June 4, 2015

Members Present:  Dean McLeod, Chair  
                   Norman Da Costa  
                   Don Doan  
                   Ken Giles  
                   Sindy Maguire  
                   Harnek Singh Rai  
                   Elizabeth Harris-Solomon

Members Absent:  Stephen Clarke, Vice-Chair  
                 Carmen Araujo, Treasurer  
                 Ron Noonan, Curator  
                 David Carruthers  
                 Nathan John  
                 City Councillor D. Whillans – Wards 2 and 6 (personal)  
                 City Councillor J. Bowman – Wards 3 and 4 (personal)  
                 City Councillor G. Dhillon – Wards 9 and 10 (personal)

Staff Present:  Erica McDonald, Manager, Sports Brampton, Public Services  
                Supa D.A. Meikle, Recreation Coordinator, Sports Services, Public Services  
                Peter Fay, City Clerk, Corporate Services  
                Sonya Pacheco, Legislative Coordinator, Corporate Services
The meeting was called to order at 7:14 p.m. and adjourned at 8:09 p.m.

After due consideration of the matters placed before this Committee, the members beg leave to present its report as follows:

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_______________________ ___________________  
Dean McLeod, Chair
A. **Approval of Agenda**

SHF038-2015  That the agenda for the Brampton Sports Hall of Fame Committee Meeting of June 4, 2015 be approved, as amended to add the following items:

G 1. Discussion at the request of Erica McDonald, Manager, Sports Brampton, Public Services, re: **The Canada 150 Funding Programs**.

G 2. Update from Ken Giles, Committee Member, re: **Community Sport Involvement and Potential Future Inductees**.

Carried

Note: Later in the meeting on a two-thirds majority vote to re-open the question, Item G 2 was added to the agenda.

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

C. **Previous Minutes**

C 1. **Minutes – Sports Hall of Fame Committee – April 16, 2015**

The minutes were considered by Community and Public Services Committee on April 29, 2015 and the recommendations were approved by Council on May 6, 2015. The minutes were provided for Committee’s information.

D. **Delegations/Presentation** – nil

E. **Reports**

E 1. Update from Elizabeth Harris-Solomon, Marketing and Outreach Sub-Committee Chair, re: **2015 Induction Ceremony Post Event Review**

A sub-committee report regarding the Brampton Sports Hall of Fame 2015 Induction Ceremony Event was distributed at the meeting.

Elizabeth Harris-Solomon, Marketing and Outreach Sub-Committee Chair, provided an overview of the report, which included information regarding:
Minutes
Brampton Sports Hall of Fame Committee

- Planning timelines
- Pre-event activities
- Vignettes and bio content
- Ticket management and sales
- Event reception and induction ceremony
- Post-Ceremony activities

Ms. Harris-Solomon highlighted the need to review planning timelines for future induction ceremonies, and the role of Committee members and staff to ensure a fair distribution of responsibilities in planning this event. In addition, Ms. Harris-Solomon acknowledged and thanked Supa Meikle, Recreation Coordinator, Sports Services, and Erica McDonald, Manager, Sports Brampton, Public Services, for their efforts and support throughout the planning process.

Committee discussion on this matter included the following:
- Future meeting with the Brampton Beast regarding the Class of 2016 announcement
- Event opportunities with the Brampton Beast/Powerade Centre (e.g. puck drop with past inductees, community partnerships, special events)

The following motion was considered.

SHF039-2015  That the update from Elizabeth Harris-Solomon, Marketing and Outreach Sub-Committee Chair, to the Brampton Sports Hall of Fame Committee Meeting of June 4, 2015, re: 2015 Induction Ceremony Post Event Review be received.

Carried

E 2.  Update from Elizabeth Harris-Solomon, Marketing and Outreach Sub-Committee Chair, re: Marketing Sub-Committee Report on Induction Ceremony Support

Elizabeth Harris-Solomon, Marketing and Outreach Sub-Committee Chair, advised Committee that communications plans for future induction ceremonies should be established earlier in the process to ensure sufficient time to obtain the necessary approvals (e.g. Council approval) and to capitalize on promotional opportunities that will raise the profile of this event.

