

**PACIFIC NATIONAL EXHIBITION
BOARD OF DIRECTORS MEETING
THURSDAY DECEMBER 2, 2021**
5:00pm – Via Video Conferencing (Webex)
Business Portion

M I N U T E S

Chair Dominato called the meeting to order at 5:01pm

Present: Lisa Dominato, Chair
Donnie Rosa, Vice Chair
Ty Speer, Director
Patrice Impey, Treasurer
Rachel Roy, Director
Raj Sihota, Director
Maury Kask, Director
Paul Mochrie, Director

Shelley Frost, President & CEO
Stacy Shields, Vice President, People & Culture
Karen Massicotte, Vice President, Sales and Marketing
Salome Valente, Executive Assistant / Corporate Secretary

Regrets: Nick Kassam, Director
Jeff Strickland, Vice President, Operations
David Crawford, Vice President, Finance and Corporate Services

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 Director Donnie Rosa
SECONDED by Director Raj Sihota

Resolved that the agenda for the Business Portion of the Board of Directors meeting for Thursday December 2, 2021 is adopted.

CARRIED UNANIMOUSLY

2. ADOPTION OF MINUTES

MOVED by Director Ty Speer
SECONDED by Director Rachel Roy

Resolved that the minutes for the Business Portion of the Board of Directors meeting for Wednesday October 27, 2021 are adopted.

CARRIED UNANIMOUSLY

3. STAFF REPORTS TO THE BOARD OF DIRECTORS

3.1 Master Plan Program Update

A staff report on the HP-PNE Master Plan Program was provided in the Board of Directors packages for review. Shelley Frost reviewed the staff report.

Director Ty Speer enquired if a process has been established to manage any disputes/disagreements between the PNE & The City and in the end, what is the role of the Board.

Shelley Frost responded that it has been explained to REFM (Real Estate & Facilities Management) that the PNE Board would like to have input and be part of the approval process. Shelley Frost added that topics from the steering committee would come to the PNE Board for approval.

Regarding disputes/disagreements, Shelley Frost responded that a specific mechanism has not been articulated however both herself and the General Manager of REFM are co-sign offs on all the key steps of the process so both need to be in alignment before any major pieces get sign off. Shelley Frost added that any non-alignments would come to the PNE Board for discussion.

Director Ty Speer believes that it would be helpful to document what that process would be and how things escalate to the PNE Board, City Council, or another group. Shelley Frost responded that she will report back to this group on a framework to address this.

Director Paul Mochrie added that he has the same concerns that if there are issues that come up that need resolution that they are done in an expedited way and is very confident that this can be done given the shared interests. Director Paul Mochrie also agree that it will be helpful to clarify from a process standpoint if there are any pieces that aren't aligned.

3.2 Government Funding Update

An update presentation on the government funding was provided in the Board of Directors packages for review. Stacy Shields delivered the summary presentation.

3.3 COVID Business Impact Update

An update on COVID's impact on the PNE's business was provided in the Board of Directors packages for review. Karen Massicotte delivered the summary presentation.

4. DISCUSSIONS AND DECISIONS

4.1 Strategic Plan update

An update presentation on the PNE's strategic plan along with recommended changes was provided in the Board of Directors packages for review. Shelley Frost and Stacy Shields delivered the presentation and put forth the following motion:

That the PNE Board of Directors endorse the recommended adjustments to the 5-year Strategic Plan as outlined and that the PNE Board of Directors request that PNE management report back on proposed metrics and targets at the February 17, 2022 Board of Directors meeting.

Director Maury Kask enquired on what the metric is on the employment engagement score and what tool was used to measure this.

Stacy Shields responded that the engagement survey is a weekly pulse question that is sent to the full-time management team with a goal to progress to include all full-time union staff as well. Stacy Shields also added that currently the engagement for the management team is measured through these pulse surveys and engagement with union staff is measured through absenteeism.

Director Maury Kask enquired on the NPS on pillar 4 and if it is a relationship or transactional NPS and how is that handled.

Shelley Frost explained that the PNE's NPS scores are experiential in terms of people's overall experience with events and would therefore be considered a relationship NPS. For individual transactional type NPS measurements like TicketLeader ticket buying, this would be more of a transactional NPS. Shelley Frost added event NPS has been measured for years across all events onsite but had we to alter our approach to research during COVID (less onsite and more online) and post COVID will be starting with a new base line and then rebuilding that out over the years to come.

Chair Lisa Dominato enquired on pillar 5 and how accessibility fits into that pillar. Shelley Frost responded that accessibility is absolutely at the forefront in terms of Playland, Fair and all events to make them as inclusive and accessible as possible. Shelley Frost added that Stacy Shields and Karen Massicotte will be working on pillar 5 and accessibility will be part of this pillar.

Director Ty Speer requested for the February meeting to discuss some of the changes and the consequences of these changes. This would change the discussion to allow the Board to see whether the consequences of these changes will ultimately be good or bad for the PNE and provide more context.

MOVED by Director Ty Speer
SECONDED by Director Donnie Rosa

Resolved that the PNE Board of Directors endorse the recommended adjustments to the 5-year Strategic Plan as outlined and that the PNE Board of Directors request that PNE management report back on proposed metrics and targets at the February 17, 2022 Board of Directors meeting.

CARRIED UNANIMOUSLY

5. NEXT BOARD MEETINGS

It was agreed that the next Board of Directors would be February 17, 2022 (In Camera and Business Portions) and April 7, 2022 (In Camera and Business Portions).

6. NEW BUSINESS

6.1 Governance and Policy Committee

Chair Lisa Dominato updated that the Governance and Policy Committee will have an initial meeting this month.

7. ADJOURNMENT OF BUSINESS PORTION OF MEETING

MOVED by Director Maury Kask
SECONDED by Director Ty Speer

Resolved that the Business Portion of the Board of Directors meeting be adjourned at 5:54pm

CARRIED UNANIMOUSLY