



# PNE MINUTES

**COMMUNITY ADVISORY GROUP**  
**Tuesday, 22 July 2025**  
**5:30PM-7:00PM**  
**IN PERSON MEETING**

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**Present: PNE Staff**

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

**CAG Members**

Patricia Barnes  
Courtney Komansky  
Shelley Dubé  
Jason McGarry  
Dino Singh  
Ben Dube  
Jessica Borich  
Lucy Croysdill

**Regrets:**

Dal Palmer  
Donalda Greenwell

**Meeting started:**

**AGENDA TOPICS**

**1. Greetings and Introductions**

Introducing our new Director of Marketing, Emily Kozniuk

**2. Community Engagement Programs Update**

**NTP Resident Ticket Distribution:**

- 400 Playland tickets distributed to 200 catchment households (2 per household)



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- 27,600 discounted Playland tickets (50% off) mailed to 6,900 households (4 per household)
- 27,600 complimentary Fair tickets provided to 6,900 households (4 per household)
- Two in-person ticket pick-up dates scheduled for early August

## **Changes to NTP Business Program:**

- New opt-in registration system implemented to reduce administrative workload
- 10 complimentary Fair admission tickets provided per business (storefront locations only)
- Approximately 120-130 businesses participate annually

## **TD Youth Access Passes:**

- TD Bank-sponsored program in its second year
- Provides complimentary PNE Fair tickets to local charities and non-profits supporting youth aged 13-18
- Ensures youth from all economic backgrounds can experience the Fair
- Winter Fair distribution: approximately 3,800 tickets distributed, 1,600 redeemed (42% redemption rate)

## **Community Corner Fair 2025:**

- Interactive space showcasing PNE's support of Hastings Park, green spaces, and local community
- Purpose: communicate PNE's community/environmental impact, non-profit status, park reinvestment, and promote year-round engagement
- Features include: self-directed QR code scavenger hunt, guided tours (2 daily at Sanctuary & Momiji Garden), displays and storytelling boards, potential community partner-led tours

## **3. 2025 PNE Fair Update**

Footprint remains unchanged from previous year; reduced until Freedom Mobile Arch opens  
Phased Fair setup schedule reviewed, including fencing installation and areas with restricted access

## **4. Freedom Mobile Arch Update**

- Major construction milestone achieved with installation of king arch roof beams and first mass timber roof sections
- Beam-signing ceremony held in May, attended by Ming Tian (VP of Facilities) and project team



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- "Raise the Roof" event held June 20 with 75 guests including PNE Board members, city councillors, MLAs, and key partners
- Featured speakers: Attorney General Niki Sharma, Minister Terry Yung, and others
- Three Indigenous artists from Musqueam, Squamish, and Tsleil-Waututh Nations announced for site-specific artworks:
  - Jody Broomfield (Squamish Nation): Concrete wall sculpture between Arch amphitheatre and Playland
  - Kelly Cannell (Musqueam Nation): Frit glass installation on back-of-house stage wall
  - shłwen' Ocean & Sara Hyland (Tsleil-Waututh Nation): Sandblasted concrete artwork in amphitheatre walkway

## 5. Community Grant Fund Debrief

39 applications received; 7 local organizations selected; \$10,000 total granted

Recipients: East Village BIA, Exceleation Triathlon, Frog Hollow Neighbourhood House, Pandora Park Community Garden, Vancouver Skateboard Coalition, Vancouver Urban Food Forest, Hastings Community Little League

Supported programs include: inclusive skateboarding event, community knit gatherings, seniors summer BBQ, community garden party, food sustainability tours, youth triathlon and baseball programs. **Discussion: Should we change the criteria?** Agreed to maintain current criteria as it provides smaller groups access to funding

**Meeting end:** 6:35