Civic & Community Awards Steering Committee

Minutes

Date: Friday, April 26, 2019
Time: 9:00 am
Location: Parkinson Recreation Centre
Gala Boardroom
1800 Parkinson Way, Kelowna, BC

Members Present: Councillor Ryan Donn, Amber Gilbert, Michael Loewen, Ellen Boelcke, Wayne Moore, Gillianne Richards

Members Absent: Marika Luczi, Dan Rogers

Staff Present: Community Development Coordinator, Melina Moran; Community & Neighbourhood Service Manager, Mariko Siggers; Divisional Director, Active Living & Culture, Jim Gabriel; Legislative Coordinator (Confidential), Clint McKenzie

1. Call to Order & Roundtable Introductions

The Chair called the meeting to order at 9:07 a.m.

2. Confirmation of Minutes

Moved By Wayne Moore/Seconded by Councillor Donn

THAT the Minutes of the February 13, 2019 Civic & Community Awards Steering Committee meeting be adopted.

Carried

3. New Business

3.1 Feedback from Committee about Mayor’s Reception and Awards Night

Committee:

- Provided feedback on areas including:
  - Font size on slides too small, food fantastic, venue size hard to encourage mingling as it was large space. (Mayor’s reception)
  - Press release came out early to allow media time to prepare story, press embargo included?
  - Length of voice overs were getting too long as night progressed.
  - Incorporate music behind the names as they start to appear on screen.
  - Would like to see more of the community coming to support their peers.
  - Provide more of a role to those handing out the awards.
  - Consider awards for diversity and inclusivity.
  - Consider recognition for finalists vs. one winner in the future for each category.
- Recognition idea: mounted poster of a moment in time and write-up of the nominee vs. a traditional plaque.
- Discussion regarding the video review by the audiovisual contractor and those videos that were missing. Links to videos will be made available to all finalists.
- City Banner was well done.
- Discussion on the level of completion of nominations and having enough information to make informed decisions. Discussed the bios being done prior to review by the Selection Committee.
- Selection Committee orientation helping to ensure the level of commitment; option to split the review into two nights: businesses and citizens awards.
- The length of the reception: gender neutral categories would assist in decreasing the number of videos required.
- Discussion on choosing a winner vs. celebrating finalists which would allow the opportunity to combine the two events.
- Discussion on how to feature nominees and the opportunity to build online media to showcase the event.
- Post event; can look at ways to capture acceptance speeches and use social media to increase the celebration beyond the event.
- Look at opportunity to broadcast the event on local online media.
- Continue to ensure event deters repetitive winners and focuses on positive recognition.
- Consider recognizing other community program finalists at the awards; e.g. Strong Neighbourhoods Program
- Youth – encouraging more peers nominating peers and connecting earlier with student groups in September.
- Lighting of the video screens – too dark at the start of the evening.
- Wine was complimentary with the sponsor, consider also securing a beer sponsorship.

Staff thanked the Committee for their feedback and advised a recommendations report will be brought back to the group prior to presenting to Council in May.

5. **Upcoming Meeting Dates**
   
   There are no upcoming meeting dates.

6. **Termination of Meeting**
   
   The Chair declared the meeting terminated at 10:30 a.m.

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Michael Loewen, Chair