

Minutes
Sports Heritage Committee
Springwater Sports Heritage
January 7, 2015

Location: 1160 Rainbow Valley Road West

Time: 2:00- 4:00 pm

ATTENDEES

Committee Members

Barb Fralick, Chairperson

Lou Belcourt

Trish Campbell

Jennifer Coughlin

Larry Simpson

Mike Stone

Recording Secretary

Faye Stone

Guests

Heater Smeding

Brenda Stanley

Regrets

Sue Adams

Keith Columbus

Mary Fleming

Ken Flieger

Mike Townes

Ginger Tsang

PREP ITEMS

DISCRIPTION/VERSION

COMMENTS

Minutes

Sport Heritage Committee 2014,9,5

Distributed

Documents

Sports Heritage Committee 2014,4,27 & 2015,1,4
Terms of Reference

Distributed

1. Confirmation of a Quorum and Call to Order:

Moved by: Lou Belcourt

Seconded by: Mike Stone

THAT the scheduled meeting of the Springwater Sports Heritage Committee of January 7, 2015 has a quorum present and will come to order at 2:00 p.m.

Carried

2. Introductions and Opening Remarks

• *Introductions*

- *Larry introduced **Jennifer Coughlin**: new Ex-officio Board member as the Springwater Council representative. Her enthusiasm and interest will be a welcome addition to the Board. Jennifer has agreed to sit on Sports Heritage Committee as well.*
- ***Heather (Downey) Smeding** was welcomed as an incredible resource in organization as she chaired and guided the completion of the much-used and heralded "A History of Vespra Township" hardback published by Vespra Township in 1987.*
- ***Trish (Downey) Campbell** was noted for her keen interest and background in Sports in the Township as well as her wealth of contacts and social media expertise. Trish also expressed her enthusiasm to be part of the Sports Heritage Committee.*

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- ***Brenda Stanley** was noted as the developer of our website and currently arranging hardware, software and content for the Springwater Sports Heritage TV that will be installed in the Elmvale Community Arena. Today she will be explaining the use of social media to assist with our collection of sporting heritage and how we can use the website as a repository of material that will become available. Both of these will serve as significant support in expanding the content of the website.*
 - **Opening Remarks**
 - *Larry congratulated and thanked the Heritage Committee for the very significant role they played in the recent Induction Ceremony. Special mention was made relative to the Award Design scheme and the collection/authoring of pertinent Inductee backgrounds*
 - *Three main agenda items were outlined as-*
 1. *Update Committee Terms of Reference*
 2. *Content Development:*
 - *Preparation (Heather)*
 - *Presentation (Templates)*
 - *Procedure (Pathways)*
 - *Persons (Project leads)*
 3. *Website Role*
 - *A reminder was given re the upcoming AGM on January 21st*
 - *Larry and Brenda updated the group re the TV for the arena.*
 1. *Its size (55" or 60") and placement was confirmed*
 2. *It was noted the current available broadband would not lend itself to the type of live feed we would prefer so acceptable alternative means of presentations will be used until this improves.*
 3. *Brenda is in the final stages of that construction. The screen will be segmented and distinct content will be displayed in each area. This should be in place in the next few weeks.*
 4. *Some elements to be shown/presented are:*
 - *Historical photos/events*
 - *Inductee profiles*
 - *Sponsors*
 - *New History, what's going on now*
 - *Pictures and Video clips*
 - *Crawling requests for photos, stories, anecdotes*
 - *Promotion of SSH*

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3. 2014,9,5 Minutes

3.1. Approval as distributed

Moved by: Mike Stone

Seconded by: Lou Belcourt

THAT the Sports Heritage Committee minutes of September 5, 2014 be approved.

Carried

3.2. Follow up

- *Follow up from these minutes will be found within related Agenda items*

4. Sports Heritage Committee Terms of Reference Review

- *Review 2014,4,27 Sports Heritage Terms of Reference and the proposed updated 2015,1,4 Terms of Reference*

Moved by: Mike Stone

Seconded by: Lou Belcourt

THAT the Sports Heritage Committee Terms of Reference as discussed and revised be approved.

Carried

- ***ACTION: Larry to forward the revised and approved Sports Heritage Committee Terms of Reference to the Springwater Sports Heritage Board for approval.***

5. Content Development

5.1 Lessons Learned; Heather Smeding

- *As the project chairperson of the committee responsible for compiling "A History of Vespra Township", Heather referred to 11 points which she felt might summarize the lessons gleaned from that endeavor. It was felt that many of these might apply to this committee as it undertakes its ambitious research task.*

1. Goal/framework/specific template

Take the time to wrestle through and agree on the framework; from there develop a template so that all people are working on the same page.

2. Who does what?

Each member of the main committee was delegated one element. Those individuals gathered a work committee about them.

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3. Stay on top of timelines and deadlines

It is very important to set timelines and deadlines. Revisit your template and check that action is ongoing. Assist, coach where necessary

4. Talk to oldest first

Heather noted that over the three years it took to complete the History, valuable human resources were lost. Determine a list of these valuable contributors; ensure that these are met and interviewed first. An interview template is helpful

5. Women's names need special attention

*These names should always be recorded as: **Given (Maiden) Married**
Heather (Downing) Smeden*

6. Stories vs facts

Stories/anecdotes give life to facts. Stories were written in a different font and interspersed throughout the book

7. Create a place to 'dump' stories/pics/info that doesn't quite fit the template

Devise a Miscellaneous area -for definitions ('work-up') (choosing teams) ('shoot the duck') Acknowledge Sports vs Recreation.

