

ACPD's Outreach Working Group Meeting Notes

August 20th, 2024

Virtual Teams Meeting

4:00PM – 6:00PM

Members in Attendance: Hope Bonenfant, Paula Kilburn, James Kemp, Jake Maurice, Mark McNeil

Also in Attendance: Rebecca Banky, Jacqueline Durlov

Members Absent: Robert Westbrook, Benjamin Cullimore

1. Welcome and Introductions

2. Approval of August 20th Agenda: Agenda was approved with the addition of Jacqueline Durlov from the Communications Department.

3. Approval of July 16th Meeting Notes: Meeting notes were approved.

4. Approval of July 30th Meeting Notes: Meeting notes were approved.

5. Award and Fair Media Discussion with Jacqueline

Durlov: Chair began by explaining to the group some of the challenges and issues that arose when trying to put out the awards. From the delays in announcing the award to the advertising that went out without our approval and contrary to our wishes. Chair also explained the issues with the Award event Page and how it needs to be updated with more accurate information.

Jacqueline explained their work so far and the work they plan to do when the Award recipients are announced. We discussed the difference between the Award and the Fair, especially with how it relates to staff support. We discussed the differences between City run events and City Organization run events and how they are staffed. Chair explained that we have had an event page created for the last two Fairs with a backlink to the website on the recommendation from Antonella when she explained that we needed to have our own external website. Chair asked that we have that support again as a minimum. Jacqueline agreed that it was doable, but that was the level of involvement from Comms.

We then discussed what would be advertised when the winners were announced. Jacqueline explained

that the web page would contain descriptions of their contributions and photos.

6. Award Judging: We discussed inviting outside agencies to participate in judging. Chair will reach out to them. Jake offered to serve as an alternate due to unknown potential conflicts with Softball. We discussed the time required and what would be involved.

Rebecca suggested that we might want to amend the awards to include the Youth Award as there are appropriate submissions. We only held off on the last award due to time constraints and the ability to advertise to that group. As we have proper submissions, we have decided to go forward with four awards. Some accessibility issues were raised with the application form and it was decided that we should pursue hosting the application offsite for more control of product.

7. Award Selection: Chair explained that we would have to use an awards company to create the award. Chair circulated a catalogue that is used by all local awards companies. We will decide on an acrylic or glass award and provide a certificate in a matted frame. Further discussion at the next meeting.

8. Fair Planning: We reviewed the T-Shirt design and it is approved. Chair will submit a Vista print order after seeking out appropriate sizes. Discussed the SEAT application and the need for food service. Discussed Art Show and hope to have information finalized soon.

9. Vaccination Drive: Provided an update to planning the vaccination drive with Public Health in November. Will have more information soon.

10. Other Business: There was no other business.

11. Adjournment