

## HMHC Education and Communication Working Group

### Meeting Notes

Wednesday September 4<sup>th</sup>, 2019 (6:00pm)  
Hamilton City Hall, Room 222

**Present:** Alissa Dehnam-Robinson (Chair), Janice Brown, Kathy Stacey, Robin McKee, Graham Carroll

**Regrets:** Tim Ritchie, Chuck Dimitry

**Also present:** N/a

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#### RECOMMENDATIONS:

##### 1. Education and Promotional use for Existing HMHC Doors of Hamilton Posters (size: small)

As there is a large quantity of existing posters (size: small, condition: very good to excellent), that remain unsold since pre-amalgamation; it is recommended that these posters be used, at the discretion of HMCH, as complimentary ("give-away") promotional items for outreach and education.

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##### 1. Previous Meeting Notes

Approved by general consensus, the notes prepared by Chair A.Denham-Robinson.

##### 2. Publications & Print Projects:

###### 1. Word Search Puzzles (Project On-going)

- a. The Working Group reviewed and discussed Word Search Puzzles prepared by C.Dimitry.
  - i. Puzzle: Waterdown-Flamborough - forwarded to local representatives from the area for in-put.
  - ii. Puzzle: Mayors of Hamilton - forwarded to the Mayor's office for in-put.
  - iii. R.McKee suggested that relevant puzzles be distributed in various locations. For example: The Mayors of Hamilton puzzle could be available during Tours of Hamilton Cemetery.
  - iv. Puzzle format to be reviewed for header, footer, logo and credits. There may also be an opportunity to provide some supplemental research / trivia, on the reverse side of the puzzle.

**2. Existing Poster Program**

- a. A.Denham-Robinson provided an overview of the existing poster program, including inventory data (c.2015).
- b. Poster - Doors of Hamilton (small) – There is approximately 3,200 posters (4 boxes of 800 each) available, in very good to excellent condition. It was suggested that these posters be used as “give-away” promotional items. Reverse of poster to be labelled with the HMHC logo and “complements of the Hamilton Municipal Heritage Committee”
- c. J.Brown suggested the upcoming Durand AGM could be an opportunity to advertise HMHC posters available for sale. A.Denham-Robinson to provide a package of promotional materials including poster order forms.
- d. The working group to review poster prices, inventories and sales spreadsheet for update with staff, including post cards.
- e. A.Denham-Robinson to follow-up with staff regarding the sales contract with Hamilton Tourism (20% consignment)

**3. Public Outreach and Events:**

**1. Flamborough Archives & Heritage Society Book Fair**

Saturday October 19, 2019 at St. James United Church, 306 Parkside Drive, Waterdown (9:30am – 2:30pm) Table set up at 8:15am.

- a. A.Denham-Robinson to coordinate the application submittal.
- b. The Working Group reviewed the display table layout from passed events:
  - i. A.Denham-Robinson to coordinate with staff to order permanent pull-up poster banners and request printed copies of the Window and Masonry Guidelines.

**2. HMHC Heritage Recognition Awards Celebration 2019-20 - Review of Draft Project Plan (J.Brown)**

- a. J.Brown provided an overview of a Revised Draft Project Plan prepared for the HMHC Heritage Awards Celebration. Working Group to review and continue to provide in-put. Document to be completed by November 2019.
- b. Comments and updates included the following:
  - i. Re: Item #1 – typo correction (*event*)
  - ii. Re: Item #5 - Location criteria to include parking, kitchenette, accessibility and cost
  - iii. Re: Item #5 - Location options discussed include:

- Stoney Creek Municipal Building (w. Archives)
    - Former Stoney Creek Council Chambers
    - Battlefield House (Nash Jackson House)
    - Ancaster Town Hall
    - Sackville Community Centre
  - iv. Re: Item 26 - Influencers: Add Hamilton Wentworth Heritage Association. R.McKee suggested that Lee Gowers could send communications out to all members and those listed in the "Who's Who in Heritage".
  - v. Re: Item 28 – Add Hamilton Spectator (Paul Wilson, Matthew Van Dongen), CBC Hamilton (Samantha Craggs), Hamilton Community News (Kevin Werner), The Bay Observer (John Best), Urbanicity, North End Breezes, Beasley Community Paper, etc.
  - vi. Re: Item #43 – Add "Award" to Venue Logistics
- c. Working group members inquired if a dedicated email address for communications could be possible. Staff to provide comment.

**3. Heritage Workshop - Review of Draft Project Proposal (J.Brown)**

- a. Topic: Heritage Conservation presented by Alan Stacey.
- b. Proposed Date: Heritage Week 2020. Wednesday February 19, 2020
- c. Time: To be determined (evening).
- d. Venues: To be determined.
  - i. (J.Brown) Proposed Site: Cotton Factory. The yoga studio has offered their space for \$35/hr. x 3 hrs. The space accommodates 100 people.
  - ii. (K.Stacey) Proposed Site: Westinghouse HQ. The owners has offered the space free of charge. The space would accommodate 100+ people.
- e. Food & Refreshments: To be determined. J.Brown volunteered to locate sponsors.
- f. Staff to provide in-put into sponsorship, budgets, advertising, invitation and RSVP's.
- g. Further discussion to work through the details of a potential event to take place at our October Working Group Meeting. Recommendation to be prepared to move forward to the October/November HMHC meeting.

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**4. Administration:**

N/a

**5. New Business:**

N/a

**6. Next Meeting:**

Wednesday October 2nd, 2019 (6pm – 8pm)  
Hamilton City Hall Rm. 222

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