Thursday, April 07, 2016

**Members Present:**
Dean McLeod, Chair  
Carmen Araujo, Treasurer  
Norman Da Costa  
Don Doan  
Ken Giles  
Elizabeth Harris-Solomon  
Sindy Maguire  
Glenn McClelland  
Harnek Singh Rai  
Mario Russo  
City Councillor J. Bowman – Wards 3 and 4 (arrived at 7:05 p.m. – other municipal business)

**Members Absent:**
Stephen Clarke, Vice-Chair (regrets)  
Ron Noonan, Curator (regrets)  
Gurmit Singh  
City Councillor G. Dhillon – Wards 9 and 10 (other municipal business)  
City Councillor D. Whillans – Wards 2 and 6 (other municipal business)

**Staff Present:**
Supa D.A. Meikle, Recreation Coordinator, Sports Services, Public Services  
Erica McDonald, Manager, Sport Brampton, Public Services  
Earl Evans, Deputy City Clerk, Corporate Services  
Sonya Pacheco, Legislative Coordinator, Corporate Services
The meeting was called to order at 7:02 p.m. and adjourned at 8:31 p.m.

A. **Approval of Agenda**

The following motion was considered.

SHF026-2016  That the agenda for the Brampton Sports Hall of Fame Committee Meeting of April 7, 2016 be approved as amended to add the following items:

7.3. **Video: Class of 2016 Announcement at Brampton Beast Game – April 1, 2016**

7.4. Verbal Update from Elizabeth Harris-Solomon, Co-Chair, Events Sub-Committee, re: **Brampton Sports Hall of Fame Induction Ceremony – Video Contract Award.**

Carried

The following supplementary information relating to Item 6.1 (Minutes – Building Sub-Committee – January 22, 2016) was distributed at the meeting:

- Pictures of the Whitby Sports Hall of Fame submitted by Ron Noonan, Curator.

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

3. **Previous Minutes**


The recommendations were approved by Council on March 9, 2016. The minutes were provided for Committee’s information.

4. **Delegation/Presentations** – nil

5. **Reports** – nil

6. **Sub-Committees** – nil
(Ron Noonan, Chair)

Dean McLeod, Chair, highlighted the goal to organize site visits to various Sports Hall of Fame facilities in Ontario, and provided information regarding the Halls in Whitby, Oshawa, Brantford and Peterborough.

Committee discussion took place with respect to the following:
- Potential impact of recent Council decisions regarding the Brampton Beast and Powerade Centre on the Brampton Sports Hall of Fame
- Space limitations of the Sports Hall of Fame and an indication that the Building Sub-Committee will explore options for expansion
- Preparation for the site visits to other Sports Hall of Fame facilities (e.g. establishing a list of questions, engaging facility staff, coordinate visits with Hall members/staff)
- Ownership models of other Sports Hall of Fame facilities
- The need to establish a vision for Brampton’s Sports Hall of Fame

The following motion was considered.

SHF027-2016 That the Minutes of the Building Sub-Committee Meeting of January 22, 2016 to the Brampton Sports Hall of Fame Committee Meeting of April 7, 2016 be received.

Carried

6.2. Update from Don Doan, Chair, Constitution Sub-Committee, re: Proposed Changes to the Brampton Sports Hall of Fame Constitution – March 2015 – Draft #3.

Don Doan, Chair, Constitution Sub-Committee, outlined the proposed changes to the Constitution, based on submissions received from Committee members and staff. He indicated that he is awaiting information from the Nominations Sub-Committee relating to possible changes to Section 6 (Eligibility for Induction) of the Constitution. Mr. Doan requested that Committee members review this document and provide their feedback at the next meeting.

The following motion was considered.

SHF028-2016 That the verbal update from Don Doan, Chair, Constitution Sub-Committee, to the Brampton Sports Hall of Fame Committee Meeting of April 7, 2016, re: Proposed Changes to the Brampton Sports Hall of Fame Constitution – March 2015 – Draft #3 be received.

Carried
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7. **Other/New Business**

7.1. Discussion at the request of Dean McLeod, Chair, and Glenn McClelland, Co-Chair, Financial Sub-Committee, re: **Sponsorship Boards at the Brampton Sports Hall of Fame**.

