



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

Date: Thursday, May 6, 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)

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 Committee Meeting - March 4, 2021

The minutes were considered by Committee of Council March 31, 2021 and approved by Council on April 7, 2021. The minutes are provided for Committee's information.
5. **Presentations\Delegations**
6. **Reports**
7. **Sub-Committees**
 - 7.1. Minutes - Building Sub-committee Meeting of March 23, 2021

To be received
8. **Other/New Business**
 - 8.1. Update by Teri Bommer, Coordinator, Sport Liaison, Recreation , re: Campaign-based Recognition Program for Class of 2021 – Communication Plan
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 recommendations 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, June 3rd, 2021 at 7:00 p.m.



Minutes

Brampton Sports Hall of Fame Committee

The Corporation of the City of Brampton

Thursday, March 4, 2021

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

Members Absent: Bryan Steve Kerr

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 7:05 p.m. and adjourned at 7:51 p.m.

2. **Approval of Agenda**

SHF004-2021

That the Agenda for the Brampton Sports Hall of Fame Committee meeting of March 4, 2021, be approved, as amended to add the following item:

8.3. Update at the request of Glenn McClelland, Vice Chair, re:
Brampton Sports Team

Carried

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

Nil

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**

Nil

6. **Reports**

Nil

7. **Sub-Committees**

Nil

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

Teri Bommer, Coordinator, Sport Liaison, referenced the benchmarking analysis and questions forwarded to Committee requesting feedback input on the program. She advised that based on the feedback received, staff developed a campaign based recognition program to honor the Class of 2021 and noted that the program does not include a virtual event.

Ashlyn Gladman, Event Specialist, highlighted the proposal for the campaign based recognition program and advised that a comprehensive marketing community engagement plan will be developed that will include the following elements:

- Recognition of the milestones of inductees
- Extensive use of social media platforms available to the City
- Communication plan that will feature an inductee each week
- Plan to reach out to youth and community sports affiliated groups to assist with promotion of the program
- Announcement at a Council meeting
- Inductee videos that were previously recorded
- Items, such as, Sports Hall of Fame pin or ring, plaques and golf shirts

Committee discussion included in the following:

- Appropriateness of providing rings to the current inductees and options for presentation
- Whether the draft of the proposed plan for the campaign will be provided to Committee for review
- Timeliness for the campaign
- Format to provide information to inductees including the commemorative books

Staff provided clarification with respect to the issues raised in the discussion and advised that due to the time constraints approval of the high-level proposal as presented was required. The proposal will be forwarded to Strategic Communications staff to prepare a communication plan based on a budget that will be shared with Committee once completed.

The following motion was considered:

SHF005-2021

1. That the update by Ashlyn Gladman, Event Specialist, and Teri Bommer, Coordinator, Sport Liaison, to the Sports Hall of Fame Committee meeting of March 4, 2021, re: **2021 Sports Hall of Fame Induction Event Format - Campaign Based Recognition Program** be received; and,
2. That the communication based recognition program proposed by staff for the Sports Hall of Fame CLASS of 2021 this upcoming May 2021 be accepted.

Carried

8.2 Update by City Clerk's Office, re: Virtual Meeting Attendance by Ken Giles, Member - Pending Resignation

Chandra Urquhart, Legislative Coordinator, advised that further to discussions with the City Clerk, it was suggested that the matter be brought before the Citizen Appointments Committee for consideration since Mr. Giles no longer resides in Brampton and this is one of the requirements. She advised that a meeting will be scheduled in the next few weeks.

Councillor Jeff Bowman advised that he is a member of the Citizen Appointments Committee and he will ensure the matter was listed on the Citizen Advisory Committee agenda once scheduled.

Ms. Urquhart further noted that Committee will be kept updated on this matter. In the meantime, Mr. Giles may continue to attend the meetings virtually.

8.3 Update from Glenn McClelland, Co-Chair, re: Brampton Sports Team

Glenn McClelland, Co-Chair, expressed concerns regarding the number of Brampton Sports Teams that were leaving the City, such as, the Brampton Beast, and the recent announcement that the Brampton Excelsior LaCrosse team was sold and will also be leaving. He noted that the Brampton Battalion moved out of Brampton a few years ago.

Dean McLeod, Co-Chair, expressed his disappointment regarding the Brampton Excelsior's decision and advised efforts will be made to re-establish a major lacrosse team in Brampton.

