

Minutes of the **Youth Advisory Council** held on **September 20, 2018** in the **Culver City Room** at 5:00 P.M. with the following attendance:

PRESENT:	Member, Chair	D. Graham
	Member, Vice-Chair	G. Forster
	Member	C. Devoy
	Member	C. Harbin
	Member <i>(arrived at 5:20 pm)</i>	D. Armah
	Member	D. St. Jean
	Member	L. Charissage
	Member <i>(departed at 6:15 pm)</i>	S. Siever
OTHERS:	Legislative Services Assistant	R. Westerson
	Mayor <i>(departed at 5:30 pm)</i>	C.A. Spearman
	Councillor	B.A. Crowson
ABSENT:	Member	A. Sander
	University of Lethbridge Students Union Representative	V. Schindler

1. Welcome

2. Approval of Minutes

D. ST. JEAN

THAT the minutes of August 23, 2018 be approved.

----- CARRIED

3. Approval of Agenda

C. HARBIN

THAT the agenda be approved.

----- CARRIED

4. Agenda Item

4.1. Review of City Council Agenda/Minutes

C.A. Spearman, Mayor, provided an overview of the City Council minutes from Monday, September 17, 2018.

B.A. Crowson, Councillor, provided a review of the Community Issues Committee and Finance Committee meeting agendas for Monday, September 24, 2018.

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4.2. Strategic Plan Focus Areas Update

D. St. Jean advised that work is currently underway to create a database of all previous and current members of YAC.

R. Westerson, Legislative Services Assistant, discussed moving forward with utilization of the YAC budget to achieve Strategic Plan focus areas.

5. Unfinished Business

None.

6. New Business

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

Members presented the single paragraphs regarding each of their assigned research areas, as well as their analysis from a youth perspective on the impacts of the current service level in that field.

It was discussed that in order to get these developed into Social media posts, all Members should complete their paragraph summary and analysis of their assigned area and submit to D. Graham , Chair, Youth Advisory Council, in a social media ready format as soon as possible. D. Graham will then post these to social media to create engagement with the youth of Lethbridge. These will also be used to advertise the budget open house on October 23, 2018.

The unassigned topics: Japanese Gardens, and Transportation, will be completed by C. Devoy and D. Graham respectively.

ACTION:	<ul style="list-style-type: none">• <i>All YAC members to forward their paragraphs and analysis in a social media ready form to D. Graham as soon as possible.</i>• <i>C. Devoy to complete analysis for Japanese Gardens</i>• <i>D. Graham to complete analysis for Transportation</i>• <i>D. Graham to connect with V. Schindler re: Transit</i>• <i>D. Graham to coordinate posting of topics to social media</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 importance of having a healthy social media presence, especially as representatives of the community's youth. Discussion ensued over different topics to do social media posts on, as well as which topics would be promoted through a paid boosted post.

YAC Social Media posts will share different events, services, organizations, stories that are of a general interest, appeal to youth.

Boosted ads will be ones in which YAC's mission and purposes stands to be promoted and assisted. This includes events, stories and posts that aide in delivering a connection between YAC and City Council for the advancement of youth issues in the community.

Boosted ads discussed at the August 23, 2018 meeting will be launched the week of September 24, 2018.

In support of the ad with regards to the October Operating budget Open House, the following motion was presented:

D. ST. JEAN

THAT the Youth Advisory Council allocate \$20.00 to a boosted ad regarding the City of Lethbridge's Online Budget Tool at www.lethbridge.ca for the 2019-2022 Operating Budget.

----- CARRIED

ACTION:	<ul style="list-style-type: none">• <i>D. Graham to forward the content for this ad to R. Westerson.</i>• <i>R. Westerson to get the ads scheduled for launch.</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 has been set for the beginning of October to discuss next steps. An update will return to the October 18, 2018 meeting.

7. Review of Action Items

Regarding the 2019-2022 Operating Budget

ACTION:	<ul style="list-style-type: none">• <i>All YAC members to forward their paragraphs and analysis in a social media ready form to D. Graham as soon as possible.</i>• <i>C. Devoy to complete analysis for Japanese Gardens</i>• <i>D. Graham to complete analysis for Transportation</i>• <i>D. Graham to connect with V. Schindler re: Transit</i>• <i>D. Graham to coordinate posting of topics to social media</i>
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Regarding Social Media Engagement

ACTION:	<ul style="list-style-type: none">• <i>D. Graham to forward the content for this ad to R. Westerson.</i>• <i>R. Westerson to get the ads scheduled for launch.</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 about to get underway. Members were asked to identify if they are going to continue on with YAC.

B.A. Crowson, Councillor, advised YAC that a Play Charter is anticipated at the October 15, 2018 meeting of City Council. She encouraged YAC to attend this meeting, and to investigate involvement.

If all members are present at the October 18, 2018 meeting, a group photo will be taken.

9. Next Meetings

Thursday, October 18, 2018	5:00 P.M. – 7:00 P.M.	Meeting Room 003
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 6:52 P.M.