



Committee: Bruce Grey PLAY Network

Meeting Date: February 22nd, 2012

Meeting Time: 9:30 a.m. – 12:00 pm

Location: Flescherton Library, Grey Highlands

Attending: Cathy Smart – *PLAY in Bruce Grey Coordinator*; Jason Weppler – *Grey Bruce Health Unit*; Katrina Eke – *Arran-Elderslie*; Bert Lennox – *Hanover*; Kim Reid – *Huron Kinloss*; Bob Zobel – *South Bruce*; Karen Neerhof – *South Bruce Peninsula*; Lindsay Young – *Grey Highlands*; Angela Gougeon – *Kincardine*; Dan Wilken – *Brockton*; Adam McMaster – *Grey Highlands*; Rob Thompson – *Municipality of West Grey*; Shawn – *Town of Blue Mountains*; Lynn Davidson – *Brockton*

Recorder: Shanna Reid – *Town of Saugeen Shores*

Regrets: Brenda Dailey; Raylene Martell – *Southgate*; Wendy Frook – *Owen Sound*; Betty Perkins – *Volunteer Hanover*; Jayne Jagelewski – *Saugeen Shores*; Kevin Green; Dan Wilken – *Brockton*; Terry McKay – *Chatsworth*

Presentation: Amy Irwin – *Grey Bruce Kids magazine*

Agenda Item #	Discussion	Action to be taken	Person responsible
1.0 10:02 am	Call to Order Welcome and Intro Introduced all and Town of Blue Mountains has lost Peter McGee's position due to budget cuts John Fortier – Port Elgin Volunteer has stepped down		
2.0	Review November 23rd minutes:		

	No changes		
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3.0	<p>The Future of PLAY. What is next</p> <p><u>History:</u> Trillium Funding is complete by the end of July</p> <p><u>Grey Bruce Kids:</u> To establish a relationship with this magazine to get our name out there and to be recognised.</p> <ul style="list-style-type: none"> • Calendar of events, articles and ads. <p>To look at other publications to get the message out</p> <ul style="list-style-type: none"> • Promotion is good • Review other publications that may hit our target market <p><u>Mittens:</u> Free mittens were distributed for shortest day in play event. Please send any pictures of the events and the distribution of the mittens</p> <p><u>Events & Challenges:</u> Getting the councils involved to issue challenges to neighbouring communities to further promote the PLAY concepts and events.</p> <p><u>What has worked:</u> Play nights Community Challenges Walking Challenges Resources Educational Workshops/Meetings Co-ordination of...</p>	Sent pictures to Catherine, Jason to be placed on the web site.	All

	<p>Web site Promotion / Sponsorship Conversation between communities through PLAY Communication</p> <p><u>Next Steps:</u> Funding - Healthy Communities Funding to be looked at for next year (too late for this year) Short term funding – Catherine has a lead on access to funds that may materialize</p> <p>Mission statement was helpful and a direction Helps keep us on the right track Need to do a job description for the co-ordinator position.</p> <p><u>Like the idea of keeping PLAY going:</u> Bronze: Longest Day and Shortest Day of PLAY, website, meeting</p> <p>Silver: Local Promotion - Sponsorship, workshops, meeting, limited workshops</p> <p>Gold: Resources, workshops Co-ordinator, Job description for and specific tasks surrounding job sustainable</p> <p>Participation is looking at rolling out the Longest Day and Shortest Day of PLAY to Canada. To source out additional dollars to have this as a sustainable position Job description to be developed.</p>		
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	Request for each community for \$300.00 per the community for the PLAY group, maybe increase for the following year targeted in September – November. All 17 municipalities are on board financially		
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4.0 & 5.0	<p>Shortest Day of PLAY Updates</p> <p>PLAY Trophies: Is a great way to highlight the communities’ achievements. The trophies are from Iron works and are a beautiful piece of artwork <u>Grey Highlands</u></p> <p>Shortest Day of PLAY</p> <ul style="list-style-type: none"> • Support at the high school level was very successful • Weather did not co-operate • Free public skating <p><u>South Bruce</u></p> <p>Mary Knox was a great connection and she spearheaded the information to the school children and activities</p> <ul style="list-style-type: none"> • Free ice time <p><u>Saugeen Shores</u></p> <ul style="list-style-type: none"> • Free ice time • Free pool time • One school participated <p><u>Hanover</u></p> <p>We did not do anything for Shortest day of Play, but we will back on board for Longest day of Play</p>	Logo to be sent out	Catherine DONE

