

**Minutes of the LDRRAC Awards and Recognition Committee  
Meeting of May 2, 2016**

**Attendees:** F. Andrighetti, F. Cassar, D. Hamou\*, Z. Hasmi\*, K. Husain\*, I. Silver\*

**Guests:** M. Geudens, A. Prince \*Denotes regrets

**1. Leveraging Communication Partner**

M. Geudens of the City's Communications team attended the meeting. She supports the sub-Committee's recommendation to re-brand the Awards and Recognition material.

**Action: M. Geudens** to 1) investigate re-branding options and estimated costs through third party provider the City engages; 2) draft poster and fact, postcard with key information relative to the Awards program for distribution by LDRRAC Committee and City Councilor's to create awareness and increase nominations; 3) develop promotion on social media (i.e. Facebook, Twitter, e-newsletter, other non-profit sites etc.); 4) research costs for notices in publications, i.e. newspaper, The Londoner, etc. 5) Create awareness in City Facilities (i.e. resource groups); 6) Identify opportunities to cross-promote Awards program through various advisory nomination forms

**Action: F. Cassar** to ask J. Martin about appropriate swag that could be considered for nominees

**2. 2016 Nominations Review Dates**

The attendees recommend the Awards Celebration continue to be held on Dec. 6, 2016. Decision is based on the acknowledgement that other events will take place and timing may allow those who wish to attend both the Awards Night and the National Day of Remembrance of Violence Against Women may still be possible as the Awards event typically ends by 6pm. Also, respecting there is some correlation to the mission of Diversity and Race Relations and the National Day of Remembrance, the latter represents one aspect of LDRRAC's.

**Action: F. Cassar** to ensure either she or LDRRAC Chair acknowledge the National Day of Remember of Violence Against Women at the Awards Night and notify the Mayor's office for consideration of acknowledgement at the Council meeting

**3. Updates on Action Items from April 4<sup>th</sup> Meeting**

F. Cassar shared the response from J. Martin relative to the status of the by-law changes received on April 27, 2016. "The City Clerk is currently working on the changes and aims to have them ready for the May 25<sup>th</sup> CPSC. She apologizes for the delay and understands the

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need to get them done sooner than later”. This update extended the sub-Committee’s concern because it was their understanding the By-Laws were approved in 2015, prior to the City’s strike.

**Action: F. Cassar** to follow-up with J. Martin re approval status of by-laws. **COMPLETE.**

**Update from J. Martin on May 3/16:** “This was reviewed and the recommendation passed was that the policy bylaw be referred to the city Clerk for review. The City Clerk is reviewing and hoping to have this back at CPSC in May”.

**NEXT MEETING: Monday, June 6, 2016**