



## **TOWN OF AURORA COMMUNITY RECOGNITION REVIEW AD HOC COMMITTEE MEETING MINUTES**

**Date:** Tuesday, October 27, 2015

**Time and Location:** 3 p.m., Tannery 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

**Other Attendees:** Anthony Ierullo, Manager of Long Range & Strategic Planning, Jennifer Norton, Web Services and Corporate Events Co-ordinator, and Linda Bottos, Council/Committee Secretary

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The Chair called the meeting to order at 3:05 p.m.

### **1. DECLARATION OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF**

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

### **2. APPROVAL OF THE AGENDA**

**Moved by Steve Hinder  
Seconded by Tim Jones**

THAT the agenda as circulated by Legal and Legislative Services, with the following addition, be approved:

- Community Recognition Review Ad Hoc Committee Meeting Minutes of October 13, 2015

**CARRIED**

### **3. RECEIPT OF THE MINUTES**

**Moved by Diane Buchanan  
Seconded by Steve Hinder**

#### **Community Recognition Review Ad Hoc Committee Meeting Minutes of October 13, 2015**

THAT the Community Recognition Review Ad Hoc Committee Meeting Minutes of October 13, 2015, be received for information.

**CARRIED**

### **4. DELEGATIONS**

None

### **5. MATTERS FOR CONSIDERATION**

#### **1. Memorandum from Acting Manager of Corporate Communications Re: 2016 Proposed Community Recognition Awards Plan**

The Committee acknowledged that the new layout of the volunteer service awards was much more meaningful for the organizations.

The Committee suggested that, going forward, the policy be changed so that award categories not be named after individuals, and that any persons or organizations wishing to donate funds for a specific award category could be offered sponsorship opportunities for that year. It was further suggested that the category recognition criteria wording for the three existing, individual name-related awards—Achievement in Sports Award, Arts and Culture Award, and Good Neighbour Award—be changed from “in honour of” to “inspired by”.

The Committee discussed aspects of the proposed sponsorship categories and suggested that an approximate monetary value should be determined for each sponsorship opportunity, that sponsorship recognition should be relative to the donation amount, and that sponsorship packages, values and sponsor recognition should be considered and approved by Council. Staff confirmed that a more developed sponsorship package would be submitted for Council’s approval prior to engaging with potential partners.

The Committee inquired about staff’s recommendation to seek feedback from key stakeholders. The Committee requested that this reference be removed from the Plan due to time constraints.

The Committee inquired about the criteria for the Corporate Social Responsibility Award and indicated that they would like to investigate this further and agreed to provide information to the group by the next day. The Committee requested that this information be reviewed and approved by the Committee by email and that the approved revisions be incorporated into the Plan.

The Committee inquired about the possibility of including alcohol at the Awards event and staff explained the process and options. The Committee offered further suggestions and agreed that should a full sponsor be available, alcohol may be served at the event.

The Committee inquired about the expected number of event attendees and staff estimated that approximately 150 people would be invited to the event. The Committee discussed options for the event's dress code and agreed that "business casual" would be appropriate.

**Moved by Diane Buchanan**  
**Seconded by Brian North**

THAT the memorandum regarding 2016 Proposed Community Recognition Awards Plan be received; and

THAT the 2016 Proposed Community Recognition Awards Plan, as amended by the Community Recognition Review Ad Hoc Committee, be brought forward to the General Committee meeting of November 3, 2015, for Council's approval.

**CARRIED**

## **6. INFORMATIONAL ITEMS**

None

## **7. NEW BUSINESS**

**New Business Motion No. 1**  
**Moved by Brian North**  
**Seconded by Jo-anne Spitzer**

THAT a policy be established by Council to eliminate the use of individual names for Town-sanctioned awards.

**CARRIED**

**New Business Motion No. 2**  
**Moved by Tim Jones**  
**Seconded by Brian North**

THAT the mandate of the Community Recognition Review Ad Hoc Committee be extended to permit the Committee to continue working on branding of the event and to ensure a smooth transition into the Awards ceremony.

**CARRIED**

The Committee agreed to set the date for the next meeting following Council's approval of the 2016 Proposed Community Recognition Awards Plan.

**8. ADJOURNMENT**

**Moved by Diane Buchanan**  
**Seconded by Brian North**

THAT the meeting be adjourned at 4 p.m.

**CARRIED**

COMMITTEE RECOMMENDATIONS ARE NOT BINDING ON THE TOWN UNLESS ADOPTED BY COUNCIL AT A LATER MEETING.

**Attachments**

Attachment #1 – 2016 Proposed Community Recognition Awards Plan  
Attachment #2 – 2016 Draft Community Recognition Awards – Categories & Criteria