

Minutes of the **Youth Advisory Council** held on **October 18, 2018** in the **Meeting Room 003** at 5:00 P.M. with the following attendance:

PRESENT:	Member, Chair	D. Graham
	Member, Vice-Chair	G. Forster
	Member	D. Armah
	Member	D. St. Jean
	Member	L. Charissage
	Member	S. Siever
	University of Lethbridge Students Union Representative	V. Schindler
	Lethbridge College Students Association Representative	C. Frizzley
OTHERS:	Legislative Services Assistant	R. Westerson
	Director, City Manager's Office (<i>departed 5:15pm</i>)	J. Meli
ABSENT:	Member	A. Sander
	Member	C. Devoy
	Member	C. Harbin

1. Welcome

2. Approval of Minutes

D. ST. JEAN

THAT the minutes of September 20, 2018 be approved.

----- **CARRIED**

3. Approval of Agenda

V. SCHINDLER

THAT the agenda be approved.

----- **CARRIED**

4. Agenda Item

4.1. Review of City Council Agenda/Minutes

R. Westerson, Legislative Services Assistant, provided an overview of the City Council Minutes from Monday, October 15, 2018, as well as the Agenda's for both the Community issues Committee and Finance Committee set for Monday, October 22, 2018.

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4.2. Strategic Plan Focus Areas Update

The Committee discussed utilizing sub-committees to accomplish tasks and strategic plan initiatives, as a means of maximizing productivity. Sub-Committees will be struck at subsequent meetings to create preliminary plans.

5. Unfinished Business

None.

6. New Business

6.1. Dorothy Graham, Chair, Youth Advisory Council, re: City of Lethbridge Operating Budget 2019 – 2022

D.Graham, Chair, Youth Advisory Council, advised that she had received the majority of the assigned service level paragraphs, and had begun distilling them into Social Media posts. These have been gaining some traction.

D.Graham will continue these posts up until the Budget Open House on October 23, 2018 from 4pm-7pm at City Hall. YAC members who are able will attend the Open House.

It was determined that these would then be summarized into a letter to be forwarded to City Council. G. Forster, Vice-Chair, Youth Advisory Council, indicated she would champion the writing of this letter. R. Westerson, Legislative Services Assistant, indicated he would assist G. Forster in getting the letter compiled and delivered.

ACTION:	<ul style="list-style-type: none"> • <i>D. Graham to continue Social Media posts leading into October 23, 2018 Budget Open House (4pm-7pm)</i> • <i>YAC Members to attend Open House as able</i> • <i>G. Forster to connect with R. Westerson re: Writing Letter to City Council</i>
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6.2. Dorothy Graham, Chair, Youth Advisory Council re: Social Media Engagement

D.Graham, Chair, Youth Advisory Council, discussed the impact that the boosted posts have had. Over the last 30 days, there has been a 3,500% increase in engagement with the YAC Facebook page, and 12 new page likes/follows. This is increasing YAC brand awareness. Into the future, YAC should consider strategically applying funds to important posts/topics.

It was discussed that a Facebook post should be made about vacancies on YAC and other City Committees.

ACTION:	<ul style="list-style-type: none"> • <i>Facebook post about YAC vacancies.</i>
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6.3. R. Westerson, Legislative Services Assistant, re: Canadian Youthful Cities 2019 Index

R. Westerson, Legislative Services Assistant, updated YAC on the receipt and allocation of funding for this initiative. This funding will be utilized to register the City of Lethbridge into the in-Depth package.

R. Westerson advised that a conference call was held between the City of Lethbridge and the Youthful Cities Group. They advised the City that they will begin recruitment of a data collection position in October/November, with hiring complete by December. They will provide training and begin the project mid-December through until end of January.

R. Westerson indicated that all members should push this recruitment to their networks. The ULUS and LCSA agreed that this will be something they will push on their campuses.

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6.4. Community Events Participation Strategy Sub-Committee Update

The Youth Advisory Council requested an update on membership for this Sub-Committee.

At the April 19, 2018 meeting of the Youth Advisory Council, the following motion was presented:

D.ST.JEAN/S.SIEVER

THAT the Youth Advisory Council strike a Community Events Sub-Committee with the following membership:

- *D. Graham*
- *D. St. Jean*
- *G. Forster*
- *S. Siever*

----- CARRIED

The Youth Advisory Council requested an update from this Sub-Committee at the November 15, 2018 meeting.

ACTION:	<ul style="list-style-type: none"> • <i>The Community Events Participation Strategy Sub-Committee will return with an update at the November 15, 2018 meeting.</i>
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6.5. On-Boarding/Off-Boarding Sub-Committee Update

The Youth Advisory Council requested an update from this Sub-Committee.

D.St.Jean indicated that the sub-committee will be working on completing their spreadsheet database in the near future. Other Sub-Committee members include: C. Harbin, and D. Armah.

ACTION:	<ul style="list-style-type: none"> • <i>The On-Boarding/Off-Boarding Sub-Committee will provide an update on their database at the November 15, 2018 meeting.</i>
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6.6. Group Photo

The Youth Advisory Council met in the rear traffic circle of City Hall and took a group photo.

7. Review of Action Items

Regarding the 2019-2022 Operating Budget

ACTION:	<ul style="list-style-type: none"> • <i>D. Graham to continue Social Media posts leading into October 23, 2018 Budget Open House (4pm-7pm)</i> • <i>YAC Members to attend Open House as able</i> • <i>G. Forster to connect with R. Westerson re: Writing Letter to City Council</i>
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Regarding Social Media Engagement

ACTION:	<ul style="list-style-type: none"> • <i>Facebook post about YAC vacancies.</i>
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Regarding the Community Events Sub-Committee

ACTION:	<ul style="list-style-type: none"> • <i>The Community Events Participation Strategy Sub-Committee will return with an update at the November 15, 2018 meeting.</i>
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Regarding the On-Boarding/Off-Boarding Sub-Committee

ACTION:	<ul style="list-style-type: none"> • <i>The On-Boarding/Off-Boarding Sub-Committee will provide an update on their database at the November 15, 2018 meeting.</i>
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8. Roundtable

R. Westerson, Legislative Services Assistant, identified that the annual recruitment program for City Council’s Boards, Commissions & Committees is underway. Members will help connect their networks with this recruitment.

9. Next Meetings

Thursday, November 15, 2018	5:00 P.M. – 7:00 P.M.	Culver City Room
Thursday, December 20, 2018	5:00 P.M. – 7:00 P.M.	Culver City Room

10. Adjournment

Meeting adjourned at 6:31 P.M.