Members Ken Giles and Frank Juzenas, provided information on various Brampton 2021 athletes and their accomplishments in sports such as, wrestling, basketball, soccer and football.

9. **Correspondence**

Nil

10. **Information Items**

Nil

11. **Question Period**

Nil

12. **Public Question Period**

Nil

13. **Closed Session**

Nil

14. **Adjournment**

The following motion was considered:

SHF006-2021

That Brampton Sports Hall of Fame Committee do now adjourn to meet again on April 1, 2021 at 7:00 p.m.

Carried

Glenn McClelland (Co-Chair)

Dean McLeod (Co-Chair)

**Brampton Sports Hall of Fame Building Sub-Committee Meeting
Tuesday, March 23, 2021 7:00pm**

Attendees:

SHOF Committee: Beth Cooper, Glenn McClelland, Dean McLeod, Ziggy Musial, Ron Noonan, Norman Da Costa, Dave Middaugh, Mohammad Shoaib, Councillor Jeff Bowman

City of Brampton: Teri Bommer, Ed Nickoloff, Heidi Calder, Denise Crocker, Sonika Soor, Meaghan Aldcroft, David Bottoni

A49: Matthew Delean, Eric Demay, Jeremy Taylor, Giordano Piccolotto, Jeffrey So

Meeting Minutes:

As a group, we went through the survey questions that members of the SHOF answered and spoke about the questions in more depth.

Target Groups:

- The committee captured our target community groups well
- The highest-ranking target groups are local residents, school children and sports enthusiasts

What Will be Displayed?

- Photos, memorabilia, Hall of Fame inductee information
- There are a lot of objects in the current inventory – banners, sticks, books, trophies, vintage photos, certificates
- We need a lot of storage for the items that are in the inventory and require portable devices to wheel in and out of display purposes
- The group would like there to be flexibility to change up the displays and make some static, and the ability to rotate memorabilia in and out
- The current inventory list is 99% complete, the only missing information are the measurements of the current display cases at the CAA Centre as we are unable to gain access to the Centre due to COVID
- General discussion included – Town of Milton has a digital display, does the Hall of Fame need to take every donation or can we take photos/catalogue it and let the owners have it back? The Ontario Lacrosse Hall of Fame has the present year inductees on display and then they get moved to the digital display.
- General discussion continued – include sport history and various sports, the digital component could include the history of Brampton clubs/organizations, history of various athletes in these clubs/organizations, there could be static displays with general description of various sports

- Current Hall of Fame space has less than 2,000 square feet, everything is on a wall and there are 3 octagon-shaped display cases
- Storage space for the new Hall has been identified as 366 square feet
- Does the current space represent the artifacts that are in inventory? No
- Ron/Teri have drawings that were done a few years ago when there was discussion about expanding the current Hall of Fame, they will both look for that information and pass it along
- Current inventory at the CAA Centre is the inductee bios, 5 or 6 pictures, sweater, trophy are currently in the display cases, there are display cases with 3 shelves in each
- Hall of Fame Committee will need to develop a collection policy
- Would to incorporate digital display, static display and an interactive component
- Interactive is definitely a good idea, people connect through experience
- Have a layered experience – media, objects and interactive

Event/Programming Space:

- 4,000 square feet
- A multi-purpose room will be adjacent to the Hall of Fame space for overflow space or as a meeting space with amenities like a sink, fridge, kitchenette
- Fieldhouse can be used for a major event, could be used for the induction ceremony
- Hall of Fame could be used for unveiling, media releases, announcements
- Hall of Fame and Multi-purpose room will all be on one level
- Hall of Fame will not be a cramped space, will be well-lit, airy and spacious
- 4,000 square feet is lots of space to work with, if the Committee were interested in using areas in the fieldhouse to display Hall of Fame banners/other objects to help promote the Hall of Fame, the City would need to decide on that

Induction Ceremony:

- Normal attendance is between 175-225 people
- The attendance is restricted to space, it is held at the Rose Theatre
- A meal is served in the atrium, so numbers are set on available space
- Catering service is used, City provided tables and chairs
- If the induction ceremony were held in the fieldhouse, City would bring in tables and chairs required
- Multi-purpose room in the new facility will have tables/chairs to service meetings and smaller gatherings

