

Seniors Hall of Fame Awards Committee

June 26, 2014

Mayor's Board Room

<u>Attendance</u>	
Members:	Councillor Alan Ho, Councillor Howard Shore, Gail Leet, Chair, Mary Charbonneau, Zavina Kheir, Pearl Mantell, Angela Morris and , Raj Sethi
Staff:	Angela Vink, Manager of Portal and Communication Services, and Laura Gold, Council/Committee Coordinator
Regrets:	Regional Councillor Gordon Landon, Jaswant Dhanjal, Tony Murphy Angie Hever, Manickampillai Velauthapillai, and Ada Yeung

Item	Discussion	Action Item
1. Call to Order	The Senior's Hall of Fame Award Committee convened at 11:00 a.m. with Gail Leet presiding as Chair.	
2. Approval of Minutes	Moved by Zavina Kheir Seconded by Mary Chabonneau That the May 22, 2014 Senior's Hall of Fame Awards Committee Minutes be approved as presented. CARRIED	
3. Event Promotional Materials	<u>Kick Off</u> The Committee discussed the logistics for the official kick off of the Mayor's Seniors Hall of Fame Awards, which will be held on July 1, 2014 at the Senior's Luncheon on Canada Day. Andrea Conlon from Corporate Communications will be responsible for bringing the poster, laptop and other promotional materials to the Senior's Luncheon on Canada Day. <u>Video</u> The draft video presentation was viewed by the Committee. It was suggested that more time be provided between pictures and that the pause be removed from when Angela Morris is speaking. The final version of the video will have music playing in the background to add ambience and it will be looped so that it continuously plays throughout the luncheon on Canada Day. The final version of the video will be uploaded to YouTube. Committee Members will be able to add the link to their email to promote the event. The video will also be uploaded to	Email poster to School Board for approval – Laura Gold

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	the website. <u>Website</u> Angela Vink will ensure the link to the video promoting the Mayor's Seniors Hall of Fame Awards is uploaded to the website and to Markham's Facebook page prior to Canada Day. <u>Poster</u> The poster for the event was circulated to York Region Public Schools to post on their bulletin board. The York Region Catholic School Board would not allow the poster to be circulated to the schools this year, as it is an election year. <u>Promotion of Awards Ceremony at Events</u> There was a discussion on having the Mayor's Youth Taskforce promote the Senior's Hall of Fame Awards at the following festivals: (1) Ribfest; (2) the RBC Markham-Milliken Children's Festival Committee; and (3) Night it Up. Councillor Howard Shore will be coordinating this initiative with the Taskforce. <u>T-Shirts</u> Angela Vink will order 11 black and white t-shirts. She will try to get the t-shirts prior to the Senior's luncheon on Canada Day. Extra t-shirts can be ordered if required to promote the award at other events throughout the summer. The T-shirts should not include any dates so that they can be reused next year. <u>Promotional Cards</u> The promotional cards include the submission deadline, but not the year. Therefore, they can be reused if the submission deadline remains the same next year. <u>Culture Groups</u> Angela Vink will follow up with the Mayor's Office regarding promoting the Mayor's Senior Hall of Fame Awards to Markham's culture groups.	Update website and Facebook page - Angela Vink Coordinate promotion of event at Markham Festival with the Youth Taskforce – Councillor Howard Shore Order 11 t-shirts for the Canada Day luncheon – Angela Vink Follow up with the Mayor's Office regarding the promoting the awards to Markham's Culture Groups – Angela Vink
4. Nominations	There was no report provided.	

Item	Discussion	Action Item
5. New Business	There was no new business	
6. Next Meeting	The next meeting of the Seniors' Hall of Fame Awards Committee will be held on Thursday, July 24, 2014 at 11:00 a.m. in the Mayor's Board Room	
7. Adjournment	The Seniors' Hall of Fame Awards Committee adjourned at 11:57 a.m.	