



Pacific National Exhibition
SINCE 1910

MEETING MINUTES

Hastings Park / PNE Community Advisory Group
Tuesday January 24, 2023
5:30pm
Hastings Room and via Teams

Present: PNE Staff

Karen Massicotte, Vice President, Sales, Marketing & Business Development
Rebecca Savory, Manager, Communications and Community Engagement
David Crawford, Vice President, Finance and Corporate Services

Community Advisory Group Members

Courtney Komonasky
Dino Singh
Jason McGarry
Patricia Barnes
Linda Dallow
Ruby Wong
Mayura Colling

Regrets: Stewart Anderson
Debbie Schachter

AGENDA TOPICS

1. Welcome and Introductions

- David Crawford introduced himself and his role and explained he was attending his first CAG to meet the group, listen and learn.
- A roundtable of introductions was done.

2. PNE Vision, Mission, Values and Strategic Plan

- Karen explained that the PNE recently overhauled its Vision, Mission, Values and Strategic Plan to better capture who we are, what we do and why we do it.



Pacific National Exhibition
SINCE 1910

MEETING MINUTES



- Karen spoke to the infographic above:
 - The PNE's purpose is to Inspire Joy – in its staff, its visitors, in everyone who interacts with the park. It is the central purpose to why people work and visit the PNE, to experience and share joy
 - Enthusiasm captures the positivity and energy our teams bring to every project
 - Excellence speaks to our approach of 'failing forward' – always learning and developing
 - Evolution speaks to the origins of the PNE, which always showcased the newest and the best, as well as continuing us to move forward
 - Our Mission "Deliver Memorable Experiences" is the starting point for all planning conversations at the PNE. We look to create iconic memories and 'what will be those special 10 second moments that we want people to walk away with'.
 - Our Vision to be 'BC's choice for diverse events and experiences 365' is continuing to evolve as we transition from a seasonal Fair and Playland organization to a year-round entertainment destination. We are continuing to find our place in this.



Pacific National Exhibition
SINCE 1910

MEETING MINUTES

Our Strategy

Our Purpose

Inspire Joy and Build Social Connections

Our Vision

BC's Choice for Diverse Events & Experiences 365

"Deliver Memorable Experiences"



Inspire & Engage Our People



Optimize Technology & Process



Execute Master Plan



Elevate Business Results



Build Community & Social Good

OUR VALUES

Enthusiasm

Excellence

Evolution

- Karen then spoke to the Five Pillars of our Strategic Plan:
 - Inspire & Engage Our People – we are investing in our people, looking at how we merge together the strengths of those who have worked here decades with those who have joined us recently.
 - Optimize Technology & Process – as an 113-year-old organization, we have aging infrastructure. We have moved from ‘fire fighting’ issues as they come up to now proactively improving guest and staff experience through better systems. For example, we have recently upgraded our POS (point of sale) systems and Food & Beverage systems, with a focus on wireless and integrated technology.
 - Execute Master Plan – this connects what we do day-to-day to our long-term vision for the park. It ensures that any decision made makes sense for the whole site and aligns with our future direction. Examples include the upcoming upgrade of the amphitheatre, daylighting of the stream, and the upgrade to the livestock barns to create a useable community space.
 - Elevate Business Results – in connection to this, we are undergoing a new brand strategy for our corporate brand, which will then feed into our three key business streams/brands – the Fair, Playland, and our Year-Round Events.



- Cultivate Community & Social Good – This has three main sections:
 - Build a Vibrant Community – examples include our ticket donation programs for charities and non-profits and our Community Grant Fund supporting small local organizations and groups.
 - Diversity, Equity and Inclusion – examples include our ongoing work with our three local Nations to better integrate truth and reconciliation into our work at the park, training for staff, and increased accessibility programming across all our business streams.
 - Environmental stewardship – examples include our park maintenance, our waste diversion program, and the recent upgrade of 6600 lightbulbs to energy efficient lighting.
- Jason asked about the timeline for the Master Plan. Karen explained it was originally designed as a 25-year plan which would put us currently in year 13, however it is expected that we still have 10-15 years to go (from now).

3. Winter Fair Debrief

- Constructive feedback included:
 - Dino:
 - It's a busy time of year for everyone, particularly post-Covid when people are keen to get back out and about again
 - Could there be rides included? Giving people more to do
 - More indoor space needed due to the cold weather
 - Courtney:
 - If you went to the Fair only (not including the concert), there wasn't a lot to do - not enough lights to compete with other lights events
 - Could the Tube Slide come back?
 - Wait was too long for the Tim Hortons hot chocolates, and where the line-ups were didn't make sense
 - Didn't want only Christmas music at the holiday concerts, would like to see the artists and their best known music
 - Ruby:
 - Long lines for all food and drink, which is particularly hard with small children and cold weather
 - Could it open earlier, or sometimes be open during the day for children?
 - Jason:
 - The skating rink needed more plastic supports for learner skaters, there wasn't enough to go around



- All:
 - Not enough marketing – no one saw or heard any of the marketing, they only heard of it through CAG. Didn't see anything on Instagram and that's where most people find out about events now.
 - The marketing didn't make it clear whether it was indoor or outdoor.
- Linda:
 - The marketing didn't make it clear what the event was. Could it be named to align with the summer fair? E.g. "Winter Fair at the PNE" and "Winter Night Concerts" instead of "Holiday Night Concerts"
- Karen:
 - Fair and Concerts were marketed together but this created confusion and mixed messaging.
- Positive feedback:
 - Courtney:
 - The ice-skating was great, particularly with the lights and the band.
 - Good to keep entry price low (in comparison to downtown Christmas Market) because it's more encouraging to then attend and spend money inside

