Thursday, June 23, 2016

**Members Present:**
Dean McLeod, Chair
Stephen Clarke, Vice-Chair
Carmen Araujo, Treasurer
Ron Noonan, Curator
Norman Da Costa
Ken Giles
Elizabeth Harris-Solomon
Mario Russo
City Councillor J. Bowman – Wards 3 and 4

**Members Absent:**
Don Doan (regrets)
Sindy Maguire (regrets)
Glenn McClelland (regrets)
Harnek Singh Rai (regrets)
Gurmit Singh
City Councillor D. Whillans – Wards 2 and 6 (personal)
City Councillor G. Dhillon – Wards 9 and 10 (other municipal business)

**Staff Present:**
Erica McDonald, Manager, Sport Brampton, Public Services
Supa D.A. Meikle, Recreation Coordinator, Sports Services, Public Services
Sonya Pacheco, Legislative Coordinator, Corporate Services
The meeting was called to order at 7:07 p.m. and adjourned at 8:11 p.m.

1. **Approval of Agenda**

   The following motion was considered.

   SHF031-2016 That the agenda for the Brampton Sports Hall of Fame Committee Meeting of June 23, 2016 be approved, as amended, to add the following item:

   6.3. Verbal Update from Elizabeth Harris-Solomon, Committee Member, re: **Building Expansion Sub-Committee – Next Steps.**

   Carried

   The following supplementary information relating to Item 6.1 was distributed at the meeting:

   Handout from Supa Meikle, Recreation Coordinator, Sports Services, Public Services, dated June 2016, entitled “Executive Summary – Assessing the 2016 SHOF Induction Ceremony”.

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

3. **Previous Minutes**

3.1. **Minutes – Brampton Sports Hall of Fame Committee – April 7, 2016**

   The minutes were considered by the Community and Public Services Committee on April 20, 2016 and the recommendations were approved by Council on April 27, 2016. The minutes were provided for Committee’s information.

4. **Delegation/Presentations – nil**

5. **Reports – nil**

6. **Sub-Committees**
6.1. Minutes – Event Sub-Committee Minutes – May 19, 2016

(Elizabeth Harris-Solomon and Sindy Maguire, Co-Chairs)

Elizabeth Harris-Solomon, Event Sub-Committee Co-Chair, provided an overview of the Event Sub-Committee minutes for the meeting held on May 19, 2016. Ms. Harris-Solomon advised that the meeting was held to evaluate the 2016 Induction Ceremony, and provided information with respect to the following:

- Overall evaluation
- Tickets management and sales
- Event reception
- Induction Ceremony
- Biographies and vignettes
- Post-Ceremony
- Next steps

Supa Meikle, Recreation Coordinator, Sports Services, Public Services, provided an overview of the 2016 Induction Ceremony survey results outlined in the handout entitled “Executive Summary – Assessing the 2016 SHOF Induction Ceremony” and requested that Committee members review the survey results.

Committee members thanked Ms. Harris-Solomon for her efforts in organizing the 2016 Induction Ceremony.

Dean McLeod, Chair, advised Committee that he received letters of thanks from each inductee, expressing their appreciation and satisfaction with the event. Mr. McLeod indicated the letters would be shared with all Committee members.

The following motion was considered.

SHF032-2016 1. That the Minutes from the Events Sub-Committee Meeting of May 19, 2016, to the Brampton Sports Hall of Fame Committee Meeting of June 23, 2016, be received; and,

2. That the handout from Supa Meikle, Recreation Coordinator, Sports Services, Public Services, dated June 2016, entitled “Executive Summary – Assessing the 2016 SHOF Induction Ceremony” to the Brampton Sports Hall of Fame Committee Meeting of June 23, 2016, be received.

Carried
6.2. Minutes – Marketing Sub-Committee Minutes – May 24, 2016
(Norman Da Costa and Mario Russo, Co-Chairs, Marketing Sub-Committee)

Mario Russo, Co-Chair, Marketing Sub-Committee, provided an overview of the Marketing Sub-Committee minutes for the meeting held on May 24, 2016, and details on discussions regarding the following topics:

- Review of Marketing Components
  - Benefits/disadvantages of advertising in the Brampton Guardian
  - Media coverage of the 2016 Induction Ceremony
- Future Marketing Approach
  - The need to establish a clear mandate for promoting the Brampton Sports Hall of Fame (BSHF) and the Induction Ceremony
  - Improvements to the BSHF website
- Strategic Direction
  - Review of the Marketing Strategic Plan

Committee discussion took place with respect to the following:

- Suggestion that a letter of thanks be sent to the Brampton Guardian for its coverage of the 2016 Induction Ceremony
- Coverage of the 2016 Induction Ceremony in the Snapd Brampton publication
- Suggestions regarding media coverage for future Induction Ceremonies (e.g. spotlights on each inductee)
- Importance of providing information to the media earlier to achieve optimal exposure

The following motion was considered.

SHF033-2016 That the Minutes from the Marketing Sub-Committee Meeting of May 24, 2016, to the Brampton Sports Hall of Fame Committee Meeting of June 23, 2016, be received.

