

ACPD's Outreach Working Group Meeting Notes

April 30th, 2024

Virtual Teams Meeting

4:00PM – 6:00PM

Members in Attendance: James Kemp Sr., Paula Kilburn, Hope Bonenfant, Anthony Frisina, Mark McNeil

Also in Attendance: Rebecca Banky, James Kemp Jr.

Members Absent: Benjamin Cullimore, Robert Westbrook

1. Welcome and Introductions
2. Approval of April 30st Agenda: Agenda was approved
3. Approval of April 16th Meeting Notes: Meeting notes were approved.
4. Final Award Logo Presentation and Discussion:
James Jr. was in attendance to discuss the logo he created for us and the different variations of it. He provided two versions of the logo with text, one said Trailblazer and the other said Achievement to provide a different option. Everyone agreed that Trailblazer

was better. James demonstrated that it is clearly legible at all sizes and is clear in gray scale. The font he selected, "Outfit" is available for free, is clearly legible and has several options from very fine to heavy bold. This will allow us to use the same sans-serif typeface across an entire document. We agreed that the more complex one is what we recommend as the primary image.

5. AF And AA Budget Review: We reviewed the budget before we send it to ACPD. Paula asked why the Awards advertising budget was set at \$5000 and Rebecca responded that it was from comparable costs of other campaigns run by City staff. As it is still early in the planning process, we have allowed a safety margin by allocating a contingency fund. Artist's award money was raised to \$500. \$500 Fair Advertising budget will cover signs and updating the banner.

6. Activities Discussion: We discussed the activities we wanted to have at the event. Mark and Paula will reach out to Guide Dogs and the CNIB respectively and invite them to attend with puppies. We discussed having the TiCats attend and Anthony will look into that. We discussed the art contest and Paula expressed concerns about our allotted prize money

so we agreed to raise it to \$500, Paula has arranged a meeting with Sally from the Dundas Valley School of Art to discuss its feasibility. Hope suggested a safe space tent be made available should anyone need it and we asked a few questions to understand what that would entail. We will investigate and report back.

7. Pamphlet Update: Chair explained that the pamphlet has a few small updates to change the name from Advisory to Accessibility. We will add the cost of printing new pamphlets to the total cost of the name change.
8. Website Update: Chair discussed his plan to put an under construction sign on the website. The group agreed with the suggestion that the date and time of this year's event be added as well.
9. Table Runner Discussion: We don't have a table banner anymore and have discussed replacing it with an easier to use table runner. As the Senior's Kickoff is really soon, we will have to pay out of pocket and put forth a reimbursement motion afterwards.
10. T-Shirts Discussion: Chair asked last meeting if the OWG thinks it is time for T-Shirts and it was unanimously supported. We have been having

troubles getting an accurate estimate for 40 shirts, because they all want the image we want printed beforehand. We will mock up an example and try to get a more accurate estimate.

11. Other Business: There was no other business.

12. Adjournment