

Minutes of a Meeting of the Youth Advisory Committee held remotely via Zoom on the above date at 6:34 p.m.

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**Present:**

K. Ferguson  
C. Hajek  
L. Kachkar  
S. Lavrinenko  
J. Rushton  
M. Jackson  
K. Love  
R. Fitzner  
T. Harvey  
Councillor Watkins

**Absent:**

L. Brooks  
C. Fregene  
K. Melancon

**Staff:**

J. Becker, Youth Asset Development Coordinator, Community Services

**ADOPTION OF AGENDA**

The Chair declared the agenda adopted as presented.

**ADOPTION OF MINUTES**

The Chair declared minutes of May 6, 2020 adopted as presented.

**YOUTH COMMITTEE PROMOTION PLAN**

K. Ferguson asked the committee to come up with a solidified plan for promoting the Youth Committee this Summer and Fall. Through the discussion there was a realization that due to the health restrictions and many unknown factors regarding school next year it's difficult to create a plan. Additionally, since ridership on transit is down, the committee decided not to focus on bus advertisements this year.

Some ideas the committee would like to pursue are:

- Displaying advertisements in locations such as Starbucks and the Library
- Paying for a targeted ad on Social Media (Instagram)
- Creating personalized profiles (K. Love will create a google form with questions such as "why did you join YAC?" and distribute to committee members to complete and return with a photo of themselves; these profiles will be shared on the Youth Committee's Instagram page)

- If high school students are attending school this Fall, the committee will connect with leadership classes to promote the committee and explain the application process.

### **AFFECTS OF COVID-19 ON YOUTH- POLL RESULTS**

A poll was started on YAC Instagram to gather feedback from youth on the impacts of COVID-19

- There were few responses
- Concerns included the lack of sports and fitness opportunities during the Pandemic
- Respondents would like to see more Drive-In Movies, support for Youth Workers and increased posts on our Instagram regarding YAC meeting discussions
- Increased number of followers on Instagram (113)

### **STUDENT BENEFIT UPDATE**

The Committee discussed the CESB And CERB benefits and whether Youth needed additional information; the consensus was that most people know of these benefits and have applied therefore there is no need to post this on Instagram.

### **CURRENT YOUTH EMPLOYMENT IN ST. ALBERT**

- Some agencies may have fewer positions available for summer students this year
- Stores such as Lowes, Walmart and Superstore are hiring

### **COUNCIL UPDATE- COUNCILLOR WATKINS AND YAC COUNCIL LIAISONS**

Councillor Watkins provided an update on items of interest including:

- City Facilities shutdown continues in accordance with health standards
- Tax Rate was finalized
- Changes made to the Ray Gibbon Project
- Oakmont Tower Development discussion
- Plans to reduce spending due to the financial losses during the Pandemic
- A COVID-19 Task Force was established which includes City Councillors and members of the public
- Extended the free All Aboard program to include Handibus
- A Cost Savings Audit will be completed for the City departments to gather recommendations and make efficiencies

### **ROUND TABLE**

- The committee provided information on items of general interest.
- L. Kachkar along with the other Champions for the MDP (Municipal Development Plan) recently attended a zoom meeting. An MDP online course is available and community members are encouraged to provide feedback on the "What We Heard Report."

**NEXT MEETING DATE**

Wednesday July 8, 2020

**ADJOURNMENT**

The Chair declared the meeting adjourned at 7:38 p.m.

*Kyle Ferguson*

Kyle Ferguson (Dec 5, 2020 14:57 MST)

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CHAIR

*Renee McDonald*

Renee McDonald (Dec 4, 2020 14:28 MST)

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DESIGNATED OFFICER