



MINUTES
Markham Sport Hall of Fame Committee
May 12, 2016
Toronto Pan Am Sports Centre

Committee Members

Ron Anderson
Regional Councillor Nirmala Armstrong
Bruce Barnett
Councillor Colin Campbell
John Collie
Councillor Don Hamilton
Cathy McKnight
Anderson Mendonca
Rukshan Para
Meg Stokes

Staff

Janis Cookson, Manager, Sports
Development
Christina Lee, Committee Secretary
Alida Tari, Council/Committee Coordinator

Regrets

Paul Cicchini
Mary Creighton, Director of Recreation
Rila Levine
Kelly O'Hanlon
Mark Saito
Mayor Frank Scarpitti
Jason Sheldon

The Markham Sports Hall of Fame Committee meeting convened at 5:30 pm at the Toronto Pan Am Sports Centre (TPASC) with Meg Stokes as Chair.

The Committee had a brief tour of the facility before receiving a presentation on the Toronto Sport Hall of Honour (TSHOH) from Cathy Vincelli, Project Manager, Parks, Forestry & Recreation, City of Toronto.

Ms. Vincelli shared her experience providing valuable insight into the process of creating and launching the legacy project and sport recognition initiative, the TSHOH. The initial project had an overall budget of \$97,000.

- The TSHOH opened with an inaugural induction ceremony on February 25, 2016
 - 15 inductees in its inaugural class; there will be 14 in future years
 - Each inductee received a specially made commemorative medallion
 - The event was staffed by participants of Toronto's Sport Leadership Program as well as by Sports Management students at Humber College. This partnership was so successful that future events will be staffed in the same way and a staff to Humber Students to Toronto Sport Leadership student mentorship program will be created.
 - 350 invitations were made with 150 people attending (each inductee was allowed 4 guests);
- The TSHOH does not have a logo just a wordmark "Toronto Sport Hall of Honour" in a font different from the City of Toronto's logo.

- The name “Toronto Sport Hall of Honour” was selected so as to stand out from the many other Halls of Fame.
- Bids for the design and implementation of the display ranged from \$80,000 to \$94,000 not including tax.
- The selected display is comprised of sections of mylar panels. Some panels have photographic images and others are screens on which film images of the inductees are displayed. The loop can be viewed in 8 minutes.
- The panel design allows for easy and inexpensive replacement of any damaged panels (\$300 for a recent replacement of 2 damaged panels) or to change the photographic images, which they are considering to do each year using iconic City of Toronto images overlapped with sport images which ties into their City of Sport branding.
- Online information for the TSHOH is found on the City website under Parks, Forestry & Recreation but does not have a presence on the website for the Toronto Pan Am Centre.
- It was a challenge to get nominations which were solicited from all sports organizations, and other venues.
- The Selection Committee was comprised of highly regarded people from sports. Their job was made easier by the concise selection criteria.
- Invaluable input to creating the selection criteria was provided by Anne Doggett, Community Recreation Supervisor.
- Next steps:
 - The TSHOH is now looking for sponsorship to cover the annual \$40,000 b
 - The TSHOH is working on how to display/memorialize the 2015 inductees when the class of 2016 is inducted. Possibilities under consideration:
 - Banners for each past year listing that year’s inductees;
 - Some way to allow viewers to select past years and view the video display for the selected year.

The Markham Sports Hall of Fame Committee meeting was officially convened at 6:35 p.m.

1. ADOPTION OF THE APRIL 14, 2016 MINUTES

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

2. SUB-COMMITTEE UPDATES

Selection, Research and Induction – Anderson Mendonca

- the sub-committee has met and suggested some selection criteria for nominees.

Following discussion, Committee requested Anderson Mendonca and the sub-committee to provide some further research as to other sport hall of fame selection criteria and categories for the next meeting.

Design and Technology – Cathy McKnight

- the sub-committee is researching costs and design concepts.

Communications and Research – Meg Stokes (on behalf of Rukshan Para)

- working on key messages for the MSHOF and development of a logo
 - Theme of old and new
 - Diversity in age/gender/ability/sport
- working on a communications calendar / schedule
- a meeting was held with Dennis Flaherty, Director of Corporate Communications & Community Engagement
 - the MSHOF must be included on the City website
 - Corporate Communications will research if there are ways the site can be a stand alone with link to markham.ca
 - Corporate Communications will work with the sub-committee on developing sponsorship packages

In discussion,

- Cathy McKnight volunteered to join in future conversations with Corporate Communications concerning the website and microsites.
- Janis Cookson advised that the Markham Pan Am Centre (MPAC) site will launch in September 2016. She advised that on the MPAC site, there will be 3 pages allocated to MSHOF for static documents/images housed under Sports Development.

3. NEW BUSINESS

There was no new business.

ADJOURNMENT

The Markham Sports Hall of Fame Committee meeting adjourned at 7:30 p.m.