

Seniors Hall of Fame Awards Committee
April 22, 2015
Mayor's Board Room

<u>Attendance</u>	
Members:	Amanda Collucci, Gail Leet, Chair, Tony Murphy, Angie Hever, Raj Sethi, Manickampillai Velauthapillai, Mary Charbonneau, and Yash Kapur
Staff:	Lorraine Li, Special Assistant to Mayor Frank Scarpitti, Emma Girard, Production and Quality Coordinator and Laura Gold, Council/Committee Coordinator
Regrets:	Councillor Colin Campbell, Pearl Mantell, and Zavina Kheir

Item	Discussion	Action Item
1. Call to Order	The Senior's Hall of Fame Award Committee convened at 11:10 p.m. with Gail Leet presiding as Chair.	
2. Introductions	The Committee Members briefly introduced themselves. It was suggested that a Regional Councillor should be appointed to the Committee.	
3. Reflections from Last Year's Senior's Hall of Fame Awards Committee	<u>Booth at July 1st Luncheon</u> The Committee agreed to have a booth at the July 1st Senior's Canada Day Luncheon. The following Committee Members will man the booth: Tony Murphy, Zavina Kheir, and Pearl Mantell. The Chair asked if Candy Fan could help man the booth on Canada Day to help promote nominations in Chinese to the Chinese attendees of the event. <u>Video</u> The purpose of having a video is to promote the awards ceremony. Some of the issues with the last year's video included it being too quiet; and that it was presented on a very small screen that was hard to see at the Canada Day luncheon. Emma Girard from Corporate Communications suggested that the video could be improved this year by adding captions/text to the video. Typically for this type of video to be successful, the video is played several times throughout an event. <u>Other Promotional Material</u> The Committee discussed the following ways to promote nominations: • Making the article in Markham Life into a brochure/handout promoting the event	Ask Candy Fan if she can help man the booth on Canada Day – Lorraine Li

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	• Possibly creating other articles about past winners with a paragraph about the event and ask for them to be printed in local newspapers • Adding the video promoting the event to your email signature • Provide Councillors with a paragraph about the event to email to their constituents and to include on their website • Use social media to promote the event • Update the website • Target seniors groups and volunteer managers (Councillor Collucci will speak to Jason Tsien about promoting the event to seniors groups) • Speak about the award on the radio(Councillor Collucci will mention that award on the radio, as she hosts a Chinese radio station); • Possibly promoting the event at Global Fest Lorraine Li and Emma Girard will meet to discuss the communication/promotional strategy for the event. Lorraine will also speak to Michelle Gibbons about the event planning required for the day of the event. The Chair agreed to document the promotional/outreach strategy, which was undertaken in the past. <u>Nomination Form</u> The Committee discussed the criteria on the nomination form. The following was considered as possible ways to increase the pool of nominees: • Reducing the Markham residency requirement from 10 to 5 years; • Accepting nominations from seniors 55 years and up, rather than 60 and up; • Requiring 10 years of volunteering in Markham and no residency requirement, rather than 10 years of residency in Markham; • Considering nominations for a three year period, rather than a 1 year period. Lorraine Li agreed to provide the Committee with criteria for submitting nominations from similar provincial awards. Some of the changes to the criteria could be implemented in 2016. It was suggested that strong nominees from last year could be contacted to see if their nominations could be considered again this year.	Speak to Jason Tsien about promoting the award to the Senior's Group – Councillor Collucci Mention the award ceremony on the radio – Councillor Collucci Meet to discuss the promotional strategy for the event – Lorraine and Emma Girard Speak to Michelle Gibbons about the event planning on the day of the event – Lorraine Li Document past promotional/outreach strategy – Gail Leet Provide the Committee with criteria from other provincial awards for submitting nominations – Lorraine Li Consider contacting strong applicants from last year to see if their nominations can

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	<u>September Evaluation Process</u> The Chair advised the citizen members of the Committee <u>October 1st Presentation</u> The Committee requested that the Mayor's Seniors Hall of Fame Awards ceremony be held on October 1, 2015. Lorraine Li will confirm the date with the Mayor and arrange for a Special Council Meeting to be called. It was noted that all nominees are invited to the awards ceremony.	be re-considered this year – Gail Leet (?) Confirm date of the event with the Mayor and request Clerk's to call a Special Council Meeting – Lorraine Li
4. Next Meeting	The next meeting of the Seniors' Hall of Fame Awards Committee will be held on Wednesday, May 6, 2015 at 11:00 a.m. in the Mayor's Board Room	
5. Adjournment	The Seniors' Hall of Fame Awards Committee adjourned at 12:32 p.m. Thank you to Glynwood Retirement Residence and Mary Charbonneau for providing snacks.	