

**PACIFIC NATIONAL EXHIBITION  
BOARD OF DIRECTORS MEETING  
WEDNESDAY OCTOBER 26, 2016  
10:00am – Hastings Room**

**Business Portion**

**M I N U T E S**

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Chair Louie called the meeting to order at 10:04am

Present:      Mr. Raymond Louie, Chair  
                 Mr. Malcolm Bromley, Vice Chair  
                 Ms. Patrice Impey, Treasurer  
                 Mr. Richard Saunders, Director  
                 Mr. Paul Sihota, Director

                 Mr. Michael McDaniel, President & CEO  
                 Ms. Shelley Frost, Vice President, Marketing  
                 Mr. Jeff Strickland, Vice President, Operations  
                 Mr. Peter Male, Vice President, Sales  
                 Ms. Stacy Shields, Vice President, Human Resources  
                 Ms. Anna Bidelska, Director, Finance  
                 Ms. Salome Valente, Executive Assistant / Corporate Secretary

Regrets:      Mr. Ty Speer, Director  
                 Ms. Jackie Hogue, Director

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There being a quorum present and due notice having been given, the meeting was declared to be constituted for the transaction of business.

**1.      ADOPTION OF AGENDA**

**MOVED by Ms. Patrice Impe**  
**SECONDED by Mr. Malcolm Bromley**

**Resolved that** the agenda for the Business Portion of the Board of Directors meeting for Wednesday October 26, 2016 is adopted.

**CARRIED UNANIMOUSLY**

**2.      ADOPTION OF MINUTES**

**MOVED by Mr. Richard Saunders**  
**SECONDED by Mr. Malcolm Bromley**

**Resolved that** the minutes for the Business Portion of the Board of Directors meeting for Wednesday July 6, 2016 are adopted.

**CARRIED UNANIMOUSLY**

### **3. FINANCIALS**

#### **3.1 2016 YTD Financial Statements – September 30, 2016**

The financial statements were provided in the Board of Directors for review. Ms. Anna Bidelska provided a brief overview of the financial statements, highlighting key areas.

### **4. STAFF REPORTS TO THE BOARD OF DIRECTORS**

#### **4.1 Playland Recap**

A Playland yearend summary was provided in the Board of Directors packages for review. Mr. Jeff Strickland presented the report.

#### **4.2 Fright Nights (Creative and Attendance)**

Ms. Shelley Frost presented the 2016 Fright Nights creative campaign including Print, Television and Radio along with the attendance figures.

#### **4.6 Upcoming Events**

A list of upcoming events was provided in the Board of Directors packages for review. Mr. Peter Male reviewed the list and highlighted some of the upcoming events.

### **5. NEXT BOARD MEETINGS**

It was agreed that the next Board of Directors meetings would be December 2, 2016, December 8, 2016 and February 20, 2017 in the PNE Hastings Room.

### **6. NEW BUSINESS**

None

### **7. ADJOURNMENT OF PUBLIC PORTION OF MEETING**

**MOVED by Mr. Richard Saunders**

**SECONDED by Mr. Malcolm Bromley**

**Resolved that** the Public Portion of the Board of Directors meeting be adjourned at 11:56am

**CARRIED UNANIMOUSLY**