8. Photo. Hard Copies

*One regret Heather had was that there was not a master list all the pictures used in the book (record of where they came from; where found)
Use best photo at highest quality*

9. Sources and Resources

Ensure that all pictures and stories are attributed; acknowledge resources

10. Index

An Index in the book was so necessary. Search engine 'Tags' in a website need to be in place

11. Make it EASY ! Actively listen for reasons/excuses. Address/fix roadblocks to participation

Help, coach, explain, assist wherever possible (write it down for them, pick up the picture and scan it for them) Take every opportunity to ask for resources and assist in their collection.

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5.2 Design and Approve Inductee Template

- *Consideration will need to be given to each individual project. Larry reviewed a typical template that might be used for Athletes and Builders. The headings could include:*
 - *Name*
 - *Details*
 - *Category (Athlete, Builder, Team, Other [to be defined])*
 - *Year of Induction*
 - *Sport(s)*
 - *Nominator*
 - *Date of Birth*
 - *Place of Birth*
 - *Date of Passing*
 - *Place of Resting*
 - *Chronological Highlights (from youngest forward)*
 - *Narrative- expand on the above; look for anecdotes/stories*
 - *Multimedia*
 - *Articles, Photos and Video*
 - *Memorabilia (digitize artifacts for online viewing)*
 - *Links (to websites where more information might be found)*
 - *Acknowledgements (authors, contributors)*
 - *Tags*

3.3. Prepare Development Pathway(s)

- *Examples referenced were articles currently being worked on: Alan Johnston & Building The Elmvale Arena by Frank Archer*
- *An outline of the flow suggested for most projects was discussed*

<i>Project Name</i>	<i>Each project should have a name. In many cases it will be the name of the individual being written about. Others may refer to specific events, facilities, associations, etc.</i>
<i>Objectives</i>	<i>The objectives should be understood and defined to help keep the project on target. While working on a project it may become obvious that additional projects could be developed using the research gained.</i>
<i>Lead & Assistants</i>	<i>A lead should be assigned and in turn they can build their workgroup from those interested and knowledgeable.</i>

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<i>Development</i>	<i>This will involve the greatest time and effort. Doing the research and assembling the material will call upon the strength, commitment, knowledge and experience of the workgroup. It is also important to consider the overall visual design presentation to help provide consistency across the website.</i>
<i>Proofing</i>	<i>This phase will provide a second set of eyes to assist with picking up on anything that may have been undetected. This can be done in stages or near the completion of the project. A group of proofreaders will be created to assist.</i>
<i>Upload</i>	<i>When the content is ready it will be uploaded to the website by those that have been trained.</i>
<i>Tweet and other</i>	<i>As material is added to the website it will be important to make it known to the general public using a variety of instruments including social media.</i>
<i>Blogging</i>	<i>Once on the website it is possible that a flood of extra material may become known. Blogging can take place before and/or after it has been uploaded. This will assist the development workgroups.</i>
<i>Updates</i>	<i>It is very likely that each project will receive additional input and these will then need to be incorporated.</i>

3.4. Establish Key Contact for each Inductee

CATEGORY	INDUCTEE	AUTHOR/CONTACT
ATHLETES	Corbett (Corby) Adams	Barb
	Tim Belcourt	Mike T
	Walter Craig	Barb
	W. Ellsworth (Ell) Crawford	Barb
	Mike Forgrave	Brenda
	Frank Foyston	Mike T/Trish C
	Douglas Kirton	Lou
	Scott Kirton	Lou
	Terry Martin	Barb
	Michelle Simpson-Leigh	Larry
	Julieanne White	Larry

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BUILDERS	Wilma Giffen	Barb
	Douglas McConnell	Mike S
	Ross McConnell	Mike S
	Maurice Partridge	Brenda
	Lynda Ritchie	Mary
	Michelle Simpson-Leigh	Larry
	Lloyd Turner	Mike T/Trish C
TEAMS	1924 Minesing United Farmers	Barb
	1964-65 Currie Juveniles	Mike T
	1977 Merchants Fastball	Lou
	1996 Diamond Senior Ladies	Mike T

- ***Action:*** *Using the discussed profile template, the authors/contacts will complete the expansion of the Inductee profiles. Larry will contact those authors absent from today's meeting to review and confirm their assignment.*

6. Website

6.1 Social Media as a Tool

- *Brenda reviewed the status of the website development and emphasized the present goal is to:*
 - *Grow the content*
 - *Expand the section on the Inductees (personal information, highlights, videos their own personal photo gallery)*
- *Brenda shared the anticipated use of social media as a means of engaging an audience, including the youth, collecting valuable resources and connecting individuals.*
- *Links to Twitter, Facebook and Blog are on the website and will be activated as content and technical personal are found.*
- *Trish Campbell expressed a keen interest in this area and will join Brenda on her 'Content Input Training Team' along with Jennifer Coughlin, Larry Simpson and Brenda Quillian.*

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6.2 Repository

- *The website will be used as a place to temporarily store assets and those that may not be currently connected to any particular project.*
- *Opportunities will arise to obtain these valuable assets and it's important they are not ignored and we captured them for future use.*
- *All present were encouraged to continue to gather material, stories, interviews etc. To forward these to the 'Content Input Team' who will ensure that 'temporary storage' is provided on the website. An emphasis must be given to assigning credit/background for the resources.*

7. Next Meeting:

*Moved by: **Trish (Downing) Campbell** Seconded by: **Lou Belcourt***

THAT the next Sports Heritage Committee Meeting will called at the direction of the Chairman as needed

Carried

7. Adjournment:

*Moved by: **Mike Stone** Seconded by: **Lou Belcourt***

THAT the Springwater Sports Heritage Committee Meeting adjourn at 4:45 pm.

Carried