



Town of Aurora
Community Recognition Review
Advisory Committee Meeting Minutes

Date:	Monday, February 26, 2018
Time and Location:	2 p.m., Leksand Room, Aurora Town Hall
Committee Members:	Councillor Tom Mrakas (Chair), Diane Buchanan, Steve Hinder, Tim Jones, Brian North, and Jo-anne Spitzer
Members Absent:	Councillor Sandra Humfryes (Vice Chair)
Other Attendees:	Stephanie Mackenzie-Smith, Manager of Corporate Communications, Shelley Ware, Supervisor, Special Events, and Linda Bottos, Council/Committee Secretary

The Chair called the meeting to order at 2:04 p.m.

1. Approval of the Agenda

Moved by Tim Jones
Seconded by Diane Buchanan

That the agenda as circulated by Legislative Services be approved.

Carried

2. Declarations of Pecuniary Interest and General Nature Thereof

There were no declarations of pecuniary interest under the *Municipal Conflict of Interest Act*.

3. Receipt of the Minutes

**Community Recognition Review Advisory Committee Meeting Minutes of
August 21, 2017**

**Moved by Steve Hinder
Seconded by Jo-anne Spitzer**

That the Community Recognition Review Advisory Committee meeting minutes of August 21, 2017, be received for information.

Carried

4. Delegations

None

5. Matters for Consideration

**1. Round Table Discussion
Re: 2018 Awards Event – Nominations**

Staff provided an update on the status of the nominations process. The Committee and staff discussed the potential resources and organizations through which to encourage participation in the process, and committed to continued networking and nomination promotion. The Committee agreed that the awards selection committee would reserve the right to re-categorize any nomination toward a better fit if necessary, or categorize any nomination where the nominator is unsure of the appropriate category; staff agreed to include a note to this effect in the current promotions.

**Moved by Brian North
Seconded by Jo-anne Spitzer**

1. That the Round Table Discussion regarding the 2018 Awards Event – Nominations be received and the comments of the Committee be referred to staff for consideration and action as appropriate.

Carried

**2. Round Table Discussion
Re: 2018 Awards Event – Promotions**

Staff provided an update on the promotional communications campaign, including the use of the Town's website, social media, print advertising, email blasts, media release, electronic and mobile sign boards, newsletters and bulletins, rollup banners, and Committee member promotional videos. The Committee made further suggestions and staff agreed to provide the Committee with poster handouts when available.

Moved by Brian North
Seconded by Jo-anne Spitzer

1. That the Round Table Discussion regarding the 2018 Awards Event – Promotions be received and the comments of the Committee be referred to staff for consideration and action as appropriate.

Carried

3. Round Table Discussion
Re: 2018 Awards Event – Selection Process

It was agreed that the awards selection committee would meet at 11 a.m. on Monday, April 16, 2018, to review the nominations and select the winners of the 2018 Community Recognition Awards.

Moved by Brian North
Seconded by Jo-anne Spitzer

1. That the Round Table Discussion regarding the 2018 Awards Event – Selection Process be received and the comments of the Committee be referred to staff for consideration and action as appropriate.

Carried

4. Round Table Discussion
Re: 2018 Awards Event – Ceremony

Staff provided a status update regarding sponsorships, food, printing, venue, and invitations. The Committee and staff discussed further food opportunities and suggestions, including specifics in relation to name badges and historical award information. It was agreed that emcee alternatives would be explored. Staff agreed

to coordinate a reception in Town Hall's Skylight Gallery, for Citizens of the Year and Members of Council, to be held prior to the Awards Ceremony.

Moved by Brian North

Seconded by Jo-anne Spitzer

1. That the Round Table Discussion regarding the 2018 Awards Event – Ceremony be received and the comments of the Committee be referred to staff for consideration and action as appropriate.

Carried

6. Informational Items

5. Extract from Council Meeting of October 10, 2017

**Re: Community Recognition Review Advisory Committee Meeting
Minutes of August 21, 2017**

Moved by Diane Buchanan

Seconded by Steve Hinder

1. That the Extract from Council Meeting of October 10, 2017, regarding the Community Recognition Review Advisory Committee meeting minutes of August 21, 2017, be received for information.

Carried

7. New Business

None

8. Adjournment

Moved by Jo-anne Spitzer

Seconded by Diane Buchanan

That the meeting be adjourned at 3:26 p.m.

Carried

Committee recommendations are not binding on the Town unless adopted by Council.