4. Neighbourhood Ticket Debrief

- 20.3% uptake (tickets redeemed out of tickets given out) compared to 7.8% uptake in summer
 - Rebecca explained this could've been for number of reasons:
 - Addressed envelopes in winter so all 6050 letters got delivered (in summer, unaddressed envelopes didn't get delivered to letterboxes that don't allow circulars/flyers)
 - There were five pick-up shifts, with day and night times, on week days and weekends. There were no long lines and people were served quickly.
 - Online redemption was also an option and people are now becoming more familiar with the process.
- Improvements that will be put in place for Summer 2023:
 - Letters will be translated into Mandarin and/or Cantonese
 - Codes will be redeemable for any day tickets again this year
- Improvements that might be put in place for Summer 2023:
 - Envelopes could be branded with the event branding so neighbours don't throw them out without opening

5. Neighbourhood Event Brainstorms

- Karen asked whether a Neighbourhood Party, similar to the Neighbourhood Party at Playland, would be worthwhile hosting at the Winter Fair in 2023
 - Courtney said people may be interested but noted that it's an extremely busy month for people, so availability might be mixed. She said opening for the neighbourhood a few hours before an existing public night would probably work better than opening the entire night just for the neighbourhood.
 - Ruby agreed, saying the earlier in December the better, and the earlier in the day the better, for families with young children.
 - Jason said the neighbourhood events are always enjoyable and a good way for people to come together and catch up.
- Karen asked whether neighbours would appreciate free strings of lights to decorate their front yards during the Winter Fair, if the PNE partnered with a light-provider
 - CAG members said this might be adopted if it were something easier to instal/display than lights, such as a single light-up decoration that goes in a lawn.
 - Linda suggested it could be turned into a charitable program in which neighbours bring in a non-perishable food donation in exchange for lights.
- Courtney asked whether the Chinese Lantern Festival could return. Karen clarified this was an event put on by an external promoter and was not a PNE event.

6. Community Event Calendar

- Rebecca presented the Draft 2023 Community Planning Calendar.
 - Community Events include:
 - Summer event in the Amphitheatre (details TBC), Easter Egg Hunt with KC Bear, Community Day at Playland (June 15), Terry Fox Run, Pumpkin Promenade
 - Groups and Meetings include:
 - Community Advisory Council, Youth Advisory Council, Neighbourhood Focus Groups, Public Safety Forums, Open Houses
 - Community Programs include:
 - Fundraising Ticket Donation Program, KC's Kids Ticket Donation Program, Community Grant Fund, Neighbourhood Ticket Program
 - Community Communication includes:
 - E-Newsletters to database, mail-outs to neighbourhood, PNE website and social media, posters in community centres/library etc.
- Rebecca explained the Community Advisory Group is due for its 2023-2024 intake. Existing members can continue on, as long as they have not served for 5 years. Rebecca will reach out in the coming weeks to find out who would like to continue, and applications will open shortly afterwards. There is currently 9 members so at least one new member will be brought on board.

7. Other business

- Jason asked David what percentage of the PNE's revenue comes from which revenue stream. David explained it is about a third between each: Fair (including Prize Home and Winter Fair); Playland (including Fright Nights); and Year-Round Events (including concerts, filming and trade shows). David explained it changes year to year, for example, film is currently booming, and Fair is dropping as a percentage due to Year-Round Events growing. Note that all details are published in the Annual Report which is public on the PNE website.
- Jason asked what percentage of revenue is ear-marked to give back to the community. David said he can provide Jason a rough figure – as some of our community programming (e.g. our Community Grant Fund, facility rental discounts and ticket donation programs) is able to be converted to dollar figures and other parts are not / will have to be an estimate of dollar value.
- Linda asked how the Winter Lottery went. Karen said it was a lot smaller than the Summer Lottery, which is to be expected with a new initiative as it needs time to grow. Karen said there were some key learnings that will be changed in 2023 – for example, it was extended for 10 days which didn't end up being very worthwhile, and the prize package needs to be revitalized.

8. Summer Community Event in the Amphitheatre

- Rebecca explained that there would be an event during the summer for the neighbourhood to come in and enjoy some entertainment in the amphitheatre, and opened up the floor to brainstorm ideas for the event, which included:
 - Food trucks
 - Music
 - Performances from local First Nations
 - Bouncy castle for kids
 - Full-day with entertainment changing throughout, to cater to all ages
 - Focus on diversifying entertainment to appeal to the diversity of the neighbourhood
 - Linda suggested inviting local musicians to perform
 - Rebecca suggested we could also get local artists to exhibit their work alongside the venue as well
 - CAG members acknowledged that the community is losing the Jazz Festival and the Folk Festival so it could be a good opportunity to get some of those performers alone
 - Record Store Day in May was suggested as a potential date, however unpredictable weather was flagged as an issue.
 - Note to avoid June and School holidays in July/August as people will be away
- The next Neighbourhood Focus Group will be focused on bringing this event together.

Meeting ended.