	<ul style="list-style-type: none"> • Initiating a local Play group • Handed out community guide <p><u>Huron-Kinloss</u> Went to all the schools and suggested a variety of different activities, such as dancing at recess etc.</p> <p><u>Kincardine</u></p> <ul style="list-style-type: none"> • Free Swim time <p><u>West Grey</u> 4 schools participated and it included lots of parents and teacher</p> <ul style="list-style-type: none"> • Some walked, some were bussed to the arena • Some schools participated at their schools and logged hours • Won the Trophy <p><u>Arran-Elderslie</u> 3 schools participated</p> <ul style="list-style-type: none"> • Piggy backed on to stuff that was already going on <p><u>Town of Blue Mountains</u> We did not do anything for Shortest day of Play</p> <p><u>Walkerton</u> Did not set up anything but are now inspired to put something together</p>		
5.0	<p>Deputation Update 17 municipalities received a presentation from Catherine, and Jason. This is to focus on the need for Play in all communities 11 Play Charters have been received to date</p>	Catherine will send reminders to the 6 municipalities to sign the Charter	

	<ul style="list-style-type: none"> • See attached Power Point notes 		
6.0	<p>Walkability Workshop Anyone wanting one please let Catherine know</p> <p>PLAY training Summer Staff Training for ALL</p> <p>Obesity & Mental Health Conference June 26 – 28th conference – Toronto</p> <p>Sandbox Project Enabling Change Program – grants</p>	Catherine to circulate information via email.	
7.0	<p>Grey Bruce Kids – Amy Irwin Opportunity for kids and families in Grey and Bruce. And we have been highlighted in the magazine. We have also taken out an ad in this issue to drive people to our web site.</p> <ul style="list-style-type: none"> • From Ripley and developed a magazine to assist parents in the Grey and Bruce area • Free publications • Quarterly • 10,000 • 300 locations • Soliciting articles from local experts • Comprehensive publication for parents • Winter, Spring, Summer, Fall publications • Play theme for the summer edition – fits nicely with the PLAY group • May 8th is the next deadline for the June (Summer edition) 	<p>Web: greybrucekids.com To link in for calendar Municipalities to give info for the calendar amy@greybruce.com</p>	All

8.0	<p>Walk 21 - Conference There were individuals from all over the world to discuss the benefits of walking. A Group of extraordinary of professionals presenting the value and benefits of walking and active transportation and best practices. The connection with our group is that there are a number of walking groups forming and walkable communities has been a focus for many of our communities.</p>	Catherine shared her experience at this conference and was very impressed with this conference.	
9.0	<p>Longest Day of Play Tip Guide Promotion for tracking activity Promotion for the Longest Day of Play Fun activities Did you know... Web site promotion Parents Page</p>		
10.0	<p>Other Business Facebook: anyone interested? No response Swim to Survive – In Saugeen Shores going very well and we will be expanded for the 2012 /2013 school year. Safety Village – Being Built: Water Safety, fire prevention, Bike safety, Car Safety, Farm Safety. This would be a great connection with PLAY Class rooms available</p>	<p>Jason to send out youth moving report to all PLAY Group members</p> <p>Marilyn Rosner would be a good contact</p>	

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11.0	Next meeting: May 24th Next meetings Durham Community Centre in the Board Room - 9:30 am – 12 Noon		
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