



Hamilton

MINUTES

Hamilton Youth Advisory Committee

Tuesday, December 20, 2011

5:00 p.m.

Room CH264, 2nd Floor

City Hall

71 Main Street West, Hamilton

Present: Co-Chairs: Fabian Ahmed, Alex Fiorello

Members: David Boruch, Alex Ramirez

Absent with Regrets: Councillor Jackson, Fan Yang, Michelle Leach, Julie Ling Ma, Zil Nasir, Mohammad Nasir, Meg Chalmers, Natascha Del Prete, Jessika Del Prete, Lauren Hansen, Michael Pratas, Mikayla Zolis, Don Mahleka

Also Present: René Reid, Mark Weingartner

1. CHANGES TO THE AGENDA

5.1 Communication among committee members. All other items moved down the list accordingly

2. DECLARATIONS OF INTEREST

None were made

3. APPROVAL OF MINUTES OF PREVIOUS MEETING

Minutes from previous meetings were not approved as quorum was not achieved.

4. PRESENTATIONS

None were made

5. DISCUSSION ITEMS

5.1 Committee Communication: Brief discussion about the best way to communicate with committee members. Are people reading their emails? Are people communicating with each other? Should we look at

communicating through Facebook? Fabian suggested calling members on the phone to better connect and remind members of meetings etc. René to forward committee numbers to Co-chairs with committee members' approval. Concerns about poor attendance and the impact on planning and implementing Youth Week were brought forward by committee members. Committee members would like to initiate a recruitment for new members in the New Year. René to send committee members a year-end summary of volunteer hours to date.

5.2 Committee Elections: Elections for committee roles deferred until there is quorum and approved role descriptions.

5.3 Youth Week 2012:

- Reviewed communications sub-committee draft strategy. All in attendance agreed to focus on a more open-ended Youth Week schedule determined by those participating. HYAC's primary responsibility will be to 'host' Youth Week and invite other youth and youth organizations to organize and conduct activities during the week that will be of interest and accessible to youth. HYAC will be responsible for the communication/marketing of the event.
- Discussed the pros and cons of HYAC just doing a closing event, or an opening event or HYAC doing an opening and closing event. More discussion, thought and a committee vote need to take place.
- Discussed the need for a theme, a catchy phrase and mission and vision for the event to better sell this event to our community stakeholders and promote buy-in from the public. Group brainstormed some ideas and decided we would all come back to the table with examples to share and make a decision.
- Some brainstorming and viewing of youth-run activities took place. Those in attendance viewed websites and hardcopies of other Youth Week celebrations for inspiration.
- Discussion took place about the branding & marketing for the event. We need a 'look' that we can hang our info and advertising upon. Alex Ramirez is going to talk with his contacts at Mac to see what they can come up with for Youth Week branding. Alex Fiorello has some contacts within his schools' Anime Club who may be able to offer some graphic solutions.
- Mark is to come to the next meeting with a list of event ideas youth groups may want to do. Everyone is to come with an example of a mission statement for youth week. Committee members who may be interested are encouraged to submit graphic ideas for marketing purposes. René will email community contact list, a more fleshed-out critical path and email links to other youth week sites.

6.1 Meeting Evaluation and Feedback was not completed as several members had to leave to catch busses home.

6.2 Bus tickets were distributed to those members that required them.

7. ADJOURNMENT

That, there being no further business, the meeting be adjourned at 6:45p.m.

(Fiorello/Ramirez)