



Pacific National Exhibition  
SINCE 1910

# MEETING MINUTES

Hastings Park / PNE Community Advisory Group

Tuesday, April 25, 2023

5:30pm

Admin Boardroom and via Teams

**Present: PNE Staff**

Shelley Frost, President & CEO

Karen Massicotte, Vice President, Sales, Marketing & Business Development

Rebecca Savory, Manager, Communications and Community Engagement

Thomas Chen, Director, Master Plan Development

Sam Ellis, Administration

**Community Advisory Group Members**

Courtney Komonasky

Ruby Wong

Dino Singh

Patricia Barnes

Stewart Anderson

Jason McGarry

Linda Dallow

**Regrets: Mayura Colling**

Debbie Schachter

## **AGENDA TOPICS**

### **1. Amphitheatre Redevelopment Update**

PNE Director of Master Plan Development Thomas Chen presented an update on the Amphitheatre Redevelopment and the Launch Coaster. This section was confidential ahead of a public announcement and is therefore not captured in the minutes.

### **2. Light Up Program – Pacific Coliseum**

The Coliseum light up program will launch in the coming months. Once up and running, community groups and charities will be able to apply to have the lights lit up in their colours, for awareness.

- CAG members said they had seen the lights being tested and said they looked great.

### 3. Community Check-in

Rebecca asked for community feedback/discussion. Questions included:

- Did not having the prize home on site reduce attendance?
  - Shelley explained that not building it twice allowed us to spend more on the purchase of the home. Feedback from previous years was that people wanted a local home in the lower mainland, which is why that change was made. She did not believe it affected attendance.
- Do the banners that were used for the tennis get recycled/repurposed?
  - Karen explained the tennis banners were acquired by Tennis Canada, not the PNE, so we couldn't speak to it, but there are recycling programs for banners.
  - Shelley explained the PNE reuses their own for as long as possible, and then they are recycled.
- Has the PNE had any concerts recently, as a close neighbour hasn't heard anything for a while.
  - Shelley explained we had just had four concerts in one week. Karen added that we're taking the sound issues very seriously.

### 4. Neighbourhood Ticket Program Update

Rebecca confirmed that invitations to the Neighbourhood Party at Playland are with our printing contractor and will soon be on their way to 6,000+ neighbouring households.

- The letter is being sent in English and Mandarin.
- Each household will receive a promo code that can be redeemed for FOUR tickets to the Party on Wednesday, June 14.
- Ticket redemption is available online or in-person.
- The small catchment of 250+ households surrounding Playland will also receive free entry for 2 people to Playland on the day of their choice.
- The mail-out with Fair tickets will be sent separately, closer to the time. The tickets will be for use on any day.

Questions/Feedback:

- All were happy with the improvement of any-day tickets for Fair.

### 5. Open House overview

- The PNE is hosting another Community Open House on Tuesday, May 16 from 6-7:30pm in the Forum.
- The draft Agenda includes updates on Community Programs, upcoming Community Event and an update on the Amphitheatre Redevelopment.
- Advertising will start tomorrow following the Amphitheatre announcement.

Questions/Feedback:

- Can we cover parking?
  - We have earmarked parking as a future topic and will get the right staff in to present.



- Can we speak to what revenue percentage goes back to the community?
  - Shelley said we don't have a percentage to hand today but explained the more we generate each year, the more will go back out to the park and the community. Revenue generation is a huge focus for the PNE as we know investment is needed in the site. We are a non-profit, so ALL revenue is invested back into the site or into the community. Additionally, the Community Grant Fund is funded by the Playland Community Day.
  - **Action:** PNE to break down revenue/site investment in a couple of slides and bring back to a future CAG meeting.
  - Rebecca noted that we are tracking all our community initiatives and values are being noted.

## 6. Easter Egg Hunt debrief

The PNE hosted a free Easter Egg Hunt for neighbours on Wednesday, April 5. It was a pilot/trial event, with the hope to learn from it and host more. Well over 1,000 turned up and around 400 children got to go through the Easter Egg Hunt, watch the magic show and some had their faces painted.

### Feedback:

- The line was too long; the event should have been more spread out
- The event marketing was shared on Twitter
  - BIA marketed the event on all their channels
- Would we charge next time, to reduce numbers?
  - Rebecca said no, as we want to continue to put on free neighbourhood events. However we will have registration, different hunt zones and different time slots for people to attend.
- All agreed that there were probably a lot of people from well outside the community catchment attending.
  - Patricia said BIA easily get 1,000 for people doing Trick/Treat on Hastings – as a guide for numbers
- Suggestion to do similar to the Labyrinth at Winter Solstice which had staggered times with a timed window
- Suggestion to have wristbands for groups
- Rebecca - Are food trucks a good idea?
  - All – Yes, coffee cart/beer garden/picnic zone
  - Suggestion to have more on site that occupies crowds that does not require staff to manage

## 7. Summer event brainstorm

Karen introduced the idea of a 'Campfire Sing-along' free event in the Amphitheatre for Neighbours this summer. This would be a grassroots-style day allowing neighbours to connect with one another, bring guitars, performances from local artists, a fire (if allowed) hot chocolate, donuts etc. Not a heavily over-produced event but would love to progress it to a full community concert in the future.



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- Sounds amazing, reminiscent of Covid times when people played on their porches
- Suggestion to connect with local venues for artist suggestions
- Recommendation to have separate small circles, no amplification
- Recommendation to celebrate diversity - could have indigenous drumming, Japanese artists etc.
- Will be community-led with a bit of everything for everyone
- Will it be an evening? Will there be a beer garden?
  - Long term we could evolve this to a larger event however for the first one it will be kept small to gauge interest.

## OTHER:

- Jason is going to submit a proposal for a permanent indoor skating venue to support the skating community.
- Dino – as a one-off event have we thought about doing a movie night in the Amphitheatre?
  - Stewart said you can hire inflatable screens. Could show a classic film? Movies in the park is a great idea.
  - Karen noted that Hollywood Bowl does this on their off nights, and we will look into it.
- Stewart - what other ideas can you bring to the PNE, to figure out the next piece, we've been waiting a long time to see the Amphitheatre redevelopment. What maintenance can you do to keep facilities? Shelley said we are constantly re-investing in the park and will do better to share this work publicly.
- Patricia said it was good to see the PNE getting back on track post-pandemic.
- Ruby asked which rides can parents go on with their kids without a pass at the fair?
  - Karen to confirm.

Meeting ended 6:55pm.