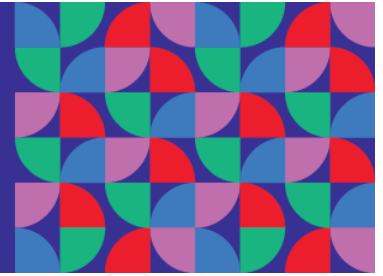




PNE MINUTES



**COMMUNITY ADVISORY GROUP
TUESDAY, 6 JUNE 2023
5:30PM-7:00PM
PNE PACIFIC ROOM**

Present: PNE Staff

Rebecca Savory, Manager, Community Relations & Communications
Sam Ellis, Administrative Assistant

CAG in-person

Patricia Barnes
Linda Dallow
Courtney Komonasky
Dino Singh
Ruby Wong

CAG online

Debbie Schachter
Stewart Anderson

Regrets:

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

Did not attend:

Jason Mcgarry

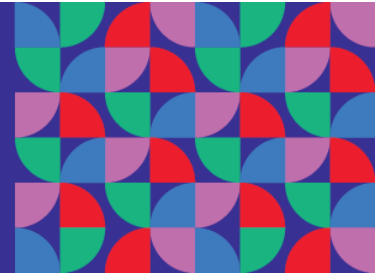
AGENDA TOPICS

1. New Leadership hire

- The PNE has been successful in the recruitment of a new VP of Event Operations who will be joining our executive leadership team on June 15. Rebecca spoke about the incoming leader, who will be announced publicly on June 15 (therefore this is not captured in the minutes).



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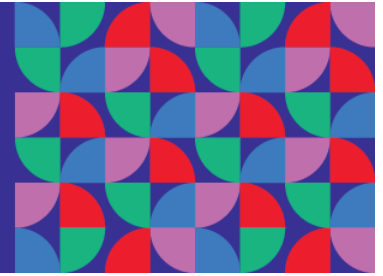
2. Community Open Houses

- Rebecca re-capped what was discussed at the Community Open House on May 16, for those who did not attend.
- Rebecca said the next Community Open House will be in November and, as requested by attendees at the May Open House, agenda items will be submitted by community members.
- Rebecca asked what the best way would be to collect topic suggestions from the community:
 - Ruby said it was important to include non-English speakers, including neighbours who sell their parking. Ruby said the biggest languages in this community are Mandarin, Cantonese, and Vietnamese.
 - Rebecca said the latest Neighbourhood letter was mailed in both English and Simplified Chinese, with positive feedback from Mandarin speakers.
 - Ruby asked if the two parking lots by Hastings Community Centre are owned by the city?
 - Linda responded to say that yes, revenue from the parking by Hastings Community Centre goes to the city.
- Rebecca asked those present if they think the Open House format works, and if so why/why not? Does anyone have suggested alternatives?
 - Linda said that open houses are a standard thing for any type of civic event.
 - Patricia suggested that getting a strong moderator is the best thing you can do to help them run productively.
 - Rebecca asked if people would still appreciate an open house with a moderator cutting them off?
 - Courtney responded to say that people like to have a forum to have their voice heard – even if they’ve already made up their mind about something.
- Rebecca explained that we’ve committed to hosting an Open House or Community Corner quarterly, with the first Community Corner coming up at Fair where community members can come and talk to us one-on-one.
 - Dino agreed that it’s never going to be perfect, you’re always going to have a few that aren’t going to agree.
 - Courtney added that it depends what’s going on at the PNE.
 - Patricia added that if people are just coming to say they don’t want the PNE or the same thing repeatedly then it’s pointless. They should only take place around major topics/timelines.