Committee discussion took place with respect to the sponsorship plaques at the Brampton Sports Hall of Fame, and included the following:

- Outdated sponsorship plaques and the lack of information regarding why each sponsor was recognized
- Development of a formal sponsorship program
  - The need to establish various sponsorship levels to recognize sponsors (e.g. platinum, gold, silver, bronze, legacy) and determine appropriate contribution values for each level
- The need to leverage social media, the Sports Hall of Fame website and email to promote and raise awareness of the sponsorship program, once established
- Fundraising opportunities and a request that staff provide guidelines on what is permitted
- Indication that the Financial Sub-Committee will discuss options for a sponsorship program
- Establishing an annual time period for the sponsorship program (e.g. June 1 – May 30)
- Information from staff regarding the City's sponsorship strategy and an indication that further information would be provided to Committee
- Clarification from staff that sponsorship agreements are not required for donations and that the City will issue tax receipts for donations (minimum $20.00)
- Possible timeframe for completing and implementing the sponsorship program
- Potential budget implications of this program

Item 7.3 was brought forward and dealt with at this time.

A video was played of the Class of 2016 Announcement at the Brampton Beast Game on April 1, 2016. Mr. McLeod indicated that the inductees expressed their appreciation for the event, noting that it exceeded their expectations.

Mr. McLeod further advised that upon selecting a date for the Class of 2017 Announcement, the Brampton Beast game ticket for that date will include sponsorship recognition for this event.
7.2. Discussion at the request of Mario Russo, Co-Chair, Marketing Sub-Committee, re: Brampton Sports Hall of Fame Scheduled Appearance on the Rogers Community Program "Heer Now" on April 28, 2016.

Mario Russo, Co-Chair, Marketing Sub-Committee, advised Committee that "Heer Now", a Rogers Community Program, will host a segment on April 28, 2016, which will highlight the Brampton Sports Hall Fame, the 2016 Induction Ceremony, and possibly, the Canada 55+ Games. Mr. Russo added that details relating to the interview process will be determined by the Marketing Sub-Committee.

Committee discussion in this matter included:
- Opportunity to raise awareness of this Committee, the Sports Hall of Fame and the Induction Ceremony
- Suggestion that past inductees be invited to participate
- Suggestions/opportunities to engage and generate more awareness of the Brampton Sports Hall of Fame in the South Asian community through various media outlets

7.3. **Video: Class of 2016 Announcement at Brampton Beast Game – April 1, 2016.**

See Item 7.1

7.4. Verbal Update from Elizabeth Harris-Solomon, Co-Chair, Events Sub-Committee, re: Brampton Sports Hall of Fame Induction Ceremony – Video Contract Award.

Elizabeth Harris-Solomon, Co-Chair, Events Sub-Committee, advised Committee that the City’s bidding process to select a vendor to produce inductee videos has been completed.

The following motion was considered.

**SHF029-2016** That the contract for the production of the Brampton Sports Hall of Fame Inductee videos be awarded to Allen Studios, being the lowest bid received, and in an amount that is within the approved budget.

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.

Glenn McClelland requested that Penny Wright be added to the list of athletes compiled by Mr. Giles, noting her history in Brampton, accomplishments as a basketball official and recent induction to the Ontario University Athletics (OUA) Hall of Fame.

Erica McDonald, Manager, Sport Brampton, Public Services, expressed an interest in posting the information collected by Mr. Giles online.

10. **Question Period**

1. In response to a question from Harnek Singh Rai, Committee Member, regarding the storage of event materials (easels, table cloths, etc.), Elizabeth Harris-Solomon, Co-Chair, Events Sub-Committee, advised that such materials are usually stored in a central location but have been stored by members on a rotating basis due to recent promotional events. She requested that the materials be provided to the members attending the next event.

11. **Public Question Period** – nil

12. **Closed Session** – nil

13. **Adjournment**

The following motion was considered.

SHF030-2016  That the Brampton Sports Hall of Fame Committee do now adjourn to meet again on Thursday, May 5, 2016 at 7:00 p.m.

Carried

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Dean McLeod, Chair