



Minutes

Brampton Sports Hall of Fame Committee

The Corporation of the City of Brampton

Thursday, May 6, 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
Dave Middaugh
Ziggy Musial
Ron Noonan
City Councillor J. Bowman
City Councillor D. Whillans

Members Absent: Randy Osei
Mohammad Shoaib

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

1. Call to Order

The meeting was called to order at 7:03 p.m. and adjourned at 7:26 p.m.

2. Approval of Agenda

SHF007-2021

That the Agenda for the Brampton Sports Hall of Fame Committee meeting of May 6, 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 - March 4, 2021

The minutes were considered by Committee of Council on March 31, 2021 and approved by Council on April 7, 2021. The minutes were provided for Committee's information.

The correct spelling of the Brampton Excelsior Lacrosse team was noted.

5. Presentations\Delegations

Nil

6. Reports

Nil

7. Sub-Committees

7.1 Minutes - Building Sub-committee Meeting of March 23, 2021

Terri Bommer, Coordinator, Sport Liaison, Recreation, referenced the Building Sub-committee minutes of the meeting with A49, the architect in charge of the Victoria Park project and their curatorial consultant. She provided a summary of the following:

- Groups that will be targeted - primary and secondary

- Items to be displayed with respect to photos, memorabilia, and inductee information
- Event/programming space, uses and goals
- Induction ceremony details
- Objectives to enhance visitor circulation and experience
- Ideas to make location 'stand out' and welcoming
- Promotional ideas that would encourage enthusiasm
- Next steps include
 - a second meeting with the consultant
 - presenting the approved floorplan to Committee

The following motion was considered:

SHF008-2021

That the **Minutes of the Building Sub-committee meeting of March 23, 2021** to the Brampton Sports Hall of Fame Committee meeting of May 6, 2021 be received.

Carried

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

Teri Bommer, Coordinator, Sport Liaison, Recreation, provided an overview of some of the key components of Communication Plan as follows:

- Email was sent to 2021 inductees last week advising of the change in this year's program – a second email will follow up early next week
- Sports Hall of Fame website will go live on May 10th, with the updated new logo, head shots/biographies/videos of this year's inductees - the intent is to encourage interest in the community to visit the website
- Social media campaign includes short teaser videos (produced by Winged Whale Media) on all City platforms to coincide with the Mayor's announcement at Council on May 12th

- Brampton Guardian article will be released in the paper the week of May 17th – their web campaign will be launched on May 12th
- Advertisements will be posted in bus shelters the week of May 17th – locations still to be determined
- Gift boxes will be ready and prepared for delivery to inductees when it is deemed to be safe
- Commemorative books have been updated with the new logo and will be sent to the print shop next week for inclusion in the gift boxes

Committee noted that Ms. Bommer provided contact information for a brief interview regarding the Hall's 40th anniversary and this year's inductees. The article will be published in the Brampton Guardian the week of May 17th.

SHF009-2021

That the update by Teri Bommer, Coordinator, Sport Liaison, Recreation, and the **Campaign-based Recognition Program for Class of 2021 – Communication Plan**, to the Brampton Sports Hall of Fame of Committee meeting on May 6, 2021 be received.

Carried

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:

SHF010-2021

That the Brampton Sports Hall Fame Committee do now adjourn to meet again on June 3, 2021 at 7:00 p.m.

Carried

Glenn McClelland (Co-Chair)

Dean McLeod (Co-Chair)