3. Community Corner Brainstorm

- Rebecca ran a brainstorm to create the Community Corner for Fair, asking the following questions:
 - What are the most interesting parts of the PNE's community work?
 - Patricia said that a lot of people don't know what the PNE's community work is.
 - Courtney added that many people think the money for the PNE/Hastings Park is coming from the city, thinking it's tax money when it's not. She added it's important to share that the PNE is the biggest employer youth in BC.
 - Patricia suggested that we mention the grants the PNE give out, publicise the farmers market and the agricultural fair (work with 4H), and give more ideas about how the community could use the other parts of the park (Sanctuary/Momiji/Italian etc.) outside of Playland/the Fair.
 - Sam added that the feedback we received from the tourism challenge was that people didn't know other parts of the park existed but were very pleased to learn about it. (Sanctuary, Momiji, Italian Gardens etc.)
 - Rebecca asked, what are the most important parts of the PNE's community work?
 - Courtney said that the grant recipients and making it accessible for groups to use the park are most important.
 - Ruby added that the steps the PNE is taking towards truth and reconciliation is also important and should be highlighted.
 - Patricia said greening of the park and youth employment.
 - Rebecca asked attendees what they had learnt through CAG that members of the community might not know?
 - Dino suggested the masterplan should be communicated more as others don't know enough about it.
 - Courtney added that people always want to know where the money for development/masterplan is coming from, so we could share more about our funding model.
 - Patricia said that because the City owns the land and the PNE is a non-profit, people don't understand the governance structure of the PNE, so efforts should be made to share that information more.
 - Linda said there is confusion between the PNE and Hastings Park and that more could be done to share that the PNE manages the entire park and doesn't just host the Fair.
 - Patricia supported Linda and said it's important to explain more often that all revenue goes back into the park.

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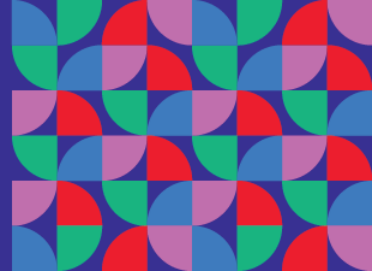
- Ruby said the PNE's social accounts could include more than just events and business, they could also include park information.
- Linda added that, for a lot of people in the neighbourhood, the park is their garden/green space and the PNE could highlight that more.
- Dino said it's important to tell the PNE's history, including its experience through covid.
- Linda suggested that we need more greenery around the park.
- Rebecca asked the group what some of the misperceptions about the PNE are, noting that we've already mentioned financing, governance, community work and the care of the park.
 - Ruby said a lot of people don't know what the PNE is – there is a misperception that that it's just the Fair, and people don't know it's the organization that manages Hastings Park.
 - Courtney said a lot of people incorrectly think the PNE had different noise laws to everyone else.
- Rebecca asked what the group thinks the community is most interested in hearing about. Rebecca explained that she hears from a very particular group of people who want to know about sound, development, parking, traffic, garbage, trees – is there anything else?
 - Linda said that it's just better to be open and share all information always – so that people can't say you're withholding anything.
 - Rebecca explained that she knows that the community section of the website needs work, and that she's working on improving it.
 - Patricia said there's a lot of good news stories that should be shared, such as tree planting and the work the PNE is doing with the Japanese Canadians.

4. Community Check-ins

- Rebecca asked for feedback on what the community is talking about, concerned about, or asking about in relation to the PNE.
- Rebecca also asked what we could do about the neighbourhood ticket program in 2024, now that it is reaching capacity. How do we limit/manage capacity for the party? Do we have two tickets per house, or a smaller catchment? It's not an issue the PNE has faced before – previous redemption has never reached more than 4,500 tickets. Rebecca said she will email the community to let them know tickets redemptions are running out.
 - Patricia suggested that we make the message a positive, rather than negative, celebrating the neighbourhood's eagerness to get involved in events.
 - Linda asked if any letters were hand delivered.



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- Rebecca responded to say that it was all done through Canada Post. We use a contractor to do the mail merge. The contractor then works with Canada Post to get all the addresses in the area.
- Linda asked if there are multiple houses on one lot, do they all get four tickets?
- Rebecca responded to say that yes, they do.
- Courtney asked if we could you make the catchment smaller.
 - Rebecca said that we could shrink the catchment for the neighbourhood party, however, would it be better than shrinking the number of tickets we give out?
 - Courtney said that it would be easier.
 - Linda added that we'll really have to think about it as there's a lot of condos being built in the catchment area.
- Dino suggested that there's two options, shrink the catchment or do it over two nights.
 - Rebecca explained that, as it comes out the community budget, two nights would be very expensive, and we would have to review this option or re-think the program.
- Courtney suggested that, if we did reduce the catchment, we explain to people that the catchment has been reduced because of the densification of the area.
 - Sam asked if we could offer a discount to those who fall outside an updated smaller catchment area.
- Rebecca explained that letters have not yet been sent for Fair, explaining that we have to wait for an event to go 'live' to get the promo codes, and the fair letter should land in mailboxes in a month.

Meeting ended 18:30 pm.

Next meeting is September 29, 2023.