

# MINUTES

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In Attendance:

<b>PNE STAFF</b>
Kate Chong: Co-Chair
Shelley Frost: Co-Chair
Rosa Chirico: Administrative Assistant
<i>Jeff Strickland: Co-Chair (Regrets)</i>

<b>COMMUNITY ADVISORY GROUP MEMBERS</b>
Linda Shuto
Pasquale Balletta
Patricia Barnes
Shawna Faber
Steven Cohen
<i>Darci Swinton (Regrets)</i>
<i>Sal Audia (Regrets)</i>
<i>Steve Canofari (Regrets)</i>

1. **Adoption of Agenda/Minutes**
  - No changes
2. **Introductions/Housekeeping/Goals**
  - Introductions: Shelley Frost, Vice President Sales & Marketing, new 2018 members
3. **Topics to Discuss**
  - 3.1 **Community Skate Expansion Plan**
    - Phase 1- Community Skate- Family Day 2017
      - 112 total skaters
      - Great uptake for first skate
      - No rentals, borrowed EZ Skaters from Sunset Community Centre
      - 2 First-Aid Attendants on ice
      - Positive feedback
    - Phase 2 – Winter Break 2017 and Family Day 2018
      - 5 days: 211 total skaters
      - Skate days were chosen when regular Agrodome renters were off (holiday break/ stats)
      - Quieter than Phase 1 – positive feedback from skaters
      - No rentals/ PNE purchased skate helpers for event
    - Phase 3 – Weekly Skate- end of September 2018 through early March 2019
      - 3 hours per week public skate
      - Admission fees are in line with Vancouver Park Board rates
      - Aiming for weekend day (Sunday would benefit from slight overlap with Farmers Market)

- Rentals is a large investment/ continuing to look into for future consideration
- Looking at vending machines on skate level and ticket seller in place of PNE F&B (more efficient and accessible)
- Phase 4 – Future Considerations
  - Costing out a skate shop/ possible expansion of skate times
- Public Skate Round Table Discussion:
  - Great to have regular skate schedule, consistency would generate more interest
  - Would be a great after school program if skate rentals were available
  - Ideal times would be weekdays after school or Sunday, no late hours
  - Have a skate geared toward teens, Friday night time slot
  - Community Centres have youth coordinators, they could bring groups
  - Many school age children have soccer on Sundays, but Sunday skate would be ideal for younger aged children
  - Can be difficult for school groups to book ice around Agrodome events
  - Agrodome accounts for 12% of Vancouver’s ice availability, so each time we have public skate is possibly taking another groups time
  - Should look into CanSkate programs – could be advocates
  - Since no skate rental option, the program should have a cheaper price incentive to attract attendance
  - Would be a good idea to post closest skate shops via PNE social media channels/ advertisements
  - No rental skates continues to be an issue

### **3.2 PNE Community Survey**

- PNE does several small and large research projects every year, reaches out to general public for feedback on PNE events/ demographics etc. (Playland, Fair, Fright Nights)
- Surveys give us a form of information to shape decisions and benchmarks to use in future year planning
- PNE often works with Insights West, Event Corp & Ipsos Reid
- Community Research Project:
  - How to best use our space
  - Types of programs offered
- PNE to engage with CAG, Neighbourhood Focus Group, PNE Board, Management & Staff to gain input and suggestions
- Questions will be geared towards community programs and not specifically the Fair/ Master Plan
- Would like to see less specific questions but more general questions with respect to what people would like from the site (i.e.: How often do they use the park, what brings them, etc.)
- Make sure questions do not steer participant to answer a certain way
- Communicate how this survey will be used & the value of providing feedback
- Important to provide results to survey participants & local community
- Have option for those who don’t have access to email to be able to participant in survey/ have incentive to do the survey/ be considerate of the survey format
- Management team will review survey questions, Kate would report back to CAG/ Focus Group and following survey results would report back to both CAG/ Focus Group & PNE Board of Directors

#### 4. For Information

##### 4.1 PNE Community Grant Fund/ PNE Youth Council

###### PNE Community Grant Fund:

- From 2010 – 2016 – raised a total of \$100,250 (benefitting Hastings Little League)
- PNE launched Grant Fund in 2017, Community Day is in May, \$10 from each regular purchased ticket on the specified day went to PNE Community Grant Fund to a maximum of \$10,000
- Groups can apply for a grant between \$100 - \$3,000. Event/Group must be within Hastings Sunrise as defined by City of Vancouver
- Funds may not be put toward buildings/infrastructure upgrades
- Year 1 (2017) raised the full \$10,000 – 7 organizations/groups received funding (2 events still upcoming)
- This year's application opened up Monday, March 12 & deadline is Friday May 4, 2018
- Community Day at Playland will take place Saturday May 26<sup>th</sup>
- Survey with event/ program ideas will be put together and sent out to CAG/ Focus Group to provide what they would like to see in their community
- Results will be taken to the PNE's Executive Management Committee to discuss & make final decision
- Group felt survey worked well last year
- **Action:** Kate to send group information

###### Youth Council:

- Engage with 12 youth from lower mainland (Grades 11/12)
- Opportunity for youth to see how the PNE runs, attend events, complete a group project, building leadership skills and teamwork
- This year's projects include: recruiting youth to work at the PNE, Dry Grad on site, 50<sup>th</sup> Anniversary for Coliseum
- Currently recruiting for 2018/2019, all requirements listed online/posters
- **Action:** Kate to send group information

###### Other:

- Master Plan found on City website – Vancouver.ca
- **Action:** Kate to send out Master Plan link to CAG
- **Action:** Have John Brodie present a new mid-year Master Plan update before summer

This meeting concluded at 7:00pm

**Next Meeting: April 17, 2018**