

Seniors Hall of Fame Awards Committee
May 6, 2015
Mayor's Board Room

Attendance

Members: Councillor Amanda Collucci, Gail Leet, Chair, Tony Murphy, Zavina Kheir, Angie Hever, Raj Sethi, Manickampillai Velauthapillai, and Yash Kapur

Staff: Lorraine Li, Special Assistant to Mayor Frank Scarpitti, Emma Girard, Production and Quality Coordinator, Melissa Qi, Assistant to Councillor Amanda Collucci, and Laura Gold, Council/Committee Coordinator

Regrets: Councillor Colin Campbell, Pearl Mantell, and Mary Charbonneau

Item	Discussion	Action Item
1. Call to Order	The Senior's Hall of Fame Award Committee convened at 11:02 a.m. with Gail Leet presiding as Chair.	
2. Minutes	The Committee approved the Minutes of the April 22, 2015 Senior's Hall of Fame Awards Committee as presented.	
3. Business Arising From the Minutes	The Committee reviewed the action items from the previous meeting.	
4. Update on Event Promotional Materials	The Committee reviewed the Communication/Marketing Plan for the 2015 Mayor's Senior's Hall of Fame Awards. A copy of the document was circulated to members. The following feedback was provided: • Put pictures of previous award winners back on the website • Translate new nomination form into Chinese • Translate nomination form to other languages upon request only • Forward the information promoting nominations to the Councillors to include in their e-blasts • Promote event through social media	Put pictures of previous award winners back on website – Emma Girard Translate nomination form into Chinese – Melissa Qi Provide information about the nomination process to Markham Stouffville Hospital – Gail Leet

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	• Provide information on the nomination process to Markham Stouffville Hospital • Promote event through the Economist & Sun, the Thornhill Liberal (up to twice/mo, if space allows), Snap'd & Markham Review (if possible), and Markham Life – Fall issue • Create a script regarding nominating a senior for the Mayor's Seniors Hall of Fame for the volunteers working on the buses transporting the seniors on Canada Day to the senior's luncheon • Create a video with the Mayor promoting the event to be played at the Senior's Luncheon on Canada Day and to attach to people's email signature • Possibly create a silent version of the video with text captions • See if the plaques with the past Senior's Hall of Fame Award winners, and past ACRA winners can be moved to a different location and if they can be lit better • Look into holding the event earlier or having the reception prior to the event • Incorporate the flag raising into the event Lorraine Li will revise the Marketing Plan and circulate it to the Committee. The Committee also discussed the possibility of having an online nomination form, but decided to leave it the same for this year.	Create a script for the volunteers on the bus to promote nominations – Mellissa Qi Look into having a video created with the Mayor promoting the event – Lorraine Li Look into the possibility of making a silent version of the video with text captions – Emma Girard See if event can be held earlier - Lorraine See if the plaque with the past Senior's Hall of Fame and ACRA award winner can be moved an lit better – Lorraine Li Revise Marketing Plan and circulate it to the Committee – Lorraine Li/Laura Gold
5. Next Meeting	The next meeting of the Seniors' Hall of Fame Awards Committee will be held on Wednesday, June 3, 2015 at 11:00 a.m. in the Mayor's Board Room.	

Item	Discussion	Action Item
6. Adjournment	The Seniors' Hall of Fame Awards Committee adjourned at 12:05 p.m.	