



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 and 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 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 will 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 consider 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)