

PNE Advisory Groups & Councils



PNE Advisory Groups & Councils

- The PNE currently has 3 specific groups we engage and consult with related to our business operations, implementation of the Hastings Park Master Plan and to capture insights into emerging trends, issues and feedback that can assist the PNE in delivering excellence.
- These groups are critical and provide important communication channels with key stakeholders and subject matter experts that assist us in evolving the business, the site and that connect us to the pulse of the community at large.
- The following slides show a review of these 3 groups and our recommendations to maximize engagement and communication with these stakeholders & subject matter experts.

3 Advisory Groups & Councils

1. Community Advisory Group (CAG)
2. Neighbourhood Focus Group (NFG)
3. Youth Council



Purpose, Membership Structure & Current Landscape of PNE Advisory Groups & Councils



Purpose

- The CAG is part of our governance structure per the PNE Bylaws
- As an advisory group, decision making is outside the scope of the CAG
- The purpose of the CAG is to provide constructive input and feedback to PNE staff regarding items such as on-site programming, implementation of the HP-PNE Master Plan and operational aspects of our business that affect the local community, city or region.
- The CAG is established and managed by PNE staff
- Currently, the CAG has strong local area representation but is missing a breadth of representation



Intended Membership Structure

- Membership on the CAG is drawn from community and city-wide stakeholders who represent a larger interest group
- Members represent an interest or demographic group and have demonstrated their capacity to act as a representative of a larger group.
- The CAG consists of eight members
- The membership represents diverse backgrounds, including geographic, generational, and cultural diversity and includes (but is not limited to) representation from the following areas:
 - Business and Economic Development
 - Sport and Recreation
 - Neighbourhood Agencies and Associations
 - Culture, Events and Festivals
 - Park Stewardship
 - Sustainability and Environmental Education
 - Educational Institutions



Current Purpose & Membership Structure

- Initiated by the PNE, NFGs were developed to engage our neighbours around Hastings Park and to increase our communication and relationships with our local neighbours
- Our ongoing goal is to increase the positive impact we have to our neighbourhood and to decrease the negative impacts.
- The NFG had 16 – 18 members, met 2x per year pre-COVID and the agenda included 2 to 4 operational and business updates per meeting. Examples of topics were:
 - Parking in neighbourhood
 - Programming content for PNE Events
 - New and upcoming year-round events overview



Current Purpose & Membership Structure

- Introduced by the PNE over a decade ago, the purpose of this council was to foster a strong relationship between youth and the PNE, and to provide a PNE legacy of youth leadership for generations
- The PNE Youth Council was in place for 11 years and included 16 grade 11 or 12 students who wanted to:
 - Learn how a successful business operates
 - Share ideas and see them come to fruition
 - Develop presentation skills
 - Engage with business professionals
 - Get involved with events for youth by youth
- Recruitment occurred annually in April through online applications & in person group interviews
- The youth council met monthly August thru June



Current Landscape

- We have an active group of neighbours on CAG but do not include community-at-large and city-wide stakeholders' recruitment for CAG
- Current membership of CAG does not have the representation from all categories identified in the membership structure
- The current list of category representation does not include a member representing youth or DEI communities
- Limit of 5-year term pre-empts having local BIA representation from executive director for continuity with the local business community
- We have not activated youth council or neighbourhood focus groups since 2019
- Strong desire from neighbours to have more communication and dialogue on specific areas of interest to them (for example park care)
- The youth council is a critical part of engaging with a primary guest demographic however the format needs to be aligned to attracting a more diverse group of members and increase overall engagement in the program



PNE Advisory Groups & Council Recommendations & Next Steps



Recommendation

Purpose of this recommendation is to generate increased engagement for areas of interest for neighbours, increase access to subject matter expertise for PNE in key areas of our business, and increase overall communication with community.

- Add 2 new areas of CAG representation (this increases CAG to 9 participants plus staff) including:
 - Youth Representation
 - DEI Representation
- Realign recruitment for CAG members to include representation from neighbourhood, community-at-large and city-wide stakeholders to ensure we have the subject matter expertise needed on CAG to serve the purpose (see next slide for detailed breakdown on representation)
- Remove 5-year term limitation for East Hastings BIA representative
- Align NFG to broader areas of interest for our neighbours including:
 - Park Stewardship, Sustainability & Environmental Education
 - Event Impacts
 - Community Impact and Programs
- Include CAG members in NFGs to increase dialogue and connectivity between groups
- CAG meets 5x per year (April, June, Sept, Nov, Jan); NFG meets 3x per year (May, Oct, Feb); social event for 2 groups during Summer Fair in Aug



Recommended Structure & Membership

Representation Categories
Business & Economic Development
Sport & Recreation
Community Impact & Communications <small>(formerly neighbourhood agency)</small>
Educational Institutions
Culture, Events, Festivals
Park Stewardship, Sustainability & Environmental Education
Youth
Neighbour At Large
DEI

Member Focused Recruitment
East Village BIA Executive Director
PNE Tenant or Community Ice Client
Subject Matter Expert
Subject Matter Expert
Subject Matter Expert
Hasting Conservancy Representative
Youth Representative
Neighbour Representative
Subject Matter Expert



Alignment to CAG

Neighbour Expressed Areas of Interest

Culture, Events, Festivals

Park Stewardship, Sustainability & Environmental Education

Community Impact & Communications

NFG Membership Structure

CAG Representative
6 – 8 Neighbours
Chaired by Shauna Wilton & 1 Ops Director

CAG Representative
6 – 8 Neighbours
Chaired by Ming Tian & 1 F&M Director

CAG Representative
6 – 8 Neighbours
Chaired by VP Sales, Marketing & Business Development
& the Community & Communications Manager



Next Steps

- Develop new CAG recruitment campaign to drive broader representation across categories from local neighborhood and city wide
- Develop communications plan and materials on CAG and NFGs including website, newsletter drop to PNE catchment, social and digital
- Recruitment for 2024 CAG & NFGs
- Target focus groups for youth council realignment for fall of 2024

