Thursday, March 03, 2016

Members Present: Dean McLeod, Chair
Stephen Clarke, Vice-Chair
Ron Noonan, Curator
Norman Da Costa
Don Doan
Ken Giles
Elizabeth Harris-Solomon
Sindy Maguire
Glenn McClelland
Harnek Singh Rai
Mario Russo
Gurmit Singh
City Councillor J. Bowman – Wards 3 and 4

Members Absent: Carmen Araujo, Treasurer
City Councillor D. Whillans – Wards 2 and 6 (personal)
City Councillor G. Dhillon – Wards 9 and 10 (other municipal business)

Staff Present: Supa D.A. Meikle, Recreation Coordinator, Sports Services, Public Services
Erica McDonald, Manager, Sport Brampton, Public Services
Sonya Pacheco, Legislative Coordinator, Corporate Services
The meeting was called to order at 7:12 p.m. and adjourned at 9:43 p.m.

1. **Approval of Agenda**

   The following motion was considered.

   SHF015-2016  That the agenda for the Brampton Sports Hall of Fame Committee Meeting of March 3, 2016 be approved, as amended to add the following items:

   7.5. Discussion at the request of Supa Meikle, Recreation Coordinator, Sports Services, Public Services, re: **100 Day Countdown Event**.

   7.6. Verbal Update from Elizabeth Harris-Solomon, Co-Chair, Events Sub-Committee, re: **Brampton Sports Hall of Fame Induction Ceremony Tickets for Committee Members**.

   Carried

The following supplementary information was provided at the meeting.

1. Revised minutes for **Item 6.1** (Minutes – Events Sub-Committee – February 18, 2016).

2. Information re. **Item 6.3** (Brampton Sports Hall of Fame Constitution Update).

2. **Declarations of Interest under the Municipal Conflict of Interest Act** – nil

3. **Previous Minutes**

3.1. **Minutes – Brampton Sports Hall of Fame Committee – February 4, 2016**

   The minutes were considered by the Community and Public Services Committee on February 17, 2016 and the recommendations were approved by Council on February 24, 2016. The minutes were provided for Committee’s information.

4. **Delegation/Presentations** – nil
5. **Reports** – nil

6. **Sub-Committees**

6.1. **Minutes – Events Sub-Committee – February 18, 2016**  
*(Elizabeth Harris-Solomon and Sindy Maguire, Co-Chairs)*

Elizabeth Harris-Solomon, Chair, provided an overview of the revised Events Sub-Committee minutes (distributed at the meeting) for the meeting held on February 18, 2016. Ms. Harris-Solomon highlighted the recommendation in the revised minutes, regarding the event proposal and service selections for the 2016 Induction Ceremony.

Committee discussion took place with respect to the following:

- Role of this Committee in planning the induction ceremony event
- Concerns relating to the requirement and timelines for Council approval of Committee recommendations
- Challenges relating to staff time and resources, meeting deadlines and Committee member availability
- The need to review and adjust the timelines in the constitution to provide more time for the event planning process

The following motion was considered.

SHF016-2016  
1. That the **Revised Minutes from the Events Sub-Committee Meeting of February 18, 2016**, to the Brampton Sports Hall of Fame Committee Meeting of March 3, 2016, be received; and,

2. That services provided by the following businesses/individuals be procured for the 2016 Brampton Sports Hall of Fame Induction Ceremony, in an amount that is within the approved budget:
   - Caterer – Catering by Gregory’s
   - National Anthem Singer – Kacelynne Manipula
   - Lobby Entertainer – Miles Raine

   **Carried**

6.2. **Verbal Update from Norman Da Costa and Mario Russo, Co-Chairs, Marketing Sub-Committee, re: Marketing Sub-Committee Update**

Elizabeth Harris-Solomon, Committee Member, provided an overview of the discussions at the recent Marketing Sub-Committee meeting, and provided details on the communications plan provided by Strategic Communications staff. Objectives of this plan included:
• increasing ticket sales for the induction ceremony
• attracting more nominations for 2017
• raising awareness of the Brampton Sports Hall of Fame

Ms. Harris-Solomon provided additional information on the communications plan, relating to:
• providing information packages to the media
• using cost efficient marketing options (i.e. social media, LED road signs)
• financial implications of online and print advertisements

Committee discussion took place with respect to the financial implications of online and print advertisements and a possible budget for these items.

The following motion was considered.

SHF017-2016
1. That the verbal update from Norman Da Costa and Mario Russo, Co-Chairs, Marketing Sub-Committee, to the Brampton Sports Hall of Fame Committee Meeting of March 3, 2016, re: Marketing Sub-Committee Update be received; and,

2. That a marketing budget for the 2016 Brampton Sports Hall of Fame Induction Ceremony be approved in the amount of $1700.

