



Regular Meeting Agenda
Brampton Sports Hall of Fame Committee
The Corporation of the City of Brampton

Date: Thursday, March 4, 2021

Time: 7:00 p.m.

Location: Council Chambers - 4th Floor, City Hall - Webex Electronic Meeting

Members:

Dean McLeod (Co-Chair)

Glenn McClelland (Co-Chair)

Carmen Araujo

Beth Cooper

Norman DaCosta

Don Doan

Ken Giles

Frank Juzenas

Bryan Steve Kerr

Dave Middaugh

Ziggy Musial

Randy Osei

Mohammad Shoaib

Ron Noonan

City Councillor J. Bowman

Wards 3 and 4

City Councillor D. Whillans

Wards 2 and 6

NOTICE: In consideration of the current COVID-19 public health orders prohibiting large public gatherings and requiring physical distancing, in-person attendance at Council and Committee meetings will be limited to Members of Council and essential City staff only. Public attendance at meetings is currently restricted. It is strongly recommended that all persons continue to observe meetings online or participate remotely.

For inquiries about this agenda, or to make arrangements for accessibility accommodations for persons attending (some advance notice may be required), please contact: Chandra Urquhart, Legislative Coordinator, Telephone 905.874.2114, TTY 905.874.2130 cityclerksoffice@brampton.ca

Note: Meeting information is also available in alternate formats upon request.

1. Call to Order
2. Approval of Agenda
3. Declarations of Interest under the Municipal Conflict of Interest Act
4. Previous Minutes
 - 4.1. Minutes - Brampton Sports Hall of Fame - February 4, 2021

The minutes were considered by Committee of Council on February 24, 2021 and pending approval by Council on March 3, 2021. The minutes are provided for Committee's information.
5. Presentations\Delegations
6. Reports
7. Sub-Committees
8. Other/New Business
 - 8.1. Update by Ashlyn Gladman, Event Specialist, and Teri Bommer, Coordinator, Sport Liaison, re: 2021 Sports Hall of Fame Induction Event Format - Campaign Based Recognition Program
 - 8.2. Update by City Clerk's Office, re: Virtual Meeting Attendance by Ken Giles, Member - Pending Resignation
9. Correspondence
10. Information Items
11. Question Period

12. Public Question Period

15 Minute Limit (regarding any decision made at this meeting)

During the meeting, the public may submit questions regarding decisions made at the meeting via email to the City Clerk at cityclerksoffice@brampton.ca, to be introduced during the Public Question Period section of the meeting.

13. Closed Session

14. Adjournment

Next Meeting: Thursday, April 1, 2021 at 7:00 p.m.



Minutes

Brampton Sports Hall of Fame Committee

The Corporation of the City of Brampton

Thursday, February 4, 2021

Members Present: Dean McLeod (Co-Chair)
Glenn McClelland (Co-Chair)
Carmen Araujo
Beth Cooper
Norman DaCosta
Don Doan
Ken Giles
Frank Juzenas
Bryan Steve Kerr
Ziggy Musial
Randy Osei
Mohammad Shoaib
Ron Noonan
City Councillor J. Bowman
City Councillor D. Whillans

Members Absent: Dave Middaugh

Staff Present: Edward Nickoloff, Rec Spvr, Sports & Comm Partner
Teri Bommer, Coordinator, Sport Liaison
Ashlyn Gladman, Events Specialist
Chandra Urquhart, Legislative Coordinator

1. **Call to Order**

The meeting was called to order at 7:15 p.m. and adjourned at 8:11 p.m.

2. **Approval of Agenda**

SHF001-2021

That the Agenda for the Brampton Sports Hall of Fame Committee meeting of February 4, 2021 be approved as published and circulated.

Carried

3. **Declarations of Interest under the Municipal Conflict of Interest Act**

Nil

4. **Previous Minutes**

4.1 Minutes - Brampton Sports Hall of Fame Committee meeting - October 1, 2020

The minutes of the Brampton Sports Hall of Fame Committee meeting were approved by Council on October 28, 2020 and provided for information.

5. **Presentations\Delegations**

Nil

6. **Reports**

Nil

7. **Sub-Committees**

Nil

8. **Other/New Business**

8.1 Discussion re: Format for the 2021 Brampton Sports Hall of Fame Induction Ceremony

Terri Bommer, Coordinator, Recreation Services, advised that the City will not be hosting an in-person Induction Ceremony given the COVID-19 restrictions. She introduced, Ashlyn Gladman, Events Specialist, and advised that Ms. Gladman will provide details on options for a virtual format. Ms. Bommer noted that a

decision by Committee was required in order to prepare for the event. Details of the virtual format included the following:

- Virtual or communication campaign based ceremony
 - feature the inductees at locations throughout the City using City facilities, such as, Garden Square, recreation centres, television screens and bus shelters
 - advertise and promote inductees through all available communication and social media platforms
- Campaign-based event provides more opportunity for community recognition of inductees
- Help to build and increase community interest in the Sports Hall of Fame
- Deferral of the ceremony until an in-person event can be hosted may well result in missed opportunities for sponsorship/partnership from local business
- Minimal budgetary impact as many items required for the event are completed
- Opportunity to gather data through from a virtual event that will aid with organizing future events

Committee discussion and comments, and staff responses included the following:

- Confirmation that Sports Hall of Fame 40th anniversary logo can be featured in the marketing campaign for the communication based recognition program
- Questions whether benchmarking of other municipalities was undertaken to see what type of events were held in 2020 or what plans they may have for 2021
- Indication from staff that this information will be provided as soon as possible
- Indication from Committee that they will also reach out to their contacts in other municipalities with Sports Hall of Fame
- Suggestion that a City podcast be considered as a promotion tool and comments that this option may not be effective
- Suggestion from Committee that each member be asked to highlight a few ideas they would like featured with the campaign based program
- Request for information on the City's plans for other award programs

- Indication that the communication-based program is more effective for recognition of inductees - event is booked for early May 2021 and the campaign-based approach will target that timeline
- Inductees will be contacted with details of the event once a final decision is made
- Suggestion that staff connect with Strategic Communications to discuss options to market the event

The following motion was considered:

SHF002-2021

That the discussion, re: **Format for the 2021 Brampton Sports Hall of Fame Induction Ceremony** to the Sports Hall of Fame Committee meeting of February 4, 2021 be received.

Carried

9. Correspondence

Nil

10. Information Items

Nil

11. Question Period

At this time in the meeting, Ken Giles, Member, advised that he was no longer a Brampton resident and was submitting his resignation from the Committee. He noted that he has been a member of the Committee for over forty years and provided a few highlights of his contributions to the Sports Hall of Fame.

Committee considered the resignation and suggested that given Mr. Giles contribution to the Sports Hall Fame, and the fact that meetings are conducted virtually, that he remain as a member of the Committee if he wished.

Committee was advised that the City Clerk will review the requirements of City's Procedure By-law with respect to the suggestion discussed and provide an update at the next meeting.

12. Public Question Period

Nil

13. **Closed Session**

Nil

14. **Adjournment**

The following motion was considered:

SHF003-2021

That Brampton Sports Hall of Fame do now adjourn to meet again on March 4, 2021 at 7:00 p.m. or at the call of the Chair.

Carried

Glenn McClelland (Co-Chair)

Dean McLeod (Co-Chair)