

Seniors Hall of Fame Awards Committee

April 24, 2014

Mayor's Board Room

Attendance

Members: Councillor Alan Ho, Councillor Howard Shore, Gail Leet, Chair, Jaswant Dhanjal, Angie Hever, Zavina Kheir, Tony Murphy, Pearl Mantell, and Angela Morris

Staff: Laurie Rose, Chief of Staff, Angela Vink, Manager of Portal and Communication Services, and Kitty Bavington, Council/Committee Coordinator

Regrets: Regional Councillor Gordon Landon, Raj Sethi, Manickampillai Velauthapillai, Mary Charbonneau, and Ada Yeung

Item	Discussion	Action Item
1. Call to Order	The Senior's Hall of Fame Award Committee convened at 11:10 a.m. with Gail Leet presiding as Chair.	
2. Approval of Minutes	Moved by Angela Morris Seconded by Angie Hever That the March 27, 2014 Senior's Hall of Fame Awards Committee Minutes be approved as presented.	
3. Event Promotional Materials	<u>Nomination Form</u> The Committee briefly discussed eligibility criteria. The nomination date was determined as September 12, 2014. Staff agreed that this would provide sufficient time to process the applications and provide notification. Councillor Alan Ho's assistant will provide the Chinese version of the form. Councillor Howard Shore offered to provide a Farsi version, as well. Angela Vink will provide the nomination forms to Laura Gold for distribution. A subcommittee, consisting of Gail Leet, Pearl Mantell, Angela Morris and Zavina Kheir will begin to review the applications in late August, with the understanding that additional applications will be received up to the nomination date.	Provide a Chinese version of the form – Councillor Alan Ho Provide a Farsi version of the form – Councillor Howard Shore Provide forms to Laura Gold – Angela Vink Subcommittee to review applications in August – Gail Leet, Angela Morris, Pearl Mantell, and Zavina

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	<u>Media</u> Twitter and Facebook messages and other media/promotional opportunities will be used. Angela Vink will provide pictures for display and attachment. <u>Video</u> Tony Murphy and Angela Vink will work together on a video presentation. The format and content were discussed: - Pictures of former award winners may be included - A visual of the Mayor playing cards with seniors at a seniors centre was suggested - It was agreed the depiction should be of active seniors, contributing to the community - Video will be made up of a series of images, approximately 2 minutes long - The video can be used to promote nominations at various events - Members of the Committee will provide pictures to Angela <u>Poster</u> Angela Vink displayed two draft posters for distribution to schools, etc. The Committee indicated a preference for the cartoon version. Angela will update the poster and send it out to the Committee for final review. The timing for the September 12 deadline was noted, with the recommendation that promotion in schools occur in the spring (end of May) rather than the fall, particularly for high schools. Ada Yeung was unable to attend today's meeting, but is in the processes of arranging for the event's promotional materials to be circulated to the schools. A copy of the flyer will be provided to Superintendent/Directors. <u>Other Promotional Materials</u> The Committee was advised that minor promotional expenses may be covered in the Corporate Communications budget, rather than as a grant. Staff will confirm this. The Committee discussed an opportunity of providing promotional T-shirts for student volunteers (i.e. Markham Mayor's Youth Council). A sponsor volunteered to donate up to 20 T-shirts. Angela Vink will work on the design with the "City of Markham" and the seniors' logo, and the colour.	Kheir Prepare Video – Tony Murphy and Angela Vink Provide pictures to Angela Vink – all members of the Committee Finalize poster and send to members for review – Angela Vink Arrange for distribution of promotional materials with the School Boards – Ada Yeung Confirm Corporate Communications budget – Angela Vink Design and provide T-shirts – Sponsor and Angela Vink

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	The Committee requested promotional business cards be provided, with a spelling correction. The cards can be distributed at the July 1st seniors' event, and at other occasions. As well, the student volunteers could hand them out at various other events. Nomination forms and flyers should also be available for appropriate occasions. Council members were encouraged to promote nominations in their newsletters and websites. <u>Website</u> Angela Vink provided a brief update on the website.	Provide business cards, flyers, and nomination forms – Angela Vink
4. Ceremony	<u>Ceremony</u> The Awards Ceremony will be held on October 1, 2014 starting at 5:00 pm. Laurie Rose briefly outlined the invitation and notice protocols.	
5. New Business	Councillor Alan Ho suggested that seniors be requested to provide inspirational life lessons and messages to benefit youth and to inspire success. It was suggested that this could be incorporated into the post-event interview with the Mayor, and be used in promotional messaging.	
6. Next Meeting	The next meeting of the Seniors' Hall of Fame Awards Committee will be held on Thursday, May 22, 2014 in the Mayor's Board Room at 11:00 a.m.	
7. Adjournment	The Seniors' Hall of Fame Awards Committee adjourned at 12:15 p.m.	