



# Hamilton

## **MINUTES**

Hamilton Youth Advisory Committee

Tuesday, January 17, 2012

5:00 p.m.

Laser Mania 850 Upper James St.,  
Hamilton, Ontario

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- Present:** Co-Chairs: Fabian Ahmed, Alex Fiorello  
Members: David Boruch, Fan Yang, Michelle Leach, Julie Ling  
Ma, Lauren Hansen, Michael Pratas, Mikayla Zolis
- Absent with Regrets:** Councillor Jackson, Zil Nasir, Mohammad Nasir, Meg  
Chalmers, Natascha Del Prete, Jessika Del Prete, Don  
Mahleka
- Also Present:** René Reid, Mark Weingartner

### **1. CHANGES TO THE AGENDA**

See below in order of appearance.

### **2. DECLARATIONS OF INTEREST**

None were made

### **3. APPROVAL OF MINUTES OF PREVIOUS MEETING**

- 3.1** No revisions were required by those in attendance. Minutes from October,  
November and December were approved. **(Fiorello/Ahmed)**

### **4. DISCUSSION ITEMS**

- 4.1** Co-Chairs were encouraged to provide more detailed discussion items on  
the agenda rather than general or broad discussion topics to aid in effective  
communication and meeting preparation by all committee members.
- 4.2** An update on recruitment based on info from the Clerks department was  
shared. Recruitment for other advisory committees may begin in the next  
few weeks. At that time, an advertisement will be placed in the paper and  
HYAC will be able to start recruiting new members. Current members were  
reminded that new committee members may not be in place until just before  
Youth Week at the end of April. Youth Week planning should continue with

that in mind. HYAC members were encouraged to tell their friends about this opportunity. In December 2011, current HYAC members who have not been attending meetings regularly were sent a letter asking if HYAC was still the right fit for them. To date there have not been any responses. The Clerks department is following up with absent committee members.

- 4.3 Committee Communication: Everyone at the meeting said it would be okay to share telephone numbers with other members of the committee. Once we have everyone's approval, René will distribute contact info on to the committee.
- 4.4 Youth Week Hamilton: René circulated a draft of a Youth Week info poster for groups hosting events. The target audience is not youth themselves, but rather community group leaders, various external stakeholders and adults who have an interest in hosting/facilitating an event for youth to attend. A discussion took place concerning the visuals and the use of a slogan or 'tag' line. FUSION was used as a sample tag line to emphasize 'coming together' or 'collaboration'. It was decided by those committee members in attendance that this iteration of the poster would not have a slogan or tag line. Committee members liked the content but not the slogan. René and Mark will continue to develop the poster and will circulate another draft for final approval shortly.

Fabian Ahmed motioned to have a small group of committee members work on creating the poster geared to youth and it was seconded Alex Fiorello, all voted in favour. Mikayla, Julie and Michelle will work together to come up with some visuals by Monday February 6, 2012. René emphasized the need for the visuals/posters/branding etc. to work together as one. Think synergy!!! Also, committee members are asked to think of at least one slogan or 'tag' line to generate buzz about Youth Week among young people by January 30<sup>th</sup> and submit them to Mikayla, Julie and Michelle.

Fabian Ahmed motioned to have a new Facebook group/page started and it was seconded Alex Fiorello, all voted in favour. Michelle volunteered to take on this task with René and Mark in the near future.

In absentia, Alex Ramierz submitted a proposal for a parade involving a marching band and football team from Mac. A short discussion took place. Unfortunately, our timelines are too short and we have already missed a number of deadlines for this year to look at hosting a parade. A parade may be an option for next year however.

Fabian Ahmed motioned to have an official kickoff event in front of City Hall on Monday April 30<sup>th</sup> and it was seconded by Alex Fiorello. All voted in favour. A brief discussion took place and some suggestions for the kickoff event include: A brief intro by the Mayor or a member of Council, the Mac marching band, St. Mary's Drum Line, a free barbeque, invite some of the food trucks, invite youth to have a booth to sell their art or crafts, attempt a world record i.e. most people planking at a single time. Logistics and time to be decided.

Fabian Ahmed motioned to have a single banner on display over Main Street in front of City Hall announcing Youth Week and it was seconded by Alex Fiorello. All voted in favour. René and Mark looking into banner creation, insurance and logistics. They will report shortly.

**4.5** Meeting times/days: Leaving things as they are for now.

**5 GENERAL INFORMATION & OTHER BUSINESS**

**5.1** Bus tickets were distributed to those members that required them.

**6. ADJOURNMENT**

That, there being no further business, the meeting be adjourned at 7:10p.m.

**(Fiorello/Ahmed)**