Hamilton Mundialization Committee  
November 21, 2012 – 6:00 p.m.  
Room 192, Hamilton City Hall

- MINUTES -

PRESENT: Rein Ende (Chair), Bob Semkow, Pat Semkow, Jan Lukas, Yvonne Ricciardone, Margaret Firth, Eileen Noronha

ALSO PRESENT: Mike Richards, Jane Lee, City of Hamilton

REGRETS: Ida De Jesus, Solomon Ngan

1. CALL TO ORDER
   As the previous Chair had resigned, Rein Ende, Past Chair, called the meeting to order and welcomed the members. The Chair welcomed all present to the Annual General Meeting.

2. APPROVAL OF AGENDA
   (P. Semkow/Firth)
   that the agenda be approved as amended to move Item 7.1 Brainstorming to follow Item 4 – Selection of the Chair.
   CARRIED

3. DECLARATIONS OF INTEREST
   Nil

4. APPROVAL OF MINUTES
   (P. Semkow/Firth)
   That the Minutes of the meetings of September 19, 2012 and October 17, 2012 be approved.
   CARRIED

5. SELECTION OF CHAIR
   The Vice-Chair, Justina Ku has declined to take on the role of the Chair, but will continue as Vice-Chair. Rein Ende, Past Chair agreed to continue as the Acting Chair until discussion at the January meeting.

6. EXECUTIVE REPORTS
   There were no reports for the November meeting.
7. MATTERS FOR DISCUSSION

7.1 Brainstorming Session
Members discussed possible activities and focus on sister cities and peace activities. Discussion took place about the profile of the committee, and contacts with the sister cities.

Ideas for activities from the brainstorming session are attached as Appendix A.

7.2 Photo Contest
Rein and Bob are on the working committee for this project, and will report at the December meeting.

7.3 Update – Artifact Display
The display is to be available before December 1\textsuperscript{st}.

7.4 World Citizenship Award
The committee agreed not to hold this event in 2013.

7.5 Eileen Noronha requested that staff try to determine the current Mayor of Mangalore.

7.6 Best wishes and a basket will be provided to Anne Termaten, a previous committee member.

8. ADJOURNMENT

The meeting adjourned at 7:45 p.m.
Marketing
- Cable 14
- using media
- Dilanni – Community channels
- calendar
- photographs on Mundialization Committee Facebook page (Rein can administer – has access)
- website – kept up to date
- media advisories
- what are we marketing? Website
- artifacts – marketing
- Facebook page on website
- noted for World Citizenship
- noted for Photo Competition
- advertise in community news
- Jan is secretary of Media Advisory Group
- photo on
- Sergi – wants to take over Facebook page
- we have a product
- who are you relating to
- there are groups not represented
- youth are desperate for getting on committees
- do you want people to filter in and out of the committee (students)
- youth members (do you want a 2-year commitment)
- get the other City Hall events
- can go to market and set up booth (require enough volunteers to staff a booth) (require materials)
- market through Community Fax/Email distribution
- capable of marketing – what do we want to market
- Hamilton Media Advisory Committee
- with an event – marketing
- Happy New Year greetings – mailing address
  - Kaga
- Fukyama – Rose Festival – spring
- Diwali – end of October
- Maanshan – Chinese New Year
- Shawinigan – New Year
- Rein – draft message
Barriers / Challenges / Solutions
- more committee members
- students may be a solution to event support
- members are still the challenge
- clubs at Mohawk, Redeemer, McMaster
- Yvonne – resented letter to Racalmuto Club
  - Guido-Ricci Furniture
  - wanted to write him to present information/artifacts
  - Mr. Guido Rica
  - invited
  - Bob Morrow could also be invited to be a member
- section of the
- get back to grassroots – re attach to twin cities

Activities
- photo contest
- fundraising for twin cities in need – i.e. Japan, Val Peligna
- display case – event
  - local people
  - official opening
  - visitors from
  - Japanese / Italian
- display case – new display
- new opening – other countries
- resolve & report to Council on twinning guidelines
- reconnect with twin cities (back to grassroots)
- Mayor’s office
  - connect to twin cities
  - send letter of invitation
  - assist with connection to cultural communities
  - Mike & Jane to connect with Mayor Bratina
- “de-twinning”
- event – recognize community level connections / twins
  - Fukuyama – Lions Club
  - Flint – Canusa Games
  - others
- twin/e-mail pals at the school levels
- World Citizenship Award