Committee discussion took place with respect to the following:
- Suggestion that Rogers TV be requested to air the 2015 Induction Ceremony close to the next event to generate more interest
- Option to purchase a DVD of the 2015 event from Rogers TV and a suggestion that this DVD be used to promote future events
  - It was noted that Rogers TV should be contacted to confirm that use of the DVD as a promotional tool is permitted
- Additional support received from Strategic Communications staff and a desire to expand the communications plan for future events

Dean McLeod, Chair, thanked Ms. Harris-Solomon for her leadership as Chair of the Marketing and Outreach, and Event Sub-Committees, and for her contributions overall to the Brampton Sports Hall of Fame Committee.

The following motion was considered.

**SHF040-2015** That the update from Elizabeth Harris-Solomon, Marketing and Outreach Sub-Committee Chair, to the Brampton Sports Hall of Fame Committee Meeting of June 4, 2015, re: Marketing Sub-Committee Report on Induction Ceremony Support be received.

Carried

F. **Discussion Items**

F 1. Discussion at the request of Erica McDonald, Manager, Sport Brampton, Public Services, re: **Review of Draft Sports Hall of Fame Strategic Plan**.

Erica McDonald, Manager, Sport Brampton, Public Services, presented the draft Sports Hall of Fame Strategic Plan for Committee’s review, outlined the purpose of the plan, and provided details with respect to the following:

- Vision statement
- Mission statement
- Values statement
- Strategic Directions
- Goals and Timelines
- Action Plans

Ms. McDonald advised that this is a four year plan and suggested that Committee review this plan:

- at the mid-point to assess progress and determine the need for any changes; and,
prior to its completion to assess progress and determine how the Committee should proceed

Committee discussion on this matter included:

- An indication that some of the goal timelines in the plan may need to be adjusted
- The need to replace references to “Brampton Sport Hall of Fame” with “Brampton Sports Hall of Fame” throughout the document
- Suggestion that the Strategic Directions and related goals be listed in chronological order
- Process and timelines to seek Council approval
- Expression of thanks to Ms. McDonald for her efforts in preparing this plan

The following motion was considered.

SHF041-2015 1. That the draft Brampton Sports Hall of Fame Strategic Plan presented to the Brampton Sports Hall of Fame Committee on June 4, 2015, be endorsed with the following amendments:
   - to adjust goal timelines to a later date, where deemed appropriate by staff
   - to list the Strategic Directions and related goals in chronological order; and,

2. That staff be requested to prepare a report to a future Community and Public Services Committee meeting to present the Brampton Sports Hall of Fame Strategic Plan for approval by Council, subject to any budget implications.

Carried

G. **Other/New Business** – nil

G 1. Discussion at the request of Erica McDonald, Manager, Sports Brampton, Public Services, re: **The Canada 150 Funding Programs**.

Erica McDonald, Manager, Sports Brampton, Public Services, provided information to Committee regarding the Canada 150 Community Infrastructure Program and the Canada 150 Fund. Ms. McDonald advised that the Canada 150 Community Infrastructure Program has been considered by Council and various projects were recommended. Ms. McDonald highlighted the potential benefits of the Canada 150 Fund for various Brampton Sports Hall of Fame Committee initiatives. Information provided regarding The Canada 150 Fund included:
• Eligible funding applicants
• Examples of eligible projects
• Eligible expenses
• Application deadline and service standards
  o It was noted that there is no established deadline to submit a
    funding application under the Canada 150 Fund. However, due to
    the timeline for assessment, complete funding applications
    should be submitted at least 30 weeks prior to the proposed
    project’s start date.

G 2. Update from Ken Giles, Committee Member, re: Community Sport
    Involvement and Potential Future Inductees.

Note: Later in the meeting on a two-thirds majority vote to re-open the
question, this item was added to the agenda.

Ken Giles, Committee Member, provided a list of various sports and
athletes that he has logged for future consideration and potential induction
to the Brampton Sports Hall of Fame.

H. Correspondence – nil

I. Information Items – nil

J. Question Period – nil

K. Public Question Period – nil

L. Closed Session – nil

M. Adjournment

SHF042-2015 That the Brampton Sports Hall of Fame Committee do now adjourn to
meet again on Thursday, September 10, 2015 at 7:00 p.m.

Carried