

**ACPD's Outreach Working Group Meeting Notes**

**March 20<sup>th</sup>, 2024**

**Virtual Teams Meeting**

**4:00PM – 6:00PM**

**Members in Attendance:** Robert Westbrook, Paula Kilburn, James Kemp, Mark McNeil, Anthony Frisina

**Also in Attendance:** Rebecca Banky, Lisa Maychak

**Members Absent:** Ben Cullimore, Hope Bonenfant

**1. Welcome and Introductions**

**2. Approval of March 20<sup>th</sup> Agenda:** Agenda was approved

**3. Approval of February 20<sup>th</sup> Meeting Notes:** Meeting notes were approved.

**4. Accessibility Awards Program Initiation and Long Term Fair Planning Discussion with Lisa**

**Maychak:** Lisa came and explained the process with which they operate the Senior Of The Year awards. It is complicated and has many moving parts. Start with

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the nomination phase, develop a criteria and advertising to put out the word and inform the public. We can modify already established documents from the other awards. We need to get the nomination notification/processes out first as the public needs time to respond. We should work closely with Communications to develop print and media advertisements, Engage Hamilton, print ads, social media. Should be ready by June.

We discussed the judging panel, Lisa explained that they have a panel of seven judges, usually four from SAC, but it can vary. Judges are also pooled from community members, funding partners, and even staff members. Lisa mentioned that she liked to ask the previous year's SOTY to return and judge.

We need to create a unified advertisement and colour scheme as we can promote them both together. Will be working more closely with communications and Chair's son is a graphic/web design student and will assist in the website's update. Note, we are now up to WCAG 2.2.

We need to create an evaluation tool for the judges to use and score the nominees. Again, we can reuse and adapt already existing scoring sheets.

We discussed the award itself and Lisa suggested that making some sort of sculpture or trophy isn't totally unreasonable and would be much nicer than

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just a certificate. She explained how she gets a local artist to create glass sculptures in the shape of the SOTY award's heart logo and that costs her roughly one thousand. We then discussed reaching out to the local artist community about creating said awards. Tourism Hamilton, local secondary schools, Dundas Arts School and others were suggested as good avenues to approach. We will have to come up with criteria for judging on this item as well as set aside a small honorarium as a reward to the artist chosen. We discussed locations and venues for consideration, Michaelangelos, David Braley Centre, Ancaster Fairgrounds, and inside City Hall proper were among those discussed. Of those four, only the David Braley Centre would be suitable for cost, and space given our current finances and public awareness. We then discussed the difference of an indoor and outdoor event. It is still more advantageous for us to hold an outdoor event in full view of passersby and easily accessible. It allows us freedom when creating activity stations. Chair mentioned that if we move it indoors, it will be expected that we change the format to allow for presentations and our budget wouldn't allow for that yet; requiring telecasting and ASL just to name two issues that can become very expensive. We discussed long term planning of events and inquired about the way SAC is constructed with both

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working groups and sub-committees. Lisa explained that event planning takes place in separate subcommittees because it is planned with other groups, for example, the Senior's Kick off isn't run by SAC, they are only a partner in its planning and execution. We briefly discussed the possible future of this at ACPD, but we are far from there yet.

Lisa invited us to attend the Senior's Kickoff at Michaelangelo's on June 10<sup>th</sup> so we have enough time to put the motion in.

Lisa also mentioned that we need to develop a logo strictly to represent the award. This wasn't considered before and the Chair asked all members to come up with a few design ideas each and we will narrow them down next meeting. Lisa gave the example of SOTY logo being a heart to represent the heart of Hamilton.

**5. Other Business:** After Lisa left, we discussed our next steps. As soon as Lisa sends us all the documents packages, the Chair will give one to each member for them to review and update to reflect our needs. Chair will file the SEAT Application and reserve the Banner spot now that we have set a date of September 26th. Mark suggested that we meet in two weeks so we can get a jump on things and the other members agreed it was prudent. It was also suggested that we might want to hold a special ACPD

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meeting in the summer to discuss the awards and the fair as a whole. We briefly discussed the workload and how it will require a group effort and members will be assigned tasks as needed. Rebecca again reaffirmed that she would be happy to assist with anything required to operate both events. Mark suggested that we mention that any member of the APCD can assist in the fair planning and execution in an effort to utilize our resources.

## **6. Adjournment**