



## **Regional Meeting - Cariboo Region**

**October 2<sup>nd</sup>, 2007**

**Prince George, BC (UNBC Campus)**

### **MINUTES**

**Present:** Eva Robinson (BCRPA), Jessica Chant (BCRPA), Sharon Meredith (BCRPA), Deb Radolla (WL), Denise Skarra (WL), Sharon Pepper (YMCA), Dorothy Ehrman (Mac), Gord Petersen (Mac), Richard Gauthier (Ques), Geoff Paynton (PG), Cheryl Livingstone-Leman (PG), Colleen Van Mook (PG), Lisa Shaw-Maclaren (PG), Brad Beckett (PG), Clayton Postings (WL)

#### **Welcome & Introductions**

#### **Active Communities (Jessica Chant) Recreation/Leisure Guides**

- Regional Round Table held Monday October 1<sup>st</sup> in PG (discussed strengths and weaknesses in region)
- Currently 144 registered Active Communities, which includes 10-15 sub-groups which are not municipalities or Regional Districts.
- Great support and results in region, for example, Move for Health Day challenge, which included Quesnel, Williams Lake & the CRD.
- Discussed next steps and support of program from BCRPA.
- BCRPA continues to be working hard at ensuring support continues to be available for Active Communities.
- Measurement tools are now available to assess baseline and current status in communities.
- Success stories will be released soon from BCRPA, regarding Active Communities.

#### **BCRPA Report (Sharron Meredith)**

- Discussed role of Regional Liaison
- Reviewed issues facing Sector & Association.
- Reviewed Partnerships – BCHLA
- Introduced initiatives which are currently being lead by BCRPA (Provincial Youth Strategy, High Five, Sports Funder, Everyone gets to play.)
- Fitness Business plan is being produced and will be in place soon.

- Many courses in place and available to view on website, as well if there are any regional or local courses which would like to be offered please feel free to contact BCRPA.
- Discussed Membership Information and benefits

### **Regional Discussions:**

#### **Recreation/Leisure Guides**

- Reviewed the process each agency has in place for leisure guide production.
- Many examples and variations of communities doing different things. Certainly one size does not fit all.

#### **Marketing / Promotions / Advertising and Communications**

- BCRPA working on complete facility listing in province. This listing will be available on a website.
- Leisure Fair was discussed, Mackenzie, currently has a leisure fair in September which combines about 40 associations and groups and has held tremendous success in the registration process.
- PG recommended looking at Transit as an option to advertise, as often there is available space which is free to access.
- Photo contests: PG is in the process of looking at conducting a photo contest with the radio, this would help promote events and not cost any money. Certainly very effective means of advertising.
- Most agencies are using the services of Action Sports to support the sale of facility advertising. Great success to date.

### **Round table wrap-up**

- Everyone was in support of beginning to open regular communication within region.
- Review upcoming training needs and communicate with other agencies to maximize availability for other groups to attend in region.
- Look at the emergency procedures, as it is a growing demand on many departments to support.
- Active Transportation Workshop and the possibility in include into next meeting.

### **Next meeting**

- To be determined (spring 2008)
- Will review possibility of conducting regional workshop at next regional meeting.

### **Northern Sports Centre tour**

**Meeting Concluded at 2:30pm**