Carried

6.3. Verbal Update from Don Doan, Chair, Constitution Sub-Committee, re: Brampton Sports Hall of Fame Constitution Update.

Don Doan, Chair, Constitution Sub-Committee, referred to the handout distributed at the meeting regarding changes to the Constitution, and outlined the items that require additional information.

Committee discussion on this matter included:
• Clarification from staff regarding the procedure for making an annual budget request to Council and how this should be reflected in the Constitution
• Process for determining the annual financial requirements of this Committee
• Eligibility criteria for induction to the Sports Hall of Fame and the need to review this criteria to ensure consistency
• Consideration of establishing a “weighted” voting system for the election process
• How to respond to inquiries regarding why a nomination was unsuccessful
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There was Committee concurrence that an appropriate response is to advise that the nominee (1) did not receive the required number of votes or (2) did not meet the technical criteria, as required under the Constitution.

- How to provide assistance to nominators in completing nomination forms (e.g. providing a sample nomination form)
- The need to review the nomination deadline
  - Suggestion that this date be changed to June 30th, which would provide more time to review nominations and plan the induction ceremony event
- The need to review and amend the language in the Constitution to provide more flexibility with respect to the timeline and method for publicizing the election results

The following motion was considered.

SHF018-2016
1. That the verbal update and handout from Don Doan, Chair, Constitution Sub-Committee, to the Brampton Sports Hall of Fame Committee Meeting of March 3, 2016, re: Brampton Sports Hall of Fame Constitution Update be received; and,

2. That the role of the Financial Sub-Committee Chair include the responsibility to determine the annual financial requirements of the Brampton Sports Hall of Fame Committee, in consultation with the various sub-committees and the Committee Treasurer.

Carried

7. Other/New Business

7.1. Verbal Update from Elizabeth Harris-Solomon, Co-Chair, Events Sub-Committee, re: Date for the 2017 Brampton Sports Hall of Fame Induction Ceremony.

Elizabeth Harris-Solomon, Co-Chair, Events Sub-Committee, advised Committee that the conflict with the Rose Theatre regarding the original 2017 induction ceremony date has been resolved, and that date can now be booked for this event.

The following motion was considered.

SHF019-2016
1. That the verbal update from Elizabeth Harris-Solomon, Co-Chair, Events Sub-Committee, to the Brampton Sports Hall of Fame Committee Meeting of March 3, 2016, re: Date for the 2017 Brampton Sports Hall of Fame Induction Ceremony be received; and,
2. That the 2017 Brampton Sports Hall of Fame Induction Ceremony date be changed to May 9, 2017.

Carried

7.2. Verbal Update from Dean McLeod, Chair, re: Brampton Beast Game – April 1, 2016.

Dean McLeod, Chair, provided an update on the status of the event for the announcement of the ‘Class of 2016’ at the Brampton Beast Game on April 1, 2016.

Committee discussions took place with respect to the following:
- Financial contribution by the sponsor to this event (50% of the cost for food and beverages)
- Budgetary impact of this event and options to reduce expenses
- Number of tickets available
- Intent of this event to announce the ‘Class of 2016’, generate excitement leading to the 2016 Induction Ceremony, and increase awareness of the Sports Hall of Fame
- Potential future sponsorships from this event
- How to recognize the event sponsor for contributions to this event (e.g. sponsorship package)
- Proposed announcement for the ‘Class of 2016’
- Suggestion that the Brampton Beast be requested to make a contribution towards this event

The following motion was considered.

SHF020-2016 1. That the verbal update from Dean McLeod, Chair, to the Brampton Sports Hall of Fame Committee Meeting of March 3, 2016, re: Brampton Beast Game – April 1, 2016 be received; and,

2. That the Brampton Sports Hall of Fame Committee be responsible for 50% of the cost (excluding alcohol) of the event taking place at the Brampton Beast Game on April 1, 2016 for the announcement of the Class of 2016 inductees; and,

3. That the Chairs of the Brampton Sports Hall of Fame Committee and the Financial Sub-Committee determine an appropriate way to recognize the event sponsor for in-kind contributions to this event.

Carried
7.3. Verbal Update from Elizabeth Harris-Solomon, Co-Chair, Events Sub-Committee, re: Youth Sports Registration Days.

