

**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.