Objectives for Visitor Experience:

- What will make it a success? It is a lot to ask
- Members can think about it and we can answer individually and then get back together again to discuss

Five Words to Describe Vision of the Visitor Experience:

- Interactive, engaging, professional looking space, history of sports in Brampton, inductees are professionally displayed, inviting, fun
- General Discussion: we have a diverse community and we need to educate residents that the Hall exists, our population is growing to 700,000 and we need something that has grown with the City and represents the times, doesn't look like an after-thought, ensure that all 27 sports that are currently represented in the Hall continue to be represented (we are the most diverse Sports Hall of Fame in Canada), we need to have versatile space where we can use the walls for picture displays or stick displays, have static displays and be able to change the displays for different themes

How should the new Hall of Fame stand out from others?

- Entrance way – what we do will be important, gives the first impression, be welcoming
- Flexibility – don't want to be tied down to any one thing, have state of the art electronics, be able to incorporate themes and be able to adapt the space
- Ensure the presence of the Hall of Fame is known – many Halls of Fame don't have signage, you don't know there is one in the centre until you walk into it, have presence on street signs/entrance to facility, wayfinding signage
- Currently the display is very professional, many Halls of Fame are only walls of fame, there are some great displays like in Peterborough and Brantford

Who are the Primary Groups and who are the Secondary Groups?

- Primary – sports enthusiasts, local residents
- Secondary – school kids, parents dropping their child off for something in the fieldhouse can go and look at the Hall of Fame, families
- If we only go after sports enthusiasts, we are limiting ourselves, we have a diverse community

What do we do now to promote the Hall of Fame?

- The induction ceremony is only 200 people due to lack of space but we only promote to the inductees, their families and if they were associated with a particular club in Brampton
- We can do so much more marketing but right now we are limiting ourselves
- How we design the layout and what we do inside will help us to attract people to the Hall of Fame
- Will there be admission charged? At this time 'no'
- We could consider doing something like what St. Catherine's does – they have a donation box and a registration/comment book at the entrance
- We would like local school children and residents to become sports enthusiasts and to visit often
- Interactivity should be a big part of the Hall of Fame if we are going to attract families and school kids

Goals for the Use of the Space:

- We want to up the Hall of Fame on the map, start off by having school visits and general public but evolve to people visiting for passive/public visits
- Primary Goal - Hall of Fame should have memorabilia, inductee displays, interactive component, objects on display
- Secondary Goal – have small gatherings/events

What percentage should represent each of space?

- Objects/artifacts, interactive/media, community/space, storage
- Storage – there is 366 square feet designated
- There was some discussion on the fact that interactive should be a large percentage to offer something for people who are visiting/to engage people, there was some discussion about people's thoughts on the objects/artifacts having the large percentage, no decision was made
- General discussion – we should have the cabinets as changeable, not everything in the inventory has to be on display at the same time, display cabinets should be on wheels so that they can be rolled to the side to use the open space for meetings or other small gatherings
- What is the community space design? Flexible space, can use the Hall of Fame for whatever we want, use the multi-purpose room for whatever we want, if there is a small gathering of 50 people we can rearrange the cabinets and open up the space in the Hall for the 50 people, have the ability to modify the space in different ways and have AV technical equipment to accommodate various uses

Visitor Circulation:

- Foot traffic should be flexible
- Depends on how the space is being used but be more free flow approach

Visitor Experience – high tech or low tech?

- A little beyond the middle toward high tech
- Depends on the type of interactive component being offered

Next Steps:

- Teri will send out the following questions to all Committee members for homework:
 - Identify 3 positive reference projects and what you liked about them, include pictures if you have them
 - Identify 3 negative reference projects and what you didn't like about them include pictures if you have them

Other Discussion:

- Security – the Hall of Fame area will be a lockable space and will be closed off. Facility team will determine the overall security components such as camera locations etc.
- Operation hours for the Hall of Fame will need to be determined
- Everything in the building is owned and operated by the City of Brampton
- Timelines for the project – spring 2021 demolition of existing building, drawings for the new facility to be done by the end of summer 2021, tender to go out fall of 2021, construction aiming to start late 2021 with a finish date of 2023 sometime.
- Existing beams in Victoria Park that were not damaged by the fire are being incorporated into the new design.

