



## 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

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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

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Glenn McClelland (Co-Chair)

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Dean McLeod (Co-Chair)