

Fallen Firefighter Memorial Task Force

Minutes

Tuesday, July 12, 2022

Electronic Meeting at 4:30 p.m.

Attendance:

Barry Katzman, Citizen and Chairperson
Mayor Walter Sendzik
Nancy Harris, Citizen
Deputy Fire Chief, Andrea DeJong
Dave Upper, Fire Chief

Absent:

Councillor Dawn Dodge
Councillor Matt Harris
Chris Slota, Firefighter, IAFF Local 485
Ryan Madill, President, IAFF Local 485

Staff Liaison:

Joan Demontigny, Recording Secretary
Trevor Parker, Deputy Fire Chief
Lori Mambella, Manager, Programs and Culture Services

1. Call meeting to order (Chair)

4:43 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 Nancy Harris

Carried

5. **Motion to adopt the minutes of the previous meeting**

Motion to approve the minutes of the meeting of Tuesday, May 10, 2022.

Moved by Chief Upper and seconded by Nancy Harris

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 General Updates from the Chair

The Chair acknowledged the assistance received from Lori Mambella and her team; it is appreciated.

There will be a progress update presented to the next City Council meeting on Monday, August 8th. There should be a commitment of \$200,000 for the project as an update. There will be a lot of following up to do in the next few weeks, with it being summer and vacations it has been difficult to connect with sponsors.

The Mayor asked about the ability to look at Birmingham Fire Services (they provide Fire Safety Plans for others, we use them for Fire Extinguishers, testing, inspecting and re-filling) and other Fire Prevention companies and how do we engage with them for fundraising?

Chief Upper noted that Richardson's, Kiddie Smoke Alarms are other vendors to engage. We have gone out to the major vendors and have had good response. Chief Upper shared that Starfield Lion was in today measuring bunker gear for our new recruits and have promised \$10,000.

Deputy DeJong noted that we can also engage Troy Fire Life Safety, they service large industrial buildings in the city and Deputy DeJong can follow-up with them.

The Chair asked that that anyone who can reach out to sponsors they may feel would be a good donor to please do so and the Chair will be involved in any meetings if necessary.

9.2 Payroll Deductions, Other Fundraising Efforts, Engagement of Stories and Engagement of Retired Fire Fighters

The Bricks Fundraising Efforts - Chair Katzman noted that the concept idea behind the commemorative bricks is to make them a lasting donation opportunity and be affordable. We need to send the message far and wide to get folks engaged so we thought that both a digital and hard copy of just the brick piece as a mass communication as a rack card would be good.

We've had discussions around retirees wanting to get involved. Chief Upper gave an update – Bobby McLaren is working with two other retirees to engage a buy a brick campaign. The challenge is to have all retirees buy a brick.

The Mayor's golf tournament is coming up July 25th and each golfer will receive a buy a brick card. The promotional video will be shown to 200 participants at the dinner.

Chief Upper noted that there is a Regional Chief's Golf Tournament coming up September 29th which is another opportunity to promote the bricks and other donation opportunities.

Action items: Lori will connect with Maggie in Communications and see where we are at with the card and digital campaign. Once the digital copy is received it will be distributed to this task force to forward to all contacts as appropriate. If anyone requires a hard copy, please reach out to Lori.

Chief Upper will follow up with Bobby McLaren to see where we're at with the retiree's brick donation.

The Chair offered to undertake the printing of the 1000 rack cards for the buy a brick campaign. Lori and the Chair to connect on this.

9.3 Motion to amend the terms of reference

That the members of the Fallen Firefighters Memorial Task Force request that the Terms of Reference be amended to include three representatives of the Fire Services Leadership Team: and

That this motion be forwarded to City Council for approval.

Moved by Mayor Sendzik and seconded by Nancy Harris

Carried

9.3 Update on meetings with CFC

Meeting with the Contractor - Chair Katzman was asked by the contractor at a smaller meeting to make decisions on a couple of items and it was determined that we didn't have enough information to move forward. We require a better decision-making process. In speaking with the contractor, it was thought it would be beneficial to get them down here for a half day and make decisions and involve anyone else in the city that may be needed.

Lori asked when the most practical date would be to meet with the contractors. The Chair asked that we set something up before the presentation to council on Monday, August 8th.

Action item: Lori noted that she can schedule something for the week of July 25th (likely afternoon of Wednesday or Thursday) and will ask Ilyse Norton and Stuart Green to attend. Ryan Madill will be asked to attend as well.

Mayor Sendzik asked about the discussions previously had about the engagement of story telling from the families of those who have passed away. The Welland Canal Fallen Workers story telling was very effective and struck a chord with a lot of people. The Standard doesn't have the staff to assist.

Chair Katzman answered that there has been a side meeting with Communications staff, Scott Rosts and Maggie Riopelle with respect to a communications strategy. It was agreed that the social media campaign would be handled through Scott and will focus on the brick campaign but also other fundraising items. There are several social media outlets through various platforms to engage with.

Action item: The Mayor will follow up with Scott Rosts on this and possibly engage a freelance writer to turn into social media posts and traditional communication in newspapers.

10. Date of next meeting

Tuesday, August 09, 2022

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

11. Motion to Adjourn at 5:10pm

Moved by Nancy Harris and seconded by Chief Upper

Carried