



August 17, 2022

To our Membership,

The Point Edward Minor Athletic Association wishes extend sincere thanks to each individual who took the time to vote, offer feedback and lend support during the rebranding process. We were thrilled with the excellent response, receiving a whopping 153 votes.

We heard from players, parents, coaches, alumni players, community members, volunteers, Village Council, and the mayor. Our web administrator calculated votes electronically with names/IP addresses cross referenced to ensure fidelity to the process. Votes were subsequently, filtered by both logo choice and name.

While we fully understand, change is hard and some particularly passionate folks may be unhappy with the final outcome, we are most pleased to announce, we have arrived at a final resolution.

Since the Ontario Human Rights Commission mandate to eliminate any/all indigenous logos from our municipal facilities was received in 2019, we have been working away at engaging our membership, the Village and City of Sarnia, the First Nations community, Chief Plain from Aamjiwnaang and all members of our community in several different and concrete ways. We solicited feedback both verbally and in writing, conducted online surveys, polls and most notably, hosted an evening long facilitated collaborative workshop specific to “Rebranding.” We considered a corporate sponsorship, canvassed folks for their ideas around artwork, possible names etc. In the end, our membership consistently demonstrated their wish to prioritize the following: “retaining our identity and independence while acknowledging history and tradition.” We believe achieving successful rebranding aligns with our [Harassment Policy](#) as well as supports our mission, vision, and values. To that end, please take a moment to review the results of the online voting.

## Online Voting Results

**Logo** 153 votes

80 votes for the “bird with stick”

42 votes for the “dark bird in circle”

31 votes for the “bird with name”

**Name** 153 votes

128 votes for the “Blackhawks”

14 votes for the “Hawks”

11 votes for the “Ice hawks”

Using the votes and the comments gathered in the online survey, we collaborated with Team Outfitters graphic artist. We shared and incorporated your specific feedback around the bird with the stick needing to look “more like a hawk and less like a parrot,” the font needing to be all the same colour, the stick needing an adjustment etc.

Our board can attest to the amount of time, energy, effort, and anguish that went into producing the final result. Even amongst our small group, there was disagreement, frustration, differences of opinion and even some disappointment and some difficult decisions were not unanimous. Having such concrete and valuable feedback from our membership was, however, most helpful.! We did our absolute very best to listen to your collective voice to produce something our entire community could get behind and wear with confidence and pride.

Retaining the name “Blackhawks” was by a landslide, the most popular vote. We did however, pay particular attention to a concern raised around retaining the “Blackhawks” name could potentially, be seen as a violation of the Ontario Human Right’s Commission mandate. Rest assured, after exchanging correspondence with the OHRC and confirming their concern was indeed the Indigenous image, not the “Blackhawks” name, we followed their suggestion to engage the First Nations community to assuage any residual concerns related to continuing to use the name. Having done so, we are confident retaining the name is not a further cause for concern around being inclusive and respectful of the Indigenous peoples. We went a step further to separate Blackhawks into two words, making the name “Black Hawks” to delineate the logo being an actual bird, versus a vestige of our former “Blackhawks” logo.

While we realize our new logo is a big change, one that will most assuredly take some getting used to, we encourage each of you take some time; process and reflect, then allow yourselves to embrace progress. Celebrate, get excited about it, and fully adopt the change. You will notice our rink will no longer have leftover Indigenous logo materials, this is both necessary and intentional. We have plans to invest in a new Centre Ice logo, we heard you loud and clear and agree we too, have missed having a “home ice” logo the past couple of years!

In closing, your board has worked incredibly hard for you.... navigating COVID protocols, shutdowns and start ups, resuming soccer programming and slogging through the rebranding process has left us feeling somewhat depleted. Please be patient and kind to us, we are truly doing our very best, and cannot thank you enough, for the support demonstrated throughout the past few years!

We anticipate a fantastic 2022-2023 season and have exciting plans to celebrate forging our new path forward!

Respectfully, yours in hockey,

PEMAA Board of Directors