Sport Awards Communications

May 2021

Clients:

- Teri Bommer, Sport Liaison Coordinator
- Nina Jakovljevic, Senior Planning Coordinator

Objectives

- **To** honour Brampton residents (past or present) who have made outstanding athletic achievements and/or contributions to the development of sport
- **To** raise awareness about the program and encourage people to participate/nominate

Inductees:

- Kenneth Condie (Builder – Horseshoes)
- Robert Sanderson (Builder – Lacrosse)
- Orlando Bowen (Athlete – Football)
- Timothy Trimper (Athlete – Hockey)
- Zeny Lipinski (Veteran – Lacrosse)

Key messages

- Brampton is a healthy and safe city, encouraging and celebrating those in sport
- Brampton is proud to recognize this year's inductees into the Brampton Sports Hall of Fame and celebrate their achievements

Audiences

Primary

- Brampton residents
- Brampton sports community

Secondary

- Mayor and Council
- Corporate Leadership Team

communication plan

Communication Tactics

Budget: \$15,000

Media Communications			
Tactic	Timing	Cost	Project #
Media Release Translate into all top languages as per current practice. <ul style="list-style-type: none"> Recognizing the inductees and their achievements 	May 13 After Council Date TBD	N/A	
Media interviews (reactive) Respond to media inquiries and requests for interviews in a strategic, consistent manner	If required Media Team	N/A	
Social Media			
Tactic	Timing	Cost	Project #
Facebook/Instagram/Twitter/LinkedIn <ul style="list-style-type: none"> Posts and stories Consistent messaging across channels Organic: <ul style="list-style-type: none"> Award winner recognition Share short form videos, drive to website for details and longer video Images and content about each nominee Paid: <ul style="list-style-type: none"> Program awareness Nomination period closing June 15 Graphics/photos to be incorporated wherever possible, with links back to website for more information.	May 10 - 31	\$500	
Council Toolkit <ul style="list-style-type: none"> Key message overview Draft social messages Social media tiles 	May 10	N/A	
Ambassador Toolkit <ul style="list-style-type: none"> Key message overview Draft social messages Social media tiles Provide to Recreation to share with their community sport contacts and organizations 	May 10	N/A	
Digital Media			
Tactic	Timing	Cost	Project #

communication plan

Garden Square Screen & Ticker Ad Use of videos on Garden Square screen Message across ticker to encourage nominations	May 10 - 31	N/A	
Digital Screens City Hall, POA Court House, Rec Centres	May 10 - 31	N/A	
Video Message from Mayor Brown celebrating all nominees and their achievements Encourage all to recognize and nominate athletes in future years	May 10 Film April 28	N/A	
City Publications			
Tactic	Timing	Cost	Project #
City Matters e-newsletter Email distribution list Posted on website, promoted via social media	May 1 June 1	N/A	
Spotlight Message Recognizing inductees	May 13	N/A	
Advertising			
Tactic	Timing	Cost	Project #
Brampton Guardian – Print Print: <ul style="list-style-type: none"> • Advertorial • ½ page ad, 1 page article speaking about the program and recognizing the inductees Specific details to be provided by the Guardian	May 20	\$1700	
Brampton Guardian – Digital <ul style="list-style-type: none"> • Encourage nominations • Drive to website for more information, details on nominees, categories etc. 	May 10 - 31	\$2000	
Ethnic Media			
Tactic	Timing	Cost	Project #
Print/Digital/Radio <ul style="list-style-type: none"> • TBD • Possible ad about the program as a whole, encourage participation in future years 	May	TBD	
Print Materials			
Tactic	Timing	Cost	Project #
Shelter Ads <ul style="list-style-type: none"> • 5 shelters – one per nominee • Place as close to their house as possible 	May 10 - 31	~\$1500	

Measurement & Evaluation

- Track social impressions
- Track social engagement

Potential Messaging:

All digital content to link to:

[City of Brampton | Recreation | Brampton Sports Hall of Fame](#)

City Matters:

Brampton Sport Hall of Fame

Every year we recognize Bramptonians who have made an outstanding contribution to sport in the community. Congratulations to Kenneth Condie, Robert Sanderson, Orlando Bowen, Timothy Trimper, and Zeny Lipinski. For details on their background and achievements visit LINK

Link: [City of Brampton | Recreation | Brampton Sports Hall of Fame](#)