

Seniors Hall of Fame Awards Committee
July 24, 2014
Mayor's Board Room

Attendance

Members: Regional Councillor Gordon Landon, Councillor Howard Shore, Gail Leet, Chair, Jaswant Dhanjal, Tony Murphy, Angie Hever, Raj Sethi Manickampillai Velauthapillai, Ada Yeung Mary Charbonneau, Pearl Mantell and Angela Morris,

Staff: Emma Girard, Production and Quality Coordinator and Laura Gold, Council/Committee Coordinator

Regrets: Councillor Alan Ho, Angela Vink, Manager of Portal and Communication Services, and Zavina Kheir

Item	Discussion	Action Item
1. Call to Order	The Senior's Hall of Fame Award Committee convened at 11:05 p.m. with Gail Leet presiding as Chair.	
2. Approval of Minutes	Moved by Regional Councillor Landon Seconded by Pearl Mantell That the June 26, 2014 Senior's Hall of Fame Awards Committee Minutes be approved as presented. CARRIED	
3. Event Promotional Materials	<u>Nomination Form & Poster</u> Councillor Shore advised that he was having the nomination form translated into Farsi. The Clerk will circulate the form to the Committee once it has been translated. Corporate Communications will be removing the picture of the elected officials from the poster advertising the awards ceremony to be in compliance with the City's election policy. All posters at City facilities will be replaced with the revised version of the poster. Posters at outside facilities that have already been circulated do not need to be replaced. The Clerk was requested to email the Committee electronic versions of the Chinese and English nomination forms, and the revised poster. <u>Promotional Cards</u> Councillor Howard Shore will ask volunteers from the Youth Task Force to hand out the cards promoting the awards ceremony at the Children's Festival. Corporate	Circulate the Farsi form once received from Councillor Shore – Laura Gold Email revised poster and nomination forms to Committee – Laura Gold Organize volunteer to promote event at Children's Festival – Councillor Howard

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	Communications was requested to print more promotional cards for distributing at the event. <u>T-Shirts</u> Corporate Communications was requested to follow up on whether t-shirts can be created for the volunteers promoting the Senior's Hall of Fame Awards Ceremony and report back at the next meeting. <u>Video</u> The Committee requested that the video promoting the awards ceremony be placed on the City's Facebook page. Regional Councillor Landon will also put it on his website. The Committee did not think it was effective to stream the video onto the large screen in the banquet hall at the Canada Day Senior's luncheon, as there was no volume. It was also noted that the video would not play on full screen view on the laptop. <u>Culture Groups</u> The Clerk will follow up with the Mayor's Office regarding promoting the Mayor's Senior Hall of Fame Awards to Markham's culture groups. <u>Press Conference</u> It was suggested that a press conference be held to promote the Senior's Hall of Fame Awards ceremony. Having a press conference tripled the number of nominations received for the ACRA awards, as the diverse media in Markham attended the press conference and covered the story in their own languages. Corporate Communications was requested to look into the possibility of having a press conference for the event in late August or in early September.	Shore Print more promotional cards – Corporate Communications Follow up on whether t-shirts can be created for the volunteers – Corporate Communications Add video promoting event to Markham's Facebook Page – Corporate Communications Contact Michelle regarding promoting the event through Markham's cultural groups – Laura Gold Look into holding a press conference to promote the event – Corporate Communications
4. Nominations	One nomination has been received to date. The Committee was encouraged to go out and get nominations.	
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,	

Item	Discussion	Action Item
	August 21, 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.	