

London Diversity and Race Relations Committee
Awards and Recognition Sub-Committee Meeting

Thursday, August 10, 2017

City Hall Cafe

Time: 9:00 am – 10:00 am

Attendees: Fae Andrighetti, Flo Cassar, Jackie Martin, Glynis Tucker

Regrets: Zeba Hasmi, Kash Husain, Ian Silver

Updates on Communications and Advertising of the Annual DRIA Awards and Recognition Program

G. Tucker advised that a decision is outstanding regarding the extent of City of London communications support that is available for the City's Annual DRIA program. In the interim, focus will be placed on the following:

1. Application Form: - automating and streamlining content.

Action: **G. Tucker** to review and provide recommendations for improvement by mid-August. When received, **F. Cassar** will distribute to the sub-committee for feedback.

2. Posters: It is recommended that the sub-Committee give consideration to keeping the pre-existing promotional material (white background with various colours of people symbols) and re-brand when the award name change and DIAAC promotional material is updated and funding is available for enhancements. This will create some continuity when the poster and other material (i.e. program) are updated, there is one change versus multiple. It is unknown if the original template is available for editing. The efforts of the sub-Committee in designing a new poster were recognized.

Action: **G. Tucker and J. Martin** to review files to determine if the original template is available for editing.

Action: **Z. Hasmi** to contact G. Tucker. Discuss potential changes to the original, drafted poster, if needed.

3. Promotion:

Action: **G. Tucker** will promote the DRIA Awards and Recognition program on Facebook, Twitter and August and September, City of London Newsletters. If there are other communication venues that may benefit from hearing about the award, they will receive information as well.

Action: **J. Martin** to approach Pillar to determine if they have contact information available for community groups to enable sub-Committee to distribute award information to these groups

Action: F. Cassar to follow-up with Rifat/CDIS Steering Committee re status of award information to Champions.

Action: G. Tucker to advise J. Martin if she has a list of organizations that can be approached.

Action: J. Martin to review DIAAC budget to determine if funds are available to support a digital marketing campaign.

Action: J. Martin to review inventory and advise what stock is available for gifts for nominees.

Action: F. Cassar to note need for increased funding in 2018 for digital marketing campaign and rebranding (in partnership with DIAAC's rebrand)

Action: F. Cassar to send G. Tucker with Fact Sheet.

Next meeting: Scheduled for Sept. 14th but would like to move up to Sept. 7th if possible.