

Community Centennial Committee
Meeting #4 Summary

January 26, 2021
2:30 – 4:00 pm
Virtual (Webex)

Name	Organization/ Individual	Attend
Ashley Bain	Greater Oshawa Chamber of Commerce	Y
Fred Eismont	Individual	Y
Vanessa Ford	Oshawa Folk Arts Council	Y
Kelly Grenier	Individual	Y
Garth Johns	Individual	Y
Juliana Macevicius	Individual	Y
Elizabeth McCaw	Oshawa Kicks	Y
Greg Milosh	Individual	Y
Amy Neil	Ontario Tech University	Y
Jennifer Gardner	Oshawa Public Library	Y
David Malcolmson	Oshawa Seniors Community Centre 55+	Y
Rebekah Noseworthy	Cultural Leadership Council	Y
Jack O'Donnell	Canadian Automotive Museum	Y
Brandon Pickard	Durham Tourism	Y
Chantal Bazinet	Conseil des Organismes Francophones de laRegion de Durham	Y
Samuel Powless	Robert McLaughlin Gallery	N
Melissa Pringle	Durham College	Y
Fatima Muhtaj	Durham District School Board	Y
Marg Wilkinson	Oshawa Historical Society	Y
Kevin Thompson	Oshawa Central Council of Neighbourhood Associations (OCCNA)	Y
Hailey Wright	Trent University	Y

1) Land Acknowledgement and Welcome

The City of Oshawa is situated on treaty land that is steeped in rich Indigenous history, and is the present day home to many First Nations, Metis and Inuit people. Today, we acknowledge that we are gathering on the traditional territories of the Mississaugas of Scugog Island First Nation.

2) Sponsorship Presentation

Elaine Garnett, Community Partnerships Manager for the City of Oshawa, presented an overview of the City of Oshawa's Sponsorship Policy, as well as an introduction to her role. Elaine also identified that she will continue to collaborate with the Community Centennial Committee as planning progresses.

3) Review 2020 Brainstorming and Sub-Committee Discussion

a) Logo and visual identity discussion

Laura Iantomasi presented an overview of key components and themes that arose in the initial brainstorming session with CCC members about potential ideas for the Centennial celebrations. Main themes that presented throughout the brainstorming exercise were:

- Logo Design/ Brand Creation
 - Look and feel
 - Marketing
- History/ Heritage of Oshawa
 - History of Oshawa
 - Significant accomplishments/ inventions/ people
 - Buildings, businesses, not-for-profits, organizations, etc.
- Community Engagement
 - Surveys
 - Open houses, visiting other events
- Events
 - Attend various events held in Oshawa (City and third party)
 - Create new events for the celebrations
 - Signature events
 - Potential of one per month
 - Can also tie into existing and/ or well known events
- Public Art
 - Legacy piece – permanent installation
 - Projects – temporary installations

- Funding Opportunities
 - Sponsorships – work with Elaine Garnett
 - Grant funding – federal, provincial, others
- Culture and Diversity
 - Highlight diversity and culture within Oshawa
 - Growth in culture and diversity
- School Involvement
 - Opportunity for range from elementary through post-secondary
 - Potential for scholarships, bursaries
- Sport Focus
 - Large scale tournaments
 - E.g. soccer, hockey, etc.
 - If unsuccessful with bid for Memorial Cup in 2021, could revisit for 2024
- Business Involvement
 - Promotion through local businesses – discounts
 - Passport project
 - Specials tied in to 100th anniversary
 - E.g. Restaurant specials

CCC members were asked to identify potential key elements to be included in the logo design for the 100th Anniversary. Suggestions included:

- Simple design (clean lines, not fussy)
- Modern design
- Bright/ vibrant colours
- Images or graphics to signify various important elements of Oshawa
 - Automobiles
 - Industry
 - Health
 - Education
 - Windfields Farm
 - Indigenous roots
 - Four Corners
 - Water
 - Parkwood
 - R.S. McLaughlin
- The number 100
- Element of looking to future/ aiming forward
- Keep familiar – potential to tie in with existing Oshawa logo

CCC members were also asked to determine whether engaging a graphic designer or hosting a call for artists in conjunction with the City's Public Art

Task Force was preferred. Laura Iantomasi presented a list for both, identifying pros and cons for each before asking for feedback from members. Feedback was a mixture of support for both opportunities, with community engagement being a strong rationale for a call for artists, while a more streamlined and time efficient approach was identified in favour of engaging a graphic designer. It was determined that a sub-committee would be key in determining direction on this matter.

