



PLAY in Bruce Grey Network MEETING

November 24th, 2010

9:30 a.m. – 12:00 Noon

Location: Tara Community Centre

Present: Cathy Smart – Play in Bruce Grey Coordinator; Jason Wepler – Grey Bruce Public Health Unit; Jayne Jagelewski – Saugeen Shores; Shawn Everitt – Town of the Blue Mountains; Peter McGee – Town of the Blue Mountains; Jennifer Parker – Volunteer – Town of the Blue Mountains; Karen Neerhof – South Bruce Peninsula; Katrina Eke – Aaran-Elderslie; Kevin Green – Southgate; Raylene Martel – Southgate; Bert Lennox – Hanover; Wendy Frook – Volunteer – Hanover; Betty Perkins – Volunteer – Hanover; Lynn Davidson – Brockton; Erin Frook – Kincardine; Brenda Dailey – Owen Sound; Amber Knot – Meaford; John Fortier – Saugeen Shores

Recorder: Shanna Reid – Saugeen Shores

Regrets: Kim Reid – Huron-Ripley; Representative from Georgian Bluffs

1. WELCOME and INTRODUCTIONS

- Introductions of all in attendance
- Ice breaker: “Handcuff’s”

2. ORDER of BUSINESS:

- Approval of agenda – Betty
- Additions / deletions to agenda – None

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- Change in Leadership. Jayne Jagelewski is stepping down from a number of years of chairing the PLAY committee. The committee requires leadership in the areas of Chair, Vice Chair, and Secretary. Please let Catherine know if you are interested in assuming any of the above positions.
- Terms of Reference was distributed and discussed. The Committee will adopt the current Terms of Reference. If there are any additions the Committee will discuss at the next meeting. The Committee will review the Terms of Reference on a by-annual basis.
- Acknowledgment of PLAY rack card, PLAY poster campaign and operations manual. Any feedback needs to be directed to Catherine.
- Acknowledgement of Moving ON and Walkability Posters. Jan 19 *Gill Penalosa* will be coming to Health Unit in Owen Sound to discuss his passion of making the communities walk-able. *Mandy Johnston* is also coming to the Health Unit in OS, Feb 3 to talk with regards to making your community walk-able. (Please see attached promo. Post cards).
- Charter of PLAY and a letter of Agreement to all the municipalities to discuss the accomplishments and the agenda to move forward.
Discussion: some believe that the signatures were not all that important and others felt that the signatures were important as long as it has a clear message to the counsels. Perhaps to even look at a higher government body to gain support. Schools are a critical piece to gain support to the PLAY initiative.
Action: A Letter of Agreement will be circulated to Committee members prior to the next Committee meeting for discussion and ultimately will be circulated to all municipalities in the New Year.
- Name Change: PLAY Committee to PLAY Advisory and Community Action Network (CAN) to Local Play Committee (LPC) Community Play Committee, Community Play Network, Play Committee, PLAY advisory Committee. It was discussed to keep it simple. Do not tamper with the PLAY logo. Branding and consistent messaging is critical to ensure success. It is important to have the 'elevator' statement to assist with the development of the movement. In the past it has been difficult to gain support from potential funding sources. It is based on the grant writing and in order to have the ability to gain support for the cause. Brainstorming occurred and the **PLAY Bruce Grey Network** and **PLAY**

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'Community' Network for the community based groups was ultimately chosen by Committee members.

- CAN vs. PLAN See power point presentation
- Successes to date: Shawn Everitt gave us an update: See power Point.
- How kids & Adults are doing: see power point
- Statistics shared: see power point

3. POSSIBILITIES

BLANK CANVAS EXERCISE

- Support Tools for Educators, community groups,
- School Boards involved
- Play days at school
- Parent involvement
- Walk-able communities
- By in from councils
- All 17 municipalities are involved
- Social networking
- Signature events
- Manufacturers
- Target groups
- Adapt to each municipalities, finances, programs
- Template of ideas
- Best Practice template
- Benchmark and performance measures

4. MAPPING

What is working well?

- Branding PLAY Logo
- T-Shirts
- Strength of local committees
- Full time coordinator
- New members
- PLAY engaging local
- Play in the park
- Family days
- Good activity levels
- Close connection with municipality

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What is missing?

- Long term funding
- Leadership
- More volunteers
- Share presentation to council
- Advertising
- Media partners
- Consistency in municipalities –ie: Mon night programs
- Same page mentality
- School involvement
- ALL PLAY approach – not just kids
- Municipalities by in
- Strategies to make PLAY grow
- Direction

What is possible?

- Templates for programs
- All PLAY
- Partnership
- Growth in our Network
- Growth in local Network
- PLAY catalog
- Become the Participation of Grey Bruce
- Link in with bigger partners

Next Steps & Resources

See the power point

Email Catherine regarding RSVP re: attending February meeting

Next meeting:

Feb 3rd, 2011 at 9:30 am at the Grey Bruce Health Unit in Owen Sound (prior to the Train the Trainer workshop scheduled on the same day from 12 noon – 4:00 p.m.)

Meeting dates for the rest of 2011

- Wednesday, May 11th
- Wednesday, Sept 21st
- Wednesday, Nov 23rd

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