

**PACIFIC NATIONAL EXHIBITION  
BOARD OF DIRECTORS MEETING  
THURSDAY OCTOBER 30, 2014  
9:00am – Hastings Room**

**M I N U T E S**

---

Chair Louie called the meeting to order at 9:19am

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

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

Regrets: Mr. Malcolm Bromley, Director  
Ms. Sarah Blyth, Director  
Mr. Peter Legge, 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 Ms. Cheryl Carline**  
**SECONDED by Mr. Sadhu Johnston**

**Resolved that** the agenda for the Public Portion of the Board of Directors meeting for Thursday October 30, 2014 is adopted.

**CARRIED UNANIMOUSLY**

**2. ADOPTION OF MINUTES – July 28, 2014**

**MOVED by Mr. Richard Saunders**  
**SECONDED by Mr. Paul Sihota**

**Resolved that** the minutes for the Public Portion of the Board of Directors meeting for Monday July 28, 2014 are adopted.

**CARRIED UNANIMOUSLY**

### **3. ADOPTION OF MINUTES – October 6, 2014**

**MOVED by Mr. Richard Saunders**

**SECONDED by Mr. Paul Sihota**

**Resolved that** the minutes for the Public Portion of the Board of Directors meeting for Monday October 6, 2014 are adopted.

**CARRIED UNANIMOUSLY**

### **4. STAFF REPORTS TO THE BOARD OF DIRECTORS**

#### 4.1 2014 Fair Recap

The Fair recap presentation was provided in the Board of Directors packages for review. Mr. Michael McDaniel gave the presentation.

Mr. Sadhu Johnston added that the City of Vancouver could help with communicating the message about Heroes weekend by working directly with both the City of Vancouver Police and Vancouver Fire.

Ms. Brenda Prosken suggested more social media towards teens and tweens to put pressure on their parents and grandparents to take them to the Fair. Ms. Shelley Frost agreed and also informed the Board that the PNE currently does a variety of social media and will provide further information at a future Board of Directors meeting.

Mr. Sadhu Johnston suggested also having the Metro Vancouver tent at the Fair. Mr. Michael McDaniel responded that the idea is to have both the City of Vancouver and Metro Vancouver play a part in future Fair's.

#### 4.2 2015 Playland Ride Acquisition Update

The staff report on the 2015 Playland ride acquisition update was provided in the Board of Directors packages for review. Mr. Roger Gil reviewed the report and highlighted key areas.

#### 4.3 Crazy Beach Party Ride Update

The Crazy Beach Party Ride update presentation was provided in the Board of Directors packages for review. Mr. Jeff Strickland gave the presentation.

Ms. Brenda Prosken suggested a simulator type ride may be a good experience. Mr. Jeff Strickland agreed and responded that the Playland Master Plan does contemplate a 4D style experience in a theatre format.

#### 4.4 Sustainability Report

The sustainability report was provided in the Board of Directors packages for review. Mr. Jeff Strickland gave the report.

Mr. Raymond Louie inquired whether there was an increase in revenue from the diversion of some items such as food, oil, plastics, etc. Mr. Jeff Strickland responded that he would look into this and report back.

Mr. Sadhu Johnston suggested that it would be helpful to see the PNE's dashboard/scorecard and to include it as part of the sustainability report. Mr. Jeff Strickland responded that the PNE does have one and can share the information at a future Board of Directors meeting.

#### 4.5 Playland Master Plan

The Playland Master Plan report was provided in the Board of Directors packages for review. Mr. Jeff Strickland gave the presentation.

#### 4.6 Upcoming Events List

A list of upcoming events was provided in the Board of Directors packages for review. Mr. Peter Male reviewed the list and highlighted some of the upcoming events.

### **5. FINANCIALS**

#### 5.1 Financial Statements – September 30, 2014

Financial statements were provided in the Board of Directors packages for review. Mr. Roger Gil provided a brief overview of the financial statements highlighting key areas.

#### 5.2 Year End Projections to March 31, 2015

A high level summary of the PNE's 2014 year-end projections was provided in the Board of Directors packages for review. Mr. Roger Gil reviewed the document.

#### 5.3 2014 Capital Budget Update

The updated 2014 Capital Budget was provided in the Board of Directors packages for review. Mr. Roger Gil provided an update on the current status of the 2014 Capital Budget.

### **6. NEXT BOARD MEETINGS**

The date of the next Board of Directors Meeting was still to be determined but should be confirmed by December.

### **7. NEW BUSINESS**

#### Hastings Park Farmers Market

Mr. Paul Sihota shared with the group that he had received a lot of positive feedback on the farmers market and that it's great that the PNE is assisting with putting this on. Mr. Michael McDaniel replied that the farmers market have been well received and that the PNE is happy to provide subsidization so that the market can continue at Hastings Park.

**8. ADJOURNMENT OF PUBLIC PORTION OF MEETING**

**MOVED by Ms. Nancy Wright**

**SECONDED by Mr. Richard Saunders**

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

**CARRIED UNANIMOUSLY**