Elizabeth Harris-Solomon, Co-Chair, Events Sub-Committee, provided the following information with respect to the Youth Sports Registration Days:

- Public attendance has decreased due to online registration
- Value of Committee’s presence to increase awareness of the Committee and the 2016 Induction Ceremony
- Request that members interested in participating during the Youth Sports Registration Days contact Ms. Harris-Solomon directly for more information on volunteer opportunities

The following motion was considered.

SHF021-2016 That the verbal update from Elizabeth Harris-Solomon, Co-Chair, Events Sub-Committee, to the Brampton Sports Hall of Fame Committee Meeting of March 3, 2016, re: Youth Sports Registration Days be received.

Carried

7.4. Discussion at the request of Mario Russo, Co-Chair, Marketing Sub-Committee, re: Brampton Sports Hall of Fame Website.

Mario Russo, Co-Chair, Marketing Sub-Committee, referenced the discussion paper appended to the agenda and provided details on the issues relating to the Brampton Sports Hall of Fame website. Mr. Russo provided the following information:

- The website was “crashing”
- Some issues have been corrected and staff made minimal changes to the site (e.g. inductee information has now been posted)
- The language of this website is outdated and “archaic”
- A budget needs to be established to resolve immediate issues with the website
- Consideration should be given in the near future to recreate this website

Committee discussion on this matter included the following:

- Issues and challenges with the existing website due to its outdated language and a suggestion that the website be recreated
- The need to address immediate concerns with the website
- Suggestion that the process to recreate the website commence as soon as possible
The following motion was considered.

SHF022-2016 1. That the verbal update and discussion paper from Mario Russo, Co-Chair, Marketing Sub-Committee, to the Brampton Sports Hall of Fame Committee Meeting of March 3, 2016, re: Brampton Sports Hall of Fame Website be received; and,

2. That the existing Brampton Sports Hall of Fame website be maintained; and,

3. That the Brampton Sports Hall of Fame Committee commence the process to create a new, dynamic website for the Brampton Sports Hall of Fame.

Carried

7.5. Discussion at the request of Supa Meikle, Recreation Coordinator, Sports Services, Public Services, re: 100 Day Countdown Event.

Supa Meikle, Recreation Coordinator, Sports Services, Public Services, provided information to Committee regarding the 100 Day Countdown Event leading to the 2016 Canada 55+ Games. Mr. Meikle outlined the purpose of this event and provided details regarding the staff request for Committee support to enhance and promote this event.

The following motion was considered.

SHF023-2016 That the verbal update and handout from Supa Meikle, Recreation Coordinator, Sports Services, Public Services, to the Brampton Sports Hall of Fame Committee Meeting of March 3, 2016, re: 100 Day Countdown Event be received.

Carried

7.6. Verbal Update from Elizabeth Harris-Solomon, Co-Chair, Events Sub-Committee, re: Brampton Sports Hall of Fame Induction Ceremony Tickets for Committee Members.

Elizabeth Harris-Solomon, Co-Chair, Events Sub-Committee, advised that each Committee member is entitled to one complimentary ticket to the Induction Ceremony and asked members to confirm their attendance. Ms. Harris-Solomon clarified that Committee members who have been inducted to the Sports Hall of Fame will also receive the lifetime complimentary ticket, and added that additional tickets may be purchased through the Rose Theatre.
Committee discussion included the following:

- Distribution of tickets to Committee members
- Tickets for elected officials, other dignitaries, special guests and media
- Suggestion that an announcement be made at a future Council Meeting regarding the Induction Ceremony
- Criteria for attaining sponsorships (City sponsorship agreements)

The following motion was considered.

SHF024-2016 That the verbal update from Elizabeth Harris-Solomon, Co-Chair, Events Sub-Committee, to the Brampton Sports Hall of Fame Committee Meeting of March 3, 2016, re: Brampton Sports Hall of Fame Induction Ceremony Tickets for Committee Members be received.

Carried

8. Correspondence – nil

9. Information Items

9.1. News Items – Future / Potential Inductees – Ken Giles

Ken Giles, Committee Member, provided information to Committee regarding the accomplishments and progress of various Brampton athletes.

Erica McDonald, Manager, Sport Brampton, Public Services, suggested that the information collected by Mr. Giles be stored for future reference.

10. Question Period

1. Elizabeth Harris-Solomon and Supa Meikle responded to a question from Don Doan regarding the purchasing process as it relates to the selection of the lowest bidder.

11. Public Question Period – nil

12. Closed Session – nil
13. **Adjournment**

   The following motion was considered.

   SHF025-2016 That the Brampton Sports Hall of Fame Committee do now adjourn to meet again on Thursday, April 7, 2016 at 7:00 p.m.

   Carried

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   Dean McLeod, Chair