

**Youth Council Committee Meeting
September 10, 2020
6:00 p.m
Lede Room
Leduc Civic Centre
and via Zoom (Virtual) Meeting**

- MINUTES -

Present: Councillor L. Tillack, E. Lewis, E. Tews, E. Whitefield, H. Pfeil, I. Klassen, K. McCarthy, M. Oliver, M. Smith, S. Suk.

Regrets: Councillor L. Hansen, S. Klooster

1.0 CALL TO ORDER

The Chair called the meeting to order at 6:04 p.m.

2.0 REVIEW

- 2.1 Agenda – Agenda approved by Emily
- 2.2 Previous Minutes – Minutes approved by Kyra
- 2.3 Round Table

3.0 OLD BUSINESS

3.1 Youth Mental Health Infographics

- The final copy of the Youth Mental Health infographic was shared on the city's social media platform with the support from the Communications department in June 2020. The infographic highlighted the key findings from the Youth Mental Health surveys, which were distributed throughout the Black Gold School Division. The infographic also included information on the local mental health resources.
- The Community Facilitator forwarded the printout/cut-outs to all the Youth Council members to share with their peers and other organizations. Moving forward, the Community Facilitator suggested updating the question format if the Youth Council plans to continue this project.

- Councillor Tillack suggested strengthening the partnership with the Black Gold School division and conducting a 'pulse check' of the youth mental health in Leduc through continuing the project in the later school year. Assessing the youth mental health will allow providing them with the guidance as needed, and help youth navigate local mental health support services.
- Mackenzie, the Youth Mental Health project lead wishes to continue the project in the upcoming months as well. In addition, Mackenzie hopes to clarify the purpose of the survey for the target audiences.
- Hannah would like to reconnect with the STAR Catholic School Division and expand the project capacity. Mackenzie also agreed she would like to reach out to the STAR Catholic School Division.

3.2 YC Recruitment

- Isabelle, the YC Recruitment lead updated the application and interview (in person or virtual) questions. She shared the YC application process should be simplified and easy to locate on the city's website. Also, the application link should be shared on the Youth Council's social media account to reach a wider demographic.
- Hannah informed the national and provincial Youth Councils are conducting applicant interviews by phone due to the ongoing pandemic.
- Councillor Tillack shared the YC recruitment group promotion could be possibly uploaded on her TikTok account for more reach to youth.

3.3 Influencers Event

- The Mayors Leadership Event – Influencers this year has been postponed due to the COVID-19 pandemic. The Youth Council members shared many creative ideas on how it could be celebrated virtually.
- Three Youth Council members have been nominated as the Influencers - emerging leaders this year: Hannah, Mackenzie and Matthew. The Communications department scheduled the Youth Council Influencers nominees to take pictures with the Mayor to promote the event.
- The Community Facilitator is working closely with the Communications department to plan and execute the event and will update all the members if there are any changes.

4.0 NEW BUSINESS

4.1 Community Clean-up Event

- The Enforcement team has brought up the increase of littering around the Leduc Skate Park area, and the Communications department suggested the Youth Council could share the messaging and also kick off the Community Clean-up event at this location.

- Erika, the YC Community Clean-up project lead informed all members to gather at the Leduc Skate Park by noon on September 12th. She also shared the event information on her personal social media platform.
- The Leduc Rep reporter will be on site for a local news release of the event.
- All Leduc city staff email was sent out by the Communications department to notify of the event.
- Councillor Tillack inquired if the clean-up event information could be shared through the schools' newsletter.
- The event is being hosted virtually for the public to participate from September 12th to 20th, which is a registered event via Eventbrite. Registered participants will be expected to clean up their neighbourhoods and submit a before and after picture of the clean-up for a chance to win a gift card from several locally family-owned businesses the Youth Council members selected to support in Leduc.
- The Community Facilitator will bring SWAG and PPE for the event, and encouraged practicing safe social distancing during the event.

4.2 CoW – Committee of the Whole Presentation

- The Community Facilitator shared the CoW report that has been submitted and approved for additional feedback/comments from the Youth Council members.
- Hannah, the Chair worked on the PowerPoint slides for the Youth Council's CoW presentation for September 28th at 5:00 p.m.
- All the Youth Council members are invited to log on to GoToMeeting virtual link and/or watch a live stream on the city's website.
- Although