



**Committee: Bruce Grey PLAY Network**

**Meeting Date: September 21, 2011**

**Meeting Time: 9:30 – 12:15**

**Meeting Place: Kincardine Davidson Centre**

**Attending:** Cathy Smart – *PLAY Coordinator*; Jason Wepler – *Grey Bruce Health Unit*; Peter McGee – *Town of the Blue Mountains*; Katrina Eke – *Arran-Elderslie*; John Fortier – *Saugeen Shores Volunteer*; Kim Reid – *Huron-Kinloss*; Betty Perkins – *Volunteer – Hanover*; Erin Froom – *Kincardine*; Bert Lennox – *Hanover*; Brenda Dailey *Owen Sound*; Amber Knott – *Meaford*; Dan Wilken – *Brockton*; Kim McPhedren – *Bruce County Tourism*; Janine Dunlop – *MHP*; Kathryn Purcell - *Meaford*  
**Recorder:** Jason Wepler

**Regrets:**

Agenda Item #	Discussion	Action to be taken	Person responsible
1.0	Call to Order 9:35 am		
2.0	Successes to Date – A number of successes were shared with the group since the inception of OTF funding. These were grouped into impact on individuals, organizations and community. Highlights include the Longest day of PLAY, Movin' ON forums, walking clubs, drop-in programs, revised website, new partnerships, sponsorship dollars and improved profile.		

3.0	<b>2011 Goals – Feedback</b> <ul style="list-style-type: none"> <li>• Website – need to include u-tube clips and videos</li> <li>• PLAY does have a Facebook page that is updated regularly</li> <li>• Request for RSS feed from BC Tourism who will promote some of our postings</li> <li>• Tourism will be able to share some videos with Peter for the Facebook site</li> <li>• Planner in Collingwood also has some good videos PLAY could use</li> <li>• Group needs to know number of hits to the website</li> </ul>	Send Peter interesting items Cathy to connect with Shelley Kim to send Peter tourism videos John to forward name of planner Cathy to re-connect with Shelley	ALL Shelley Kim John Cathy
<b>Agenda Item #</b>		<b>Action to be taken</b>	<b>Person responsible</b>
4.0	<b>Website – revised includes all new information Only about half of the committee has visited the site. Includes Longest day of PLAY section with photos and summaries from each of the communities. A TVO Kids CD was developed</b>	Order copy of the CD. Put on website	Cathy
5.0	<b>Council Presentations – all 17 booked; 5 completed to date</b>	Completion of presentations	Cathy/Jason with open invitation for member support
6.0	<b>Budget</b> <b>Currently: OTF Year 2 \$57,000</b> <b>Health Unit Municipal Funds \$5000</b> <b>2011 Contributions \$2700</b> <b>Total - \$64,000</b>		
7.0	<b>Longest Day of PLAY- Feedback:</b> <ul style="list-style-type: none"> <li>• Enjoyed flexibility to provide a variety of activities</li> </ul>		

	<ul style="list-style-type: none"> <li>• Programming unique to each municipality</li> <li>• Busy time of year</li> <li>• Tough to capture all demographics</li> <li>• Lack of resources</li> </ul> <p>Discussion related to implementing “Shortest Day of PLAY on Dec. 21<sup>st</sup>. School is still in and this event could focus on the school community and municipalities could compliment this program as they are able. Some members thought this was a busy time to program in the community and felt Family Day would be a better time for a second event.</p>	<p>Send letter to school boards</p> <p>Include promotional component (press release, interviews, etc.)</p>	<p>Cathy</p> <p>Jason</p>
8.0	<p>Promotional Items – a number of promotional items were shared and written requests for items were provided. It was suggested in relation with the Shortest Day of PLAY, teachers could be encouraged, in other subject areas, to implement a writing assignment/art assignment to give promotional items as prizes. Cathy shared a grant submission to Bruce Power to support the purchase of promotional items. Santa Claus parades were discussed as an ideal time to distribute information. Purchasing of red PLAY mitts (similar to Olympic mitts) would be a very hot item</p>	<p>Committee members were requested to complete the promotion items request form and return to Cathy</p>	<p>ALL</p>
9.0	<p>Afternoon Speakers – There seemed to be interested in having an afternoon speaker following the PLAY meeting. Interest would depend on who the speaker was and the relevancy to recreation programming.</p>	<p>Topics for speakers to be sent to Cathy by October 1<sup>st</sup>.</p>	<p>ALL</p>

	<p><b>Additional staff are welcome to join as well but these events are often in conflict with other staff commitments.</b></p> <p><b>Janine offered to provide an update related to local grant opportunities at the next meeting</b></p>		
<b>10.0</b>	<p><b>Partnerships – only one additional partnership was mentioned and this would be with Bryan Plumstead at Grey County Tourism. Having greater involvement from the school boards would also be beneficial</b></p>	<p>Cathy to f/u with the school boards</p> <p>Kim to mention to Bryan</p>	<p>Cathy</p> <p>Kim</p>
<b>11.0</b>	<p><b>Funding Options – a number of funding options are being pursued. Since this meeting \$15,000 has been secured from Bruce Power to support the Longest Day of PLAY. Another pursuit will involve funding through the Heart and Stroke SPARK grant. Initial funds for \$5000 are available for community consultations and an additional \$25,000 for two years may be available to compliment work completed in stage 1. Funds from stage 2 could support a Coordinator type position</b></p>		
<b>12.0</b>	<p><b>Walkability Workshops – final reports have been received for Saugeen Shores and Blue Mountains. Next steps will include deputations to Council with requests that they sign the International Charter for Walking and form an Active Transportation Committee of Council. Preliminary discussions have occurred in SS but the presentation may be put off until the spring.</b></p>		

13.0	Council Presentations – Council are being requested to sign the revised PLAY Charter. An initial budget request was included but this has since been removed. Cathy shared an annual budget of ~\$55,000 would be required to maintain the program at its current level of support. It was agreed some level of coordination was required.		
14.0	Website, sustainability and local PLAY network discussions were deferred to the next meeting		
15.0	Tobacco Funding - Funding opportunities available for municipalities through Tobacco Free Sports and Recreation Seed grants. Up to \$1500 available for passing a tobacco free policy.		
16.0	Wayfinding Signage presentation (see attached)		
<b>Agenda Item #</b>	<b>Discussion</b>	<b>Action to be taken</b>	<b>Person responsible</b>
9.0	Next meeting  Nov 23rd, 2011 – Hanover to host	-Speakers to be confirmed	