

Outreach Subcommittee Minutes

February 25, 2025

Subcommittee Members : Ian McKechnie, Tom Barnett, Athol Hart (absent)

Staff: Emily Turner, Jaydev Bhatt

Emily provided a summary of the last Osprey Awards in 2023 which included four different awards. The subcommittee agreed that these awards were all worth continuing and would review them for any additions or changes in terms of how they were worded or presented. The subcommittee reviewed the design of the previous award that has been approved by the City's Communications team.

Emily let the subcommittee know that the Clerk's Office was looking at some changes for how Committees administered awards and that it would likely require a report to Council. This will need to be built into the award timeline. Emily will report back to the subcommittee when this direction is received.

The subcommittee discussed marketing for the awards. Tom suggested that marketing focus more on non-digital avenues, such as printouts and radio, to bring in people who do not use the City's Facebook page and website. Ian suggested distributing flyers through avenues such as church notice boards or similar. Emily let the subcommittee know that the City's website was being revamped and that would happen around June so it made sense to wait until then to launch any marketing.

The subcommittee discussed timing and agreed that holding the awards in early December as had been done in the past was a good idea. Ian suggested that the nominations open in June and close in September to give lots of time for submission, review and a report to Council if required. Everyone agreed with this timing.

The subcommittee discussed what the awards presentation would look like. Emily noted that this would likely depend on direction from the Clerk's Office and there may be direction to present the awards at a Council meeting. The subcommittee suggested that it might be a good idea to still have a lunch before the Council meeting to celebrate the award winners and Ian noted it was a really positive event last year.

The subcommittee also discussed other outreach activities besides the Osprey Awards. Emily suggested that at the next meeting everyone bring back ideas for additional outreach initiatives and she will review the budget to start thinking about what is feasible in 2025.

Action Items:

- Review Osprey Awards categories (all)
- Brainstorm marketing ideas (all)
- Brainstorming ideas for other types of outreach (all)
- Review budget (Emily)
- Report back on Clerk's Office direction (Emily)

Next Meeting: March 24, 2025