



Pacific National Exhibition
SINCE 1910

MEETING MINUTES

Hastings Park / PNE Community Advisory Group
Tuesday November 29, 2022
5:30pm
Hastings Room and via Teams

Present: **PNE Staff**
Shelley Frost, President and CEO
Rebecca Savory, Manager, Communications and Community Engagement

Community Advisory Group Members

Stewart Anderson
Courtney Komonasky
Dino Singh
Jason McGarry
Patricia Barnes
Linda Dallow
Debbie Schachter
Ruby Wong

Regrets: Mayura Colling (CAG)
Jeff Strickland, Vice President, Operations (PNE)
Karen Massicotte, Vice President, Sales, Marketing & Business Development (PNE)

AGENDA TOPICS

1. Welcome and Introductions

- Jason introduced himself, as he was unable to make the first meeting. Jason explained he was previously on the CAG about five years ago and also sits on the Hastings Community Association Board.
- A roundtable of introductions was done.
- Shelley spoke about the PNE's new Board Chair, Councillor Sarah Kirby Yung.

2. Amphitheatre Redevelopment and Sound Mitigation

Community Open House – Next Steps

- Shelley presented all community feedback gathered from:
 - the September concert series feedback (email & calls),
 - follow-up one-to-one meetings with particularly engaged community members, and
 - from the Nov 22 Community Open House.

- Shelley then presented the PNE recommendations to address the concerns, feedback, questions and requests from the Community. She explained that these recommendations will be available publicly on the PNE website as part of the Public Board Meeting documents on December 1, 2022.
- Shelley called for CAG feedback:
 - On Sound mitigation:
 - Courtney said the complainers are a small number and do not represent the whole community.
 - Linda disagreed and says it is a large number of community members.
 - Debbie says we shouldn't/can't blanket ban a genre of music or type of artist, as this is discriminatory.
 - Dino agreed and said this is a sound issue, not a genre issue.
 - Linda, Stewart, Courtney and Tricia agreed.
 - Stewart asked about the work done 4-5 years ago to redirect sound. Shelley explained this was when a particular speaker system was brought in for the Breakout Festival those years (by a PNE-contracted provider, not by the festival Promoter), which worked for those particular festivals however is not a sustainable or realistic solution for all concerts as Tours will not use in-house / venue-provided sound systems, therefore the sound mitigation tactics will be focused more on reducing sound travel no matter what sound system is used.
 - Stewart asked whether the Amphitheatre could be turned to face north. Shelley explained every mitigation option would be explored by the sound engineers and designers however, from her understanding, turning it North would exacerbate the issue due to how sound travels across water.
 - On Parking:
 - Linda said the R5 bus stop (previously 99b and 95) needs to be reinstated, as the gaps between local stops are too big.
 - Jason said that would help, even if it was just reinstated during the PNE Fair.
 - Tricia asked that the BIA be looped into any/all conversations regarding transit between the PNE and Translink, as she wants to ensure changes serve, and do not harm, local businesses. Shelley said she would loop Tricia into discussions going forward.
 - Shelley explained the mitigation tactics already being undertaken, including working with rideshares to get cars removed from the area during large events, paying the City to put up 'Resident Only' signage during the Fair, and getting Translink to increase buses and arranging a drop-off zone. She said the PNE was exploring the option of having a rideshare park onsite, to avoid them filling neighbouring streets.

- Jason and Courtney said they disagreed with policing the neighbours who sell their parking. They said it was generally seniors trying to make an income.
 - Stewart agreed and said it was part of the neighbourhood.
- On Communication:
 - Shelley explained that, due to the pandemic and staffing reductions, communication with the community had dropped. She said there are three areas the PNE needs to focus and improve:
 - Postal mail
 - Email
 - Translation
 - Dino said his neighbours are predominately seniors who do not use computers or email, so postal mail is still very essential.
 - Courtney asked whether the Neighbourhood Ticket Program could change back to physical tickets that could be used on any day.
 - Shelley explained that the Neighbourhood Ticket Program is being reviewed and changed for 2023, because the PNE knows the current system is not working. She explained that any-day tickets will be able to be used for smaller events with a few hundred people, however for bigger events (such as the PNE Fair in Summer) we need neighbours to pick their day in advance so that we don't have up to 24,000 people turning up without us being able to plan for them with our staffing, food & beverage etc.
 - There was debate whether PNE needs to consult with the public or not. Shelley clarified that the CAG is a requirement for the PNE's consultation, however the additional consultation that the PNE runs with the community is not a requirement but what the PNE wants to do to work positively and proactively with the community.
 - Linda said that events like the Open House are difficult for people with young children, as they need to stay home at night. Rebecca said this was an important flag and would be taken into consideration for time/s and day/s for future events.

3. Neighbourhood Ticket Program update

- Rebecca said the Winter Fair ticket codes have been sent to 6055 neighbouring households and they are receiving them this week. She explained that this mail-out was sent in addressed envelopes to ensure everyone receives them. She also said that in-person pick-up days have been increased to five days, with four-hour time slots each day, to allow everyone a chance to come in-person if they want to.

4. Winter Event Listing

- Rebecca gave an overview at the events at the PNE in December and January, which is also publicly available to view at www.pne.ca/events/.

5. Community Communication and Consultation

- Rebecca explained that she was recently hired to improve the communication between the PNE and the community, and ran-through all the communication channels currently being used:
 - Postal mail, Email (Direct emails and E-Community Newsletter), Social media (PNE accounts and within 'Hastings Sunrise Neighbours' and 'Hastings Sunrise Parents' groups on Facebook), CAG, and Open Houses / Information Sessions.
- She explained what she was looking to expand into:
 - Neighbourhood Focus Groups focused on specific topics, expanded email list, improve / expand info for community on PNE website, share through other community newsletters (e.g. HCA or MLA), having a physical presence at PNE events, joining more community groups on social media, joining community email threads, joining community forums. E.g. NextDoor.
- Rebecca then called for feedback and suggestions from CAG, which were:
 - BIA newsletter; Hastings Sunrise Community Policing Centre newsletter; physical presence or noticeboard at the Farmers Market; pop-ups at coffee shops, the library, strip malls and/or the corner of Hastings & Renfrew; PNE Instagram stories, Joining existing community WhatsApp or WeChat groups; Updates on bulletin boards at the Community Centre and Library, Work with Neighbourhood Houses, Vancouver Aboriginal Centre, UNYA and Aboriginal Mothers' Centre; through the PNE seasonal employees; work with the HCA Youth Group.
- Stew suggested that the community newsletter could also include reports back on each event, more information on the PNE's community programming, the smaller footprint of events, and the story behind events, to share successes as well as challenges.

6. Round table – any questions or suggestions?

- Jason asked about the Neighbourhood Access Pass, which previously allowed neighbours to pass-through the Park for their walks or as a thoroughfare during fenced-off events. Shelley explained that it been put on hold during Covid and because it was being abused, but that it would return in 2023.
- Courtney and Stewart both asked that the Season Pass for the Fair be brought back. They explained it is a favourite for neighbours as they can pop-in multiple times and like to visit with multiple friends and family. Shelley said she agreed and that she would pass this on to the 2023 planning team.

7. Agenda Items for next CAG meeting

- Take the CAG through the PNE's Five-year Plan and Mission, Vision and Values