

Seniors Hall of Fame Awards Committee
February 27, 2014
Mayor's Board Room

Attendance

Members: Regional Councillor Gordon Landon, Councillor Alan Ho, Councillor Howard Shore, Gail Leet, Chair, Jaswant Dhanjal, Angie Hever, Zavina Kheir, Tony Murphy, Raj Sethi, Manickampillai Velauthapillai and Ada Yeung

Staff: Laurie Rose, Chief of Staff, Angela Vink, Manager of Portal and Communication Services and Laura Gold, Committee Clerk

Regrets: Mary Charbonneau, and Pearl Mantell

Item	Discussion	Action Item
1. Call to Order	The Senior's Hall of Fame Award Committee convened at 11:05 a.m. with Gail Leet presiding as Chair.	
2. Approval of Minutes	Moved by Tony Murphy Seconded by Angie Hever That the November 7, 2013 Senior's Hall of Fame Awards Committee Minutes be approved as presented.	CARRIED
3. Event Promotional Materials	<u>Key Dates</u> The Committee agreed to the following key dates: • Date of 2014 Senior's Hall of Fame Awards – October 1, 2014 • Deadline for having all promotional material ready – June 30, 2014 • Kick Off – July 1, 2014 <u>Poster</u> The Committee requested that the poster include a collage of pictures from the 2013 Senior's Hall of Fame Awards Ceremony or, if necessary it could include one group picture and a picture of Peter Mason with the Mayor.	

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	<u>Nomination Form</u> The nomination form will be updated to reflect the 2014 dates. There were no other changes to the form. Councillor Ho will arrange for the Chinese version of the form to be updated. <u>Video</u> The Committee discussed whether it would like to do a video this year or if there is something visual that can be created in its replacement. Angela Vink will think of some ideas and report back to the Committee at the next meeting with a plan. It was suggested that the video or visual presentation be opened in various languages to engage persons from different cultural backgrounds. <u>Promoting the Event Through the Schools</u> The Committee agreed to promote the event through the schools. Ada Yeung volunteered to assist with this undertaking. <u>Media</u> A Member suggested having a press conference for the awards ceremony to attract more diverse media. Angel Vink will look at the past media coverage of the event. <u>Promotion of Event</u> The event will be promoted as follows: • In the July 2014 edition of Markham Life • Through Cultural and Seniors Associations • Through Social Media • At Information Markham • Through an email or letter sent to families of seniors in retirement homes	Update the Chinese version of the form with the 2014 event information – Councillor Alan Ho Think of some ideas for either a video or something visual to promote the event and report back at the next meeting with a plan – Angela Vink Assist with the circulation of the event promotional materials to the schools – Ada Yeung Review past media coverage of the event – Angela Vink
4. Next Meeting	The next meeting of the Seniors' Hall of Fame Awards Committee will be held on Thursday, March 27, 2014 in the Mayor's Board Room at 11:00 a.m.	
5. Adjournment	The Seniors' Hall of Fame Awards Committee adjourned at 11:37 a.m.	