

Minutes of the DIAAC Awards and Recognition Committee Meeting of Nov. 7, 2016

Attendees: F. Andrighetti, F. Cassar, Z. Hasmi, K. Hussain, S. Khan*, I. Silver

*Denotes regrets

1. 2016 Awards Process: Plan is on track, pending updates from J. Martin and sending letters to nominees that are dependent on pending decisions at CAPS (Nov. 15) and Council (Nov. 22) meetings. Will need letters and phone calls to take place immediately following to give attendees notice of Dec. 6th event.

Discussion ensued on how to maximize recognition of all nominees. It was supported that the following will be presented to DIAAC Committee for approval:

- a) As a demonstration of inclusivity and appreciation, extend invites to all nominees (as per inventory). Those nominated this year will also be recognized at the event if time permits. Fifty attendees will continue to be maximum and number of guests will be adjusted based on the number of invites, (i.e. Winners – 5-10 guests; Nominees 1-2)
- b) Introduce S. Khan at the Awards Program

ACTION: F. Cassar to advise J. Martin of offers of assistance with ordering plaques (K. Hussain) and planning catering (I. Silver)

F. Cassar to recommend at next DIAAC Committee meeting all nominees (including previous years) is invited to the awards event to promote inclusivity and create awareness of the award

2. Content of letters to unsuccessful nominees:

Draft letters available were reviewed and will be sent to J. Martin ahead of distribution date to streamline mailing and notification to members

ACTION: Z. Hasmi and I. Silver to forward letters to F. Cassar. **F. Cassar** to add sentence re invitation to event, if approved to J. Martin and recommend removing reference to Municipal Council in opening paragraph

ACTION: F. Cassar to send copy of 'successful' letter to **sub-committee members** for review and feedback. Complete.

ACTION: J. Martin to confirm letter is sent to both nominator and nominee

3. Debrief on recommendations process:

What went well (continue): Project Plan, customized letter announcing winners/unsuccessful nominees/ city support for marketing and communications (social media, COL communications, etc) every nominee was e-mailed encouraged to write; fact sheet to councilors

Opportunities for improvements:

- Increase nominees and seek nominations from community
- Make personal connection with all nominees through participation of all committee members to interview and recommend nominees
- Start promoting next year's event now
- Continue to increase awareness through Communications, i.e. press release of awards night and each nominee; work with Communications to develop a marketing strategy for 2017 Awards Process
- Draft letter to create awareness and submit to newspaper for distribution
- Collect newsletters/communication forums and seek opportunities to publicize through those venues, i.e. London Jewish News. Leverage language skills of Committee members
- Meet with each councilor to provide overview of fact sheet and challenge to submit one nomination. Also ask for support by way of 'liking' on FB
- DIAAC member to take one nominee who was declined, visit and nominate next year
- Solicit support from Education Committee to invite nominees to present at Committee meetings

ACTION: F. Cassar/S. Khan to invite Meagan to next meeting to discuss promotion of awards program i.e. press release, 2016 program and 2017 support

ACTION: I. Silver to ask Education Committee about presentation being made to Committee meetings

ACTION: S. Khan and J. Martin to provide update on city swag for all nominees (i.e. Gift bag for all and fill with LDDRAC paraphernalia for non-winners)

ACTION: S. Khan to advise if press release can be sent to MP and MPPs to create awareness of London's program

4. Updates on Annual Plan:

F. Cassar recognized everyone's efforts and it was noted that most activities have been completed

The Terms of Reference and New Member Orientation will be updated with the new Committee name (DIAAC) and this sub-committee will ensure its references are added or updated as needed

Next Meeting: New date on **Nov. 23; at approx. 3:30pm**, dependent on Communications and Diversity Officer ability to participate