

Minutes of the LDRRAC Awards and Recognition Sub-Committee Meeting

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Meeting of June 6, 2016

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

*Denotes regrets

1. Sub-Committee updates

- a) Awards and Recognition Committee By-Laws were approved by Council at the May 31, 2016 meeting. The section relative to Selection Criteria was removed from By-Laws.

Action: J. Martin or delegate to update DRRIA page with new by-laws on City of London website

Action: I. Silver to notify Human Rights of By-Law changes as a proactive measure; in the event complaints are presented, they are aware.

- b) City of London swag was distributed for evaluation. The Committee recommends the Tote Bag, water bottle and key chain be considered for this year's recognition to nominees in lieu of the calendar. Current LDRRAC promo material (key chain, note pads, etc) will be included in the tote bag at no cost.

Action: F. Cassar to attach swag copy samples. Complete.

Decision: The attending members of the LDRRAC Awards and Recognition Committee recommend all nominees receive City of London/LDDRAC swag at a lower investment cost than calendars (\$300)

- c) F. Cassar, on behalf of A. Prince, presented a draft Fact Sheet of the Awards and Recognition program for Municipal Council.

Decision: The attending members of the LDRRAC Awards and Recognition Committee approved the content of the Fact Sheet as presented, and request:

- i) Fact Sheet is distributed to MP's and MPP's with a request to publicize event, encourage participation and submit nominations through their constituents
- ii) An e-letter that mirrors content on the Fact Sheet be developed and included in the package as an alternative means for Councillors, MP's and MPP's to create

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awareness through an electronic vehicle. This e-letter could also be used by committee members and Communications

Action: A. Prince to develop e.Letter as outlined above and include in package to Councillors, MP and MPP's

Action: A. Prince to provide a promotional package (ie. Fact Sheet, e-letter, poster) to distribute to LDRRAC Committee members as various tools to promote the Awards and Recognition

2. Updates on Project Plan

Good progress is being made on the Awards and Recognition Project Plan as follows:

- i) Dec. 6, 2016 is the confirmed event date
- ii) Plagues will be ordered (as per J. Martin)
- iii) City Hall meeting rooms have been booked for the event
- iv) Fact Sheet is approved and promotion material to be delivered to Council members, MPs and MPP's
- v) Awards selection will be on CAPs and Council Meeting agendas (as per J. Martin)
- vi) Event will be noted on councilor and mayor's calendars (as per J. Martin)
- vii) Caterers will be notified shortly and being on City grounds should not be an issue (as per J. Martin)

Action: Next step is to finalize letter to nominees which outlines the process and advises to hold the date. **A. Prince or J. Martin** to provide last year's letter for review and confirm support to send to nominees from previous years

- viii) On behalf of M. Geudens of Communications, F. Cassar shared she has received all of the quotes from the designers. The lowest quote was \$500-700 who is the designer we have worked with in the past on the LDRRIA. Unfortunately he is off right now and will be back in 2 weeks.. The second was approx. \$1,300 and the 3rd \$1,425. If we would like to go with the lowest quote I think we can still go out with a news release next week/social media promotion and when the rest of the materials are ready in early July we can have another big push. The designer is great and has a very quick turnaround. With the price difference I would suggest working with him. I know the timing isn't ideal but we can do other things in the meantime to promote while we are waiting on materials. A. Prince recommended Zoomedia.

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News release and social media is being started

Decision: Attending members of the LDRRAC Awards and Recognition Committee agreed to defer the branding changes to the LDRRAC Committee in respect of time being of essence to the 2016 Awards program, a pending LDRRAC Committee name change and need for multiple sub-committees to approve and use the new logo design. Costs to be revisited at a Committee level as well. The Committee agreed for 2016, the current design will be used.

Action: F. Cassar to take new branding concept to LDRRAC Committee meeting.

3. Updates on Annual Awards and Recognition Plan

#1.1 I. Silver advised he has secured information regarding Awards and Recognition activities of Peel and Ottawa regions. Both documents are comprehensive (ie. 60->100 pages). It doesn't appear that Peel has a recognition program, however they do request interested groups sign their Charter as a means of participation

Action: I. Silver to distribute Peel's and Ottawa's regions Awards and Recognition activities

4. Round Table

a) **I. Silver** will take Awards and Recognition promotional material to June 9th Racism event at Beacock Library.

Action: F. Cassar to contact A. Prince and M. Geudens to determine what material is available for display at this meeting and arrange for material to be available by 4:30pm on June 9th.

NEXT MEETING: Monday, July 4, 2016 – Location: Hearings Room, Lower Level