



**MINUTES**  
**Markham Sport Hall of Fame Committee**  
**April 14, 2016**  
**Pan Am Centre**

---

**Committee Members**

Councillor Don Hamilton  
Councillor Colin Campbell  
Jason Sheldon  
Paul Cicchini  
Ron Anderson  
Kelly O'Hanlon  
Meg Stokes  
Anderson Mendonca  
Rila Levine  
Rukshan Para  
Cathy McKnight

**Staff**

Mary Creighton, Director of Recreation  
Janis Cookson, Manager, Sports  
Development  
Alida Tari, Council/Committee Coordinator

**Regrets**

Mayor Frank Scarpitti  
Regional Councillor Nirmala Armstrong  
Bruce Barnett  
John Collie  
Mark Saito

---

The Markham Sports Hall of Fame Committee meeting convened at 5:40 pm with Meg Stokes as Chair.

**1. ADOPTION OF THE MARCH 10, 2016 MINUTES**

The March 10, 2016 Markham Sport Hall of Fame Committee meeting minutes were adopted.

**2. REVIEW MARKHAM SPORT HALL OF FAME VISION, MISSION AND VALUES**

Meg Stokes read out the MSHOF vision, mission and values.

**3. BRAINSTORMING SESSION**

The following ideas and suggestions were offered for each subcommittee to consider and research. It was suggested that the subcommittees report back to the MSHOF meeting with their results.

### Communication and Research

- Develop a logo
- Website
- Social media campaign
- Merchandise
- Communicate with sport organizations in Markham
- Media releases - what can and can't be done
- Communicate with inductees
- What are the obligations for: a launch; media; fan fare
- How do we reach out to educational institutions
- Media for events should it be print, social media or both
- Budget amount
- Provide updates to City Council
- Communicate with City's Corporate Communication department to obtain all available media sources and obtain approvals
- City website - where does the platform fit in
- Contact City resources that can be used to build, host and design the Sport Hall of Fame

### Design and Technology

- Type of displays
- Traffic flow pattern (where in the building should it be located)
- Physical versus virtual Hall of Fame
- Design and tech for website
- Revenue sources
- Visitation to other Hall of Fames (could we also be a satellite of another Hall of Fame)
- Rotating displays by sport (baseball, swimming, hockey, tennis, etc)
- Begin discussions with companies
- Banners and cost of them, outside sources
- Interactive displays
- What type of customer experience and/or journey are we wanting to achieve

### Selection, Research and Induction

- Establish criteria for what defines a sport
- Categories
- What type of memento/souvenir will be provided to the inductee
- Establish criteria for nomination process
- Establish criteria for selection process
- Outreach/resources
- The frequency of inductions (yearly, bi-yearly)
- What will the event for the induction be (Gala, cocktails, etc)

Sustainability and Finance

- Investigate sponsorships
- Investigate grants
- Investigate City budget

**4. NEW BUSINESS**

Councillor Colin Campbell and Rukshan Para presented some examples of logos.

The Committee suggested that Janis Cookson reach out to the Toronto PanAM centre and inquire about a potential tour of the Toronto Sport Hall of Honour, and if possible hold a future MSHOF Committee meeting there.

**ADJOURNMENT**

The Markham Sports Hall of Fame Committee meeting adjourned at 7:07 p.m.