



Civic & Community Awards Steering Committee Minutes

Date: Wednesday, May 5, 2021
 Time: 12:00 pm
 Location: Virtual Meeting - Teams

Members Present Ellen Boelcke, Karen Graham, Lorraine Ewonus, Bob Burge, Dan Rogers, Wayne Moore and Councillor Ryan Donn

Staff Present Recreation Technician, Karley Glackmeyer; Community & Neighbourhood Services Manager, Mariko Siggers; Divisional Director, Active Living & Culture, Jim Gabriel; Clint McKenzie, Legislative Coordinator (Confidential)

1. Call to Order

The Chair called the meeting to order at 12:02 p.m.

2. Confirmation of Minutes

Moved By Bob Burge/Seconded By Lorraine Ewonus

THAT the Minutes of the March 31, 2021 Civic Awards Committee meeting be adopted.

Carried

3. New Business

3.1

- Staff led a discussion on the awards and their exposure with Council and the public with a three smaller presentations over three weeks in Council meetings.
- Reviewed statistics for social media for the video views.
- Of note is an average of a 32% overall increase compared to 2020 in views on social media .
- Staff will provide the breakdown via email to the Committee.
- Castanet Media was congratulated as they were a big help in getting the videos out to the public.
- The presentations in front of Council were well received over the multiple weeks giving it more profile and opportunity for awareness of the awards.

- Discussion ensued regarding the video production. The Committee commented that the narration was very well done.

3.2 Post award follow-up with Sponsors

-Staff are following up with sponsors.

3.3 Young Volunteer finalists and recipients, Teen honour recipient to arrange scholarship cheques

-Staff are following up with recipients .

-There will be an informal "get together" planned with recipients from 2020 and 2021.

-Councillor Donn indicated that public health is moving towards 50 outdoor people for gatherings for the summer is being authorized for gatherings.

-Discussion ensued on recognizing sponsors as well.

-The Committee reviewed elements of the awards celebrations that will move forward that were implemented due to the pandemic.

-A high level discussion ensued regarding a larger production in the future with more modern elements.

-Discussion ensued on budget and where the Committee needs to focus in the next year. Staff indicated they will review what impact the loss in revenue during the pandemic will have on future planning.

- Congratulations to everyone on a job well done on the awards production giving the circumstances of the pandemic.

- The Chair requested an update on Committee membership moving forward.

4. **Next Meeting Date**

September 29, 2021 will be the next meeting.

5. **Termination of Meeting**

The Chair declared the meeting terminated at 12:35 p.m.

Chair