

**PACIFIC NATIONAL EXHIBITION
BOARD OF DIRECTORS MEETING
THURSDAY DECEMBER 6, 2012
9:00am – PNE Hastings Room**

M I N U T E S

Chair Louie called the meeting to order at 9:36 am

Present: Mr. Raymond Louie, Chair
Ms. Patrice Impey, Director
Ms. Nancy Wright, Director
Mr. Malcolm Bromley, Director
Mr. David McLellan, Director
Ms. Cheryl Carline, Director
Mr. Paul Sihota, Director
Mr. Sadhu Johnston, Director
Mr. Peter Legge, Director
Mr. Richard Saunders, Director
Ms. Brenda Prosken, Director

Mr. Michael McDaniel, President & CEO
Mr. Peter Male, Vice President, Sales
Ms. Shelley Frost, Vice President, Marketing
Mr. Roger Gil, Vice President, Finance
Ms. Stacy Shields, Vice President, Human Resources
Mr. Jeff Strickland, Vice President, Operations
Ms. Salome Valente, Executive Assistant / Corporate Secretary

Regrets: Ms. Sarah Blyth, Director

There being a quorum present and due notice having been given, the meeting was declared to be constituted for the transaction of business.

1. ADOPTION OF AGENDA

**MOVED by Mr. David McLellan
SECONDED by Mr. Peter Legge**

Resolved that the agenda for the Public Portion of the Board of Directors meeting for Thursday December 6, 2012 is adopted.

CARRIED UNANIMOUSLY

2. ADOPTION OF MINUTES

**MOVED by Mr. Malcolm Bromley
SECONDED by Mr. David McLellan**

Resolved that the minutes for the Public Portion of the Board of Directors meeting for Thursday July 12, 2012 are adopted.

CARRIED UNANIMOUSLY

3. ANNOUNCEMENTS

Mr. Raymond Louie announced that Mr. David McLellan would be retiring and that Ms. Brenda Proskan, General Manager, Community Services for the City of Vancouver would be his replacement on the PNE Board. Mr. Raymond Louie also announced that both Ms. Nancy Wright and Mr. Paul Sihota were reappointed to the PNE Board by Vancouver City Council on November 28, 2012.

4. STAFF REPORTS TO THE BOARD OF DIRECTORS

3.1 Revenue Streams (2012 Analysis and 2013 Planning)

Mr. Michael McDaniel gave the 2012 Analysis and 2013 Planning presentation.

Mr. David McLellan suggested having more covered areas within Fright Nights and that there might be an inventory of tents in the community that don't get used in the winter. Mr. Michael McDaniel responded that queuing lines are covered but that the PNE would look into the possibility of renting additional tents.

Mr. Sadhu Johnston commented that with the current climate change, the rain trend in the summer will most likely continue and therefore the PNE may want to look at deploying additional strategies for rain cover so as to increase the chances that people will still come to Playland in the rain. Mr. Sadhu Johnston also suggested that the PNE look into building some permanent rain structures.

Mr. Malcolm Bromley commented that there is a cultural shift happening in the community and therefore this needs to be reflected in the PNE's marketing.

Ms. Patrice Impey requested that percentages be added to the financial slides along with the dollar amounts.

Mr. David McLellan suggested that the PNE work with some of the local museums to tie in with the 2013 Feature Exhibit.

Mr. Sadhu Johnston expressed his concern with the large size of the prize home and that something smaller such as a laneway home might be a better target for the residents of Vancouver. The laneway house could be a standalone prize or as part of the Prize Home package.

Mr. Raymond Louie expressed concern that the park stage beer garden and concession stands would see a decline in sales due to planned changes to the Fair layout.

Ms. Brenda Proskan suggested that there be an early bird admission price for the Fair so as to keep people connected all year round.

Ms. Nancy Wright enquired whether the PNE did Requests for Proposals for all suppliers. Mr. Michael McDaniel responded that this is the procedure for most of the suppliers and that for 2013 this will be done for all suppliers.

The Board of Directors requested that a workshop with PNE staff be scheduled. The focus of the workshop would be longer term planning. It was also suggested that it might be helpful to have someone facilitate the workshop. Mr. Michael McDaniel

agreed to schedule a workshop following the February budget approval Board of Directors meeting.

5. NEXT BOARD MEETINGS

It was agreed that the next Board of Directors Meeting would be Thursday February 21, 2012 in the PNE Hastings Room at 9:00 am.

6. NEW BUSINESS

None

7. ADJOURNMENT OF PUBLIC PORTION OF MEETING

MOVED by Mr. Paul Sihota
SECONDED by Ms. Nancy Wright

Resolved that the Public Portion of the Board of Directors meeting be adjourned at 12:48 pm.

CARRIED UNANIMOUSLY