



## **Rural Youth Group Committee Meeting**

July 16, 2025, at 6:30 pm at the Young at Heart Seniors Centre

Present: Chair Marg French, Jeannette Godfrey, Corinne Penstone, Mary Thomson, Secretary

Guests: None

Regrets: Councillor Ashley Brandt, Mayor Chris Hope, Barry Burton

Delegations: None

The meeting was called to order at 6:30pm by M. French

The Committee is proceeding with the date selected being August 17, 2025, pending theatre staff availability.

### **1. Overview of the Rural Youth Group**

Council reviewed the committee's recommendation regarding this event at their meeting of July 15, 2025. M. French was present for the Council meeting and reported the only change was that the Youth Group needs to cover the cost of the concession (staffing) if the profit received from the concession sales does not.

Moved by C. Penstone - Seconded by J. Godfrey

Be it resolved that the Rural Youth Group Committee agrees to pay overage for the event if the cost exceeds the income.

Carried.

M. French and C. Hope will collaborate on the messaging that will be shared by Mayor Hope prior to the movie beginning, and once all patrons have been seated.

The messaging will contain an overview of the initiative, the mission and vision of the group, and ask that those that have not completed a survey do so prior to leaving, and an introduction to the members.

### **2. Movie Selection and Theatre Coordination**

The movie that has been selected by the group is Happy Gilmore 2. M. French will purchase the movie.

The doors will open at 6:00pm, Mayor Hope will speak at 7:00pm, followed by the movie.

The group has asked that two concession staff are available for the event to run the movie, the concession, and the till. Youth Group Committee members will help where needed. The Recording Secretary will confirm staff availability and report back to the group.

### **3. Promotion and Advertising Strategy**

M. French will create copies of the survey for the event. She will also print the mission and vision to have placed around the concession.

C. Penstone will draft an event poster and share with the group pending staff confirmation and movie availability.

M. Thomson and M. French will post event flyers in the area. They will share with the rural communities and to available social media networks.

The event will not be RSVP.

4. On-Site Engagement and Promotion Plan

Youth Group Committee members will present to greet patrons as they arrive. They will encourage survey completion, share the common messaging about the group, and be introduced.

M. French will bring the groups donation jar to be placed in the lobby. She will also bring paper surveys as well as QR codes.

M. Thomson will contact 6S Graphics for a donation of signage and to receive a quote on t-shirts.

5. Budget and Sponsorship

See motion above.

There will be no door prizes.

6. Volunteer Roles and Responsibilities

In addition to roles in point 4, members will assist with concession where required and clean up.

7. Timeline and Next Steps

The committee will act on assigned tasks however no promotion will occur until staffing and movie have been confirmed.

8. Closing and Next Meeting

The meeting adjourned at 7:21pm. Moved by J. Godfrey- Seconded by C. Penstone.

The next meeting will be held on August 22, 2025 at the Royal Canadian Legion from 6:00pm-9:30pm.

This meeting is to create a 6-month work plan. Draft was previously provided by Chair M. French.



Signature of Chair- Marg French