

Fallen Firefighter Memorial Task Force

Minutes

Tuesday, November 02, 2021

Electronic Meeting at 4:30 p.m.

Attendance:

Barry Katzman, Citizen and Chairperson
Mayor Walter Sendzik
Councillor Dawn Dodge
Dave Upper, Deputy Fire Chief
Ryan Madill, President, IAFF Local 485
Nancy Harris, Citizen

Absent:

Councillor Matt Harris
Kathleen Powell, Supervisor Historical Services & A/Supervisor Cultural Services
Ilyse Norton, Community, Recreation, and Culture Services
Tracey Fraser, Secretary, IAFF Local 485

Staff Liaison:

Joan Demontigny, Recording Secretary
Noora Rizvi, Culture Supervisor
Michelle Nicholls, Culture Coordinator

1. Call meeting to order (Chair)

4:37 p.m.

2. Recognition of Traditional Territories

Chairperson Barry Katzman acknowledged that the land on which the Fallen Firefighter Memorial Task Force meets today is the traditional territory of the Haudenosaunee and Anishinaabe peoples, many of whom continue to live and work here today. This territory is covered by the Upper Canada Treaties and is within the land protected by the Dish with One Spoon Wampum agreement. Today this gathering place is home to many First Nations, Metis, and Inuit Peoples. Acknowledging this is a reminder that our great standard of living is directly related to the resources and friendship of Indigenous people.

3. Amendments to the Agenda

There were no additions or deletions to the agenda.

4. **Motion to approve the agenda**
Moved by Mayor Sendzik and seconded by Deputy Chief Upper.
Carried
5. **Motion to adopt the minutes of the previous meeting**
Motion to approve the minutes of the meeting of Tuesday, October 5, 2021.
Moved by Councillor Dodge and seconded by Ryan Madill
Carried
6. **Declarations of Interest**
There were no declarations of interest.
7. **Presentations (invited guests)**
There were no presentations.
8. **Business arising from the minutes**
None
9. **Business**

9.1 Welcome to New Member

Chair Katzman gave a warm welcome to the newest member of the Task Force, Citizen Nancy Harris.

9.2 Updates

a. Presentation Deck and Materials

The bench price is incorrect and will be changed. Chief McCormick will be removed from the deck. Landscape feature has been discussed and added in to tier 4 for donations and will give us more flexibility.

Noora Rizvi screen shared the deck for everyone to review. Nancy Harris will need to be added in. If anyone has hi-resolution pictures, please send to Noora Rizvi. The design elements are a feature listing and are geared to attract donations. Discussion was previously had around expanding the large contribution area, it was decided that we will stay with the major five or six donors.

Deputy Chief Upper noted that in the one picture it shows a Fire Fighter with a Scott bottle and we don't use those. Chair Katzman noted that if anyone have high impact pictures that better reflect our theme, please send them along. Mayor Sendzik noted that the St. Catharines Standard may have some strong shots i.e., the Welland House fire or the greenhouse on 7th Street fire. If we need to purchase the pictures that would be ok as well.

b. Communication Strategy

Chair Katzman noted that a priority will be getting the website up and running for the communications piece. The bricks can be a functional e-commerce aspect of the website. The other donation categories will be there on the site as well. The content of the deck contains enough information to populate the website.

Noora Rizvi noted that we will be using the same platform as the Neil Peart Memorial website. We are waiting for the content; the Culture Office will develop it using the sponsor deck. Anything above \$20.00 will get a tax receipt. Communications will prepare a press release for the launch.

Chair Katzman offered that the lead story will be about the memorial itself and it will be enough to drive people to the website and donate. Mayor Sendzik offered that naming some larger donors may entice others to donate. It's a great public/private initiative.

Mayor Sendzik noted that a report will need to go to council before anything can go public.

Deputy Chief Upper would like himself and Ryan Madill at the council meeting when the report is presented. Ryan Madill noted that by the second week of December, the association will be able to commit funds to the memorial.

The draft strategy for Communication piece will be:

1. Website development
2. Press release ready
3. Distribution plan for messaging
4. Fire Association to be informed
5. Report to Council (November 29th) at the same time as Fire Association email blast. The report needs to go into the council package well before the November 29th council meeting.

6. Signage of the conceptual design to be placed at the location – communication plan to include pictures and media at the site as well as Fire Fighters and Fire truck to kick off the public donations.

10. Date of next meeting

Tuesday, December 07, 2021

The Chair may call ad-hoc meetings before then based on the work to be done.

11. Motion to Adjourn at 5:27pm

Moved by Mayor Sendzik and seconded by Councillor Dodge

Carried