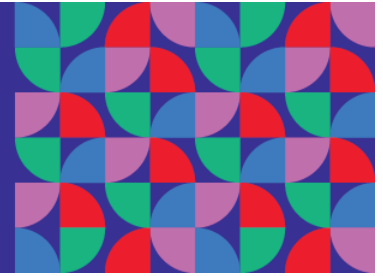




PNE MINUTES



COMMUNITY ADVISORY GROUP
Wednesday, 21 May 2025
5:30PM-7:00PM
IN PERSON MEETING

Present: PNE Staff

Karen Massicotte, VP, Sales & Marketing
Anna Kalfa, Manager, Communications & Community Relations
Sashya Warnakulasuriya, Administrative Assistant

CAG Members

Courtney Komansky, Shelley Dubé, Dino Singh, Ben Dube, Dal Palmer, Donalda Greenwell-Baker, Lucy Croysdill, Ruby Wong, Linda Dallow, Debbie Schachter

Regrets: Jessica Borich, Mayura Colling, Patricia Barnes, Jason McGarry

Meeting started: 5:30 p.m.

AGENDA TOPICS

1. Greetings and Introductions were conducted around the table.

2. Organizational Overview

- Karen provided an update on PNE's revenue streams: Playland, the Fair, and year-round events.
- The Winter Fair will no longer be held starting this year.
- The Agrodome will become the practice centre for the PWHL starting in November. This will not impact community Minor Hockey and skating, as PWHL will practice during the day.
- No more outdoor EDM festivals are scheduled for the summer.

Key PNE Event Dates 2025

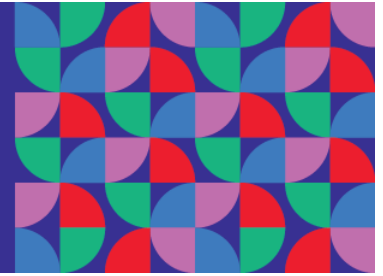
- Marketing campaigns for the Fair and Summer Night Concerts will be visible soon.
- The concert lineup now focuses on early 2000s acts, a shift from the previous 70s-80s themes.

3. Community Advisory Group

Presentation of Terms of Reference, meeting frequency, and time commitments.

4. PNE Community Relations Overview

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- **Community Open House & Neighbourhood Focus Group**

- Karen discussed the topics selected for Community Open Houses and Neighbourhood Focus Groups: park stewardship, event impacts, and community engagement. Each will integrate elements of the PNE master plan.
- Summaries will be provided for those unable to attend the Focus Groups. Anna will send a registration link for upcoming sessions.
- Discussion about using social media to promote Focus Groups and similar events.
- Ruby flagged a scheduling conflict for the June 7 Focus Group (Burnaby Festival); Karen and Anna to reassess.

- **Community Grant Fund**

- 11 applications received to date. Events include knitting and literature programs.
- Community Day at Playland on May 31 supports the fund—\$10 per ticket donated. Program limited to the Hastings–Sunrise area.

- **Fundraising Ticket Donation Program** – ongoing ticket donations, year around.

- **KC's kids Ticket Donation Program** – ongoing donations.

**** New Grant Launch:** A \$40,000 Community Grant Program will launch at the Fair, funded by a PNE partner. This program covers Metro Vancouver. More to come.

- **TD Youth Job Skills Workshop Series**

- Recently completed 5-week program (May 20, 2025), involving 24 high school students, including neurodivergent participants.
- Program included site tours and an HR-led employment session.
- Noted increase in Indigenous organization outreach, particularly in Grandview–Woodland.

- **Youth Access Ticket Donation Program**

- **Neighbourhood Resident Ticket Program**– Final ticket batch mailed; delivery expected by May 23, 2025.

- **Neighbourhood Business Ticket Program**

- **Community Partners**

- **The Japanese Canadian Hastings Park Interpretive Centre Society**

- Ongoing collaboration: current project includes a new interpretive centre near the livestock barns.

- **Hastings Park Conservancy**

- Hosting educational walks since 2023.

- **Community Newsletter** – Anna highlighted ongoing efforts to improve newsletter frequency and content (e.g., ice skate dates). Current distribution covers ~6,900 households.



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- **Discussion**

- **How can we encourage neighbours to subscribe to the community newsletter?**
 - Add QR codes to digital screens, free tickets, Boardwalk ground signs in Sanctuary
 - Provide early access or exclusive event hints.
 - Include an event calendar in the newsletter.
 - Promote via the City of Vancouver website and Instagram for youth outreach.
- **How can we communicate with neighbours via email to inform them of neighbourhood tickets, community events, etc.**
 - Build a resident database.
 - Improve accessibility for elderly neighbours.
 - Address issues related to rental units in the distribution area.
 - Suggested to add QR codes near the Sanctuary boardwalk for more outreach.
- **What would be more valuable for neighbours? Free tickets or a community day at Playland? Suggestions?**
 - Free tickets—are more flexible, and neighbours often meet up for these community days, deepening connection and belonging.
 - What are we trying to achieve? Free tickets feel more like a “thank you” or a “gift”, whereas events such as Playland Neighbourhood Day are more about building community connections.
 - Suggested events like BBQ nights or Movie in the park night and trying to encourage neighbours to get more involved with the PNE events and programs.

5. Neighbourhood Ticket Program

- **Discussion**

- Digital only is not accessible: There are still many elderly neighbours who do not use digital platforms and count on the letters.
- It is important to have at least one main mailout a year to maintain that community connection.

Our Community Impact Priorities

- Leadership & employment
- Evolution of Culture & History of our site- Due to historical significance we can have more opportunities for future projects. It was suggested to add “sports” as well.
- Neighbour & Community Engagement
- Accessibility
- Enable Tourism & live Entertainment Industry
- Build healthy and thriving communities – this focuses on how we leverage the access to nature



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- Deliver economic impact- Karen mentioned that this focuses on what programs we are doing to ensure that other businesses are supported as a result of PNE programs and events.

****Suggestions-** there are several requests from artists to display their work, especially at Rollerland, and to use the PNE site.

Meeting end: 7.00 p.m.