Carried

6.3. Verbal Update from Elizabeth Harris-Solomon, Committee Member, re: Building Expansion Sub-Committee – Next Steps.

Elizabeth Harris-Solomon, Committee Member, provided an overview of the Building Sub-Committee meeting held on Monday, June 20, 2016, and outlined the Committee’s intent to:

- organize site visits to various municipal Sports Halls of Fame
- review opportunities to expand Brampton’s Sports Hall of Fame and report back to Committee in September 2016 with a feasibility study
Committee discussion took place with respect to the following:

- Information from staff regarding the current status of the Parks and Recreation Master Plan (PRMP) and consultation timelines
- Suggestion that a letter be sent to the PRMP Project Manager, outlining Committee’s desire to expand the Brampton Sports Hall of Fame and requesting that this matter be discussed at a future PRMP Committee meeting

In addition, Supa Meikle, Recreation Coordinator, Sports Services, Public Services, advised Committee that the Class of 2016 has been officially “enshrined” in the Brampton Sports Hall of Fame. Mr. Meikle displayed the sponsorship plaques and advised that the Financial Sub-Committee will request future support from previous sponsors and explore opportunities for new sponsorships.

The following motions were considered.

SHF034-2016 That Dean McLeod, Chair, Brampton Sports Hall of Fame Committee, send a letter to John Spencer, Manager, Parks and Facility Planning, Planning and Infrastructure Services, requesting that consideration be given to investigate options for a Sports Hall of Fame development in Brampton, as part of the Parks and Recreation Master Plan.

Carried

SHF035-2016 That the Building Expansion Sub-Committee report back to the Brampton Sports Hall of Fame Committee in September 2016 with a feasibility study on the expansion of the Brampton Sports Hall of Fame in the Powerade Centre, as well as information on the short and long term feasibility of other options for the Hall of Fame.

Carried

7. Other/New Business

7.1. Discussion at the request of Dean McLeod, Chair, re: Protocol for Special Guests and Past Inductees at the Annual Brampton Sports Hall of Fame Induction Ceremony.

Dealt with under Item 6.1
7.2. Discussion at the request of Elizabeth Harris-Solomon, Events Sub-Committee Co-Chair, re: 2017 Budget and Proposed Recommendations.

Elizabeth Harris-Solomon, Committee Member, presented the following recommendation for Committee’s consideration as it relates to the 2017 budget request for the Brampton Sports Hall of Fame Committee:

That the following recommendations regarding the Brampton Sports Hall of Fame Committee 2017 budget request be endorsed, in principle, by the Brampton Sports Hall of Fame Committee and referred to staff for further review and refinement of the amounts and projects requested by the Committee, for inclusion in the Recreation and Culture Division’s 2017 budget submission:

Marketing Budget ($7,500)

1. That $2,500 be requested for the purpose of marketing the Brampton Sports Hall of Fame and 2017 Induction Ceremony; and,

2. That $5,000 be requested for the purpose of improving and updating the Brampton Sports Hall of Fame website; and,

Operating Expense Budget ($1,000)

3. That $500 be requested for the purpose of hosting the Brampton Sports Hall of Fame website on an annual basis as part of the daily operations of the organization; and,

4. That $500 be requested for the purpose of photographing committee portraits the first year of every term of Council and as needed, should the structure of the committee change; and,

Event Budget ($22,500)

5. That the $22,500 be requested for the purpose of hosting the 2017 Brampton Sports Hall of Fame Induction Ceremony; and,

6. That the 2017 Brampton Sports Hall of Fame Induction Ceremony budget be supported, as outlined in Item 7.2 of the agenda.

Committee discussion took place with respect to the following:

- Reasons why this Committee is not eligible to receive a special event grant from the City of Brampton
- The amount of space remaining at the Hall and the possibility of reducing the size of the portraits/biographies to provide additional
space for future inductees, if an expansion/relocation of the Hall is not feasible
  o Suggestion that the Building Sub-Committee review this option, including the financial implications

The following motion was considered.

SHF036-2016 That the following recommendations regarding the Brampton Sports Hall of Fame Committee 2017 budget request be endorsed, in principle, by the Brampton Sports Hall of Fame Committee and referred to staff for further review and refinement of the amounts and projects requested by the Committee, for inclusion in the Recreation and Culture Division’s 2017 budget submission:

**Marketing Budget ($7,500)**

1. That $2,500 be requested for the purpose of marketing the Brampton Sports Hall of Fame and 2017 Induction Ceremony; and,

2. That $5,000 be requested for the purpose of improving and updating the Brampton Sports Hall of Fame website; and,

**Operating Expense Budget ($1,000)**

3. That $500 be requested for the purpose of hosting the Brampton Sports Hall of Fame website on an annual basis as part of the daily operations of the organization; and,

4. That $500 be requested for the purpose of photographing committee portraits the first year of every term of Council and as needed, should the structure of the committee change; and,

**Event Budget ($22,500)**

5. That the $22,500 be requested for the purpose of hosting the 2017 Brampton Sports Hall of Fame Induction Ceremony; and,

6. That the 2017 Brampton Sports Hall of Fame Induction Ceremony budget be supported, as outlined in Item 7.2 of the agenda.

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, and highlighted those that may be eligible for induction in 2017.

In response to questions from Committee, Erica McDonald, Manager, Sport Brampton, Public Services, provided information regarding insurance coverage for the Brampton Sports Hall of Fame.

9.2. **Parks and Recreation Master Plan Presentation (for circulation to City Advisory Committees)**

Mario Russo, Committee Member, provided information on the Parks and Recreation Master Plan citizen panel, launch event and consultation process.

10. **Question Period** – nil

11. **Public Question Period** – nil

12. **Closed Session** – nil

13. **Adjournment**

The following motion was considered.

SHF037-2016 That the Brampton Sports Hall of Fame Committee do now adjourn to meet again on Thursday, September 8, 2016 at 7:00 p.m.

Carried

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Dean McLeod, Chair