Awards Sub Committee Meeting:
Thursday January 11, 2018
Millennium Library – Dr. Smigel Board Room

Present: Marcella Poirier, Doug Gordon, Colleen Waters, Louis Gaudry, Sandy Popham, Liz Mitchell, Chris Sobkowicz

Regrets: Judy Redmond
Special Guests: Yutta Fricke from the DIO

The committee coordinator gave a quick debrief of the Access Awards held in November and announced that the Management Committee recommendation to revise the Awards to be every second year, with subsequent years being held for a grant program to foster accessibility projects in the community.

Therefore the next awards program will be carried out in the fall of 2019.

The purpose of the meeting was to initiate the brainstorming session on determining the details and criteria of the new grant program.

Briefly, the coordinator outlined some of the items that will be part of the critical timeline. These to include:

- Similar to the Safe Community Committee we will attempt to streamline our program with similar details.
- Set up of the criteria and a value statement
- Set up the goals and measurable takeaways
- Who we would invite to participate or submit an application
- Set up a critical timeline
- Decide on the marketing and branding opportunities
- Decide on launch and media and email blitz
- Decide on the intake period, and evaluation periods
- Presentation and actual announcement of the recipient projects
- Grants to be applied for by organizations like universities, non-profit stakeholder groups, architectural firms, and / or individuals.
- Yutta gave a summary of the ADAPT project as a perfect example worthy of financial support. Initially this was a project supported by OCAD University

in Toronto to foster discussion on Accessibility projects through a design challenge.
- Yutta also provided an outline of the Stop Gap project that operated in Carman Manitoba, and Toronto, and felt it could be an ideal project for the Winnipeg Biz, Winnipeg Foundation, Arts in Ability, or Chamber.

It was also mentioned that the directive from the AAC was to pursue these in collaboration with the Education and Communication Committee. This would be an ideal project for both committees to organize. So potentially it could be an educational project as well as a meritorious event, and can be determined in the next meeting which justifies both committees to be involved in this roll out.

The budget for this project is $10,000 but can be adjusted by the AAC if necessary.

We can see a number of small grants, or a couple of larger projects.

So in summary, it is believed that we have 3 approaches in which we will have to decide.

1. Funding an Educational Class:

    a. $10,000 is about what you would pay for a sessional instructor in a studio.
    b. So we could if we had enough lead time, partner with an educational institution.
    c. Shop it out to UofM, UofW, Red River College, etc.
    d. Put together a curriculum based studio focused on Universal Design. It would have to be a one term studio so it would be paid out to the Educational Institution. The in-turn the institution will pay the instructor.
    e. The boards and project reviews will be used as part of the Access Awards in 2019.
    f. It would put a big onus on the educational institution to hire a person and develop the curriculum and measurable outcomes.
    g. We can support this, but the big question is whether there is any interest.

2. Hold a Design Charette Styled Event similar to “ADAPT” in addition to the regular courses:
    a. Hello Educational Institution…..we would like to organize a small event such as a three day event.
    b. Students (team of 2-3) get a design brief which includes the design challenges or problems,
    c. register their own teams,
    d. here is how we recommend a design team,
    e. be held downtown, or on campus.
    f. Each team could have access to a person who has personal experience in the barriers limiting their participation, a design professional to assist in leading the group discussions.
    g. In the end, we would adjudicate and award the winners, with a presentation of the projects again at the Awards event in 2019.
    h. Details on how it will roll out will need some tweeking of course.

3. Invest some money in Branding, Marketing, and Promotion. Create an event much like what Storefront does.

    a. In approaching “Storefront” we would say……”We have this concept, and you do this really well in cooperation with the design community….. and here is our pitch or idea”.
    b. Hire a great graphic designer to build the logo, and build a marketing package for it, and then we would make it “Pressy”.
    c. The team needs to include at that point a minimum of 2-5 people similar to ADAPT, but also persons with lived experiences, architects, designers, policy professionals etc.
    d. In the adjudication, we would publish with our promotions, we would show how points are laid out, for the creativitiy for the problem solving, the competition of the team, etc.
    e. Adjudicate and award the winning team at the first event , and then announce it at the following Awards event.
    f. Since we do not have money to hold two events, as we would need money to promote and brand this, one event would be realistic.
    g. No cash budgeted, but maybe a little cash for recognition depending how we market, promote, hosting, and brand this event.
    h. (Possibly sell the concept of “STOP GAP” as a project separately.)

i. This option is the most broad with the other options having a less broad focus.

In summary……This grant is the budget ($10,000) and can be designed to be either:

A. An Educational Course
B. An event with small prizes where we engage Educational Institutions. (ADAPT)
C. A broader competition and use the money to promote, market, brand, and host. With possibly some prizes (depending).

We will need to decide on our overall goals and values, and how we want to address our target market. They could include:

1. Students and Youth
2. Networking
3. Sustainability
4. Architectural Firms
5. Technology Trends
6. Public Focused
7. Piggy back on Existing …. Outreach Projects and initiatives with Existing Firms/Organizations such as Storefront as an example - "Chair your Idea" Thousands of Chairs – Thousands of Ideas.
8. Bringing Students in contact with Professionals

A co-committee meeting with the Education Sub-committee is most important. At the next meeting we should facilitate the meeting with the first 30 minutes of the meeting to determine our Values Statement for this particular project. In other words, if and when we decide on A – B – or C we would have the value statement tested and used to qualify us on the final decision of what we really want.

Utilize MAAW to promote this event. Showcasing this event is a possibility.

The coordinator will do some preliminary research on "Storefront" to see if they might be able to participate in a future partnership prior to actually detailing out our plans.

Next Meeting to be called for:

Thursday February 8th
4:30pm (5:00pm) to 6:00pm

Adjournment