regarding design of the website and provided some items that should be a priority if a successful website is to be created for the MSHOF:

- Secure domain names – she advised that the cost to secure related domain names would have small to moderate cost while minimizing the possibility of having an inappropriate website pop up on someone's internet search for the MSHOF. ---- Rukshan Para will check into domain names
- She suggested using the same digital content from the displays on the website to save costs

- She reiterated the need for the website to be maintained and kept up to date with the displays
- She indicated the importance of all social media being integrated so that people are taken back to the website

Ms. McKnight advised that she is working on basic cost estimates.

Ms. Stokes requested that members provide Ms. Levine and Ms. McKnight with any feedback on the information that they had provided this meeting.

At this point, the Mayor asked if he could address the members as his comments would likely provide a different perspective to the sub-committee updates.

4. MAYOR SCARPITTI'S COMMENTS

Mayor Scarpitti addressed the Board on the work that has been done and on the progress that has been made. He advised that he had become aware that the sub-committees had been working very hard and could be greatly assisted by the resources available through City staff. To assist the Board in accessing those resources and that expertise, Mayor Scarpitti advised that, going forward, Stephen Chait, Director of Culture and Economic Development would be the point person to streamline and enhance supports to the Board.

Mayor Scarpitti advised that Mr. Chait would need to be brought current with the Board's activities to date and suggested that the Chair meet with Mr. Chait. To allow the discussions to take place, Mayor Scarpitti also suggested deferring the next board meeting to November.

5. COMMISSIONER LIBREZ DISCUSSION ON PROCUREMENT

The Board had previously had some questions regarding the procurement of banners and other materials. Commissioner Librez advised that Mr. Chait would also be able to assist the members with matters such as procurement rules, drafting and vetting of sponsorship agreements, insurance matters, branding rules and the like by drawing on the resources of the City's in-house expertise and its policies and procedures. In this way, vendors, sponsors and all partners in the Markham Sport Hall of Fame project could expect that transactions and agreements were to the high standards of the City.

3. SUB-COMMITTEE UPDATES – CONTINUED

Sustainability The Sustainability sub-committee had prepared a draft of an approach letter to potential sponsors looking for informal meetings to gauge sponsorship interest but will defer that letter until further direction from Mr. Chait. Ms. Stokes asked that Board members provide their feedback on the letter directly to Mr. John Collie..

Selection, Research and Induction

Members were asked to review the Nomination and Evaluation Forms which had been prepared and distributed by e-mail for this meeting, and to forward feedback to Mr. Anderson Mendonca.

Communications and Research

Members were asked to review the Press kit which had been prepared by the sub-committee and distributed by e-mail for this meeting, and to forward feedback to Mr. Rukshan Para.

6. NEW BUSINESS

There was no new business.

7. NEXT MEETING

The members agreed that the scheduled October could be deferred and that the Chair would provide notice of the next meeting in due course.

ADJOURNMENT

The Markham Sport Hall of Fame Board meeting adjourned at 7:49 p.m.