

Seniors Hall of Fame Awards Committee
August 22, 2013
Mayor's Board Room

Attendance: Regional Councillor Gordon Landon, Councillor Howard Shore, Gail Leet, Chair, Mary Charbonneau, Jim Dornan , Angie Hever, Zavina Kheir Tony Murphy, Laurie Rose, Chief of Staff, Raj Sethi, Angela Vink, Manager of Portal & Communication Service, Ada Yeung and Laura Gold, Committee Clerk.

Regrets: Councillor Alan Ho, Jaswant Dhanjal, Pearl Mantell and Manickampillai Velauthapillai

Item	Discussion	Action Item
1. Call to Order	The Senior's Hall of Fame Award Committee convened at 11:03 a.m. with Gail Leet presiding as Chair.	
2. Approval of Minutes	Moved by Regional Councillor Gordon Landon Seconded by Raj Sethi That the July 17, 2013 Senior's Hall of Fame Awards Committee Minutes be approved as presented. CARRIED	
3. Business Arising from Minutes	<u>Business Card Promoting Seniors Hall of Fame Event</u> The Chair expressed some disappointment that not more of the business cards promoting the Seniors Hall of Fame event had been handed out. Committee Members were encouraged to pick up their business cards promoting the event if they had not already done so and circulate them to friends, family and co-workers. The extra business cards will be used for next year's event.	
4. Event Promotional Material	There was a discussion on whether staffs' efforts to advertise and promote the Seniors Hall of Fame Awards have resulted in more submissions of nominations. It was generally agreed that most nominations are obtained by the Committee proactively seeking nominations rather than from the advertisement of the event. Angela Vink reported that the website and other promotional materials is being updated to encourage people to submit their nominations now rather than on September 13, 2013. The video promoting the event will also be re sent out via social media. Laurie Rose reported that the Mayor sent information regarding the event to the Mayor's	Re-send promotional video via social media – Angela Vink

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<p>5. Discussion on Obtaining Nominations</p>	<p>list of culture groups in Markham by email and by mail. The information went to over a thousand people. Laurie Rose will also have a twitter message sent out by the Mayor promoting the event.</p> <p>The Committee Clerk reported that seven nominations have been submitted to date and that phone calls and emails have been received regarding making a nomination</p> <p>Concern was expressed regarding the number of nominations obtained to date. As some of the Committee Members were finding it more challenging to find seniors to be nominated, as many seniors have already been nominated in previous years. The Committee requested that a list of nominations from previous years be circulated to the Committee. This will help the Committee see who has been previously nominated.</p> <p>There was discussion regarding the possibility of combining the Senior's Hall of Fame Awards with the Achievement & Civic Recognition Awards (ACRA) or holding the awards ceremony every other year rather than every year to encourage a greater number of nominations.</p> <p>A Member suggested that the judging criteria needs to be re-visited, as last year some unique and outstanding seniors who were nominated for the award did not score well under the existing system. It was suggested that rather than changing the judging criteria that possibly more guidelines need to be provided to the judges prior to judging of the nominations.</p> <p>It was suggested that the previous winners should also be requested to bring in future nominations for the award.</p> <p>A Member had concerns regarding the timing of this year's event, as most of the meetings have been held over the summer months making it challenging to attend meetings and difficult to follow up with people regarding potential nominations, as many people vacation during the summer months.</p> <p>The Committee agreed that a follow up meeting should be held after the awards ceremony to provide feedback for next year.</p>	<p>Have the Mayor send out a Twitter message promoting the event – Laurie Rose</p> <p>Provide a list of seniors who were nominated in previous years – Laura Gold</p> <p>Schedule a follow up meeting after the event to provide feedback for next year – Laura Gold</p>

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	<p>The Committee agreed to the following schedule for the receiving and judging of nominations:</p> <ul style="list-style-type: none"> • Committee Members meet to discuss the judging process and to pick up the nominations - September 17, 2013 at 11:00 a.m. • Judging of Nominations - September 20, 2013 at 9:30 a.m. 	
<p>6. Other Business</p>	<p>It was recommended that everyone nominated for the Senior's Hall of Fame Award should receive a letter of appreciation and should be invited to the awards ceremony. This will help get people excited about the event.</p> <p>Laurie Rose agreed to send letters of recognition out to all seniors nominated for the 2013 Seniors Hall of Fame Awards and to invite them to the awards ceremony.</p>	<p>Send letters out to all seniors who have been nominated for the Seniors' Hall of Fame Award and invite them to the event – Laurie Rose</p>
<p>7. Next Meeting</p>	<p>The next meeting of the Seniors' Hall of Fame Committee will be held on Tuesday, September 17, 2013 in the Mayor's Board Room at 11:00 a.m. This meeting will only include the citizen members of the committee.</p>	
<p>8. Adjournment</p>	<p>The Seniors' Hall of Fame Awards Committee adjourned at 12:15 p.m.</p>	