



## **Richmond Hill Youth Action Committee**

### **Minutes**

**RHYAC#03-20**

**Wednesday December 16, 2020, 5:00p.m.**

**Zoom Meeting**

#### **Committee Members Present:**

P. Ali, R. Cao, V. Chen, J. Cui, V. Fernandes, S. Hambali, I. Illamperuma, V. Illamperuma, S. Joneja, A. Kang, T. Kwan, J. Lee, J. Lee, N. Li, C. Lou, A. Ng Sui Hing, S. Prajapati, A. Selvaganesh, R. Singh, O. Tieu, R. Tolvis, B. Wang, J. Wu, A. Xu, M. Yang Zhao, B. Yau Tam Sang, K. Yong, R. Zeng-Xu

#### **Regrets:**

S. Bansal, I. Pan, J. Moon, Z. Talawala

#### **Staff Members Present:**

K. Ash

E. Wilson

### **Call to Order:**

The Meeting was called to order by: Co-Chair, C. Lou at 5:00pm

### **Hill After Dark Event Planning– Sub-committee Debrief**

- Marketing – Decision made to make Hill After Dark theme of “Cozy/PJ Party”
  - Majority of the youth audience watching the event online will be at home prior to going sleep
  - Event online backdrops can include fireplace, pillows, blankets, virtual decorations
  - Graphic Concepts for Social Media Promotion are currently being worked on and will be submitted to Eugene prior to Christmas Break (Dec 23) so that he can forward to the City Communications & Marketing Department for review and production of official HAD graphics
  - Tentative Date and Time of HAD 2021 will be Friday March 5<sup>th</sup> from 7:00pm to 9:00pm
- Logistics – Structure of the event, as well as how to best engage and interact with online viewing audience were brought into question

- Having a continuous showcase in one room/setting vs. multiple acts in different breakout rooms simultaneously allowing audience to choose which performers to watch
  - Breakout rooms may pose problems in terms of viewership balance (high in some rooms and low in others)
  - One room setting provides exposure of all acts to the same audience and would be easier for interactive games/draws for YAC members to facilitate
  - YAC wants to insert more interactive/games/competitions as part of the event program
  - Ideas include an overarching “word scavenger hunt” with song names being used in the YAC script for the audience to look out for
  - Using the Kahoot application for the audience to participate in pop culture trivia in between acts
  - Raffles for prizes can be facilitated in between acts over the course of the evening
- Sponsorships - The Sub-committee has already begun the process of reaching out to businesses
  - As of now, there are no sponsorship items secured
  - The Sub-Committee is to refer to the Sponsorship master file and fill out the spreadsheet containing information on businesses contacted to ensure that there are no overlaps/repetition
  - Sponsorship packages and scripts are also located within the master file
  - If anyone has questions about information in package or has problems accessing the file, contact the YAC chairpersons
- Hill After Dark Assignment Deadlines – Logistics will be creating timelines for any remaining tasks and will communicate them with all YAC members

## **Date of Next Meeting:**

Wednesday January 13, 2020 5 p.m.

## **Adjournment:**

Moved by: Co- Chair, C. Lou

That the meeting be adjourned.

Carried Unanimously

The meeting was adjourned at 6:30 p.m.