b) Sub-committee discussion

CCC members were asked to self-identify if they wanted to be part of the Marketing/ Brand Development, Heritage and/ or Community Engagement Sub-committees, which resulted in the following allocation:

- a. **Marketing/ Branding Sub-committee** – work on brand identity and create an information sheet to start promotion of the anniversary
 - i. Members - Amy Neil, Elizabeth McCaw, Kelly Grenier, and Vanessa Ford
- b. **History/ Heritage Sub-committee** – research key figures, events, etc. during 100 years of incorporation starting in 1924.
 - i. Members - Marg Wilkinson, Fred Eismont, Sam Powless
- c. **Community Engagement** – work on survey/ feedback form, outreach to community to gain feedback on what they want to see for the celebration
 - i. Members - Jack O'Donnell, Rebekah Noseworthy, Melissa Pringle, Jennifer Gardner, Brandon Pickard, Hailey Wright, Juliana Macevicius and Fatima Muhtaj

c) Questions and considerations

- a. No additional items from those listed above.

4) Award Programs

a) Community Legend Award

- a. Kirsten Frankish provided an overview of the Community Legend Award program, which recognizes an Oshawa-based individual or organization that:
 - i. Made a major impact in an activity, sport or community initiative as a volunteer.

- ii. Helped to improve the quality of life in Oshawa and/or have made an impact on Oshawa at a grass roots level, in arts and culture, sport or community projects.

Each year, a Community Legend Award recipient is selected and recognized by Oshawa City Council. In addition, a temporary display will be available at the Delpark Homes Centre, along with a permanent plaque.

b) Oshawa Culture Counts Awards

Kirsten Frankish provided an overview of the Oshawa Culture Counts Awards, which celebrate and honour the creative and cultural achievements of the community in three categories:

- i. Oshawa Culture Counts Professional Artist
- ii. Oshawa Culture Counts Emerging Artist
- iii. Innovation and Creation Champion Award

Both Awards programs are accepting nominations until Sunday, February 14. Members of the CCC were encouraged to consider nominating someone for either or both of the Award programs, and also to share the opportunity with their networks.

c) Discussion on Teresa Stratas (Internationally known opera singer) to address the CS-20-63 November 23, 2020 Oshawa City Council Motion “That Correspondence CS-20-63 from Sandra Black, Executive Director, OSCC55+, requesting that City Council recognize Internationally known Senior, Teresa Stratas be referred to staff for further recommendation and to the Mayor’s Office for the Oshawa Walk of Fame.”

Community Centennial Committee members were asked for feedback as to how to address this correspondence. They agreed that Teresa Stratas should be recognized, and advised that at this time, the most appropriate avenue for recognition is to recommend that Sandra Black nominate Teresa Stratas for a Culture Counts Award and/ or Community Legend Award in 2021. In addition, there was a recommendation for a recognition of key individuals within the 100 years from the City of Oshawa’s incorporation to further enhance the celebrations in 2024.

5) Correspondence

- a) Catherine Richards, Manager of Culture and Centralized Recreation Services for the City of Oshawa, identified that the following motion had been made at the Council meeting on January 25, 2021:
 - a. That Correspondence CS-21-01 from Siraj Patel, CS-21-02 from Linda Power and CS-21-03 from Mark Little in support of establishing an outdoor winter ice rink in Oshawa be referred to staff for a report on the viability, location, and all associated costs of a refrigerated, natural and synthetic outdoor winter ice rink in Oshawa and that staff investigate the need to update any existing by-law with regard to an outdoor winter ice rink; and
 - b. That the correspondence be referred to the Community Centennial Committee.

Community Centennial Committee members expressed that this motion should be referred to City staff, and suggested that the creation of an ice rink as identified in the correspondence to Council could be something to consider as a potential legacy project as part of the Community Centennial celebrations.

A general conversation regarding upcoming City capital projects and priorities followed – and staff indicated that they would follow up with the Committee on more information about those priorities at a future meeting.

6) Action Items

- a) Community Centennial Committee members are encouraged to continue to think of sub-committee focus areas they would like to participate in.
- b) Community Centennial Committee members are asked to consider submitting one or more nominations to the Community Legend or Culture Counts Awards programs, both of which close on February 14, 2021.

7) Adjournment

Meeting was adjourned at 4:18 p.m.

Next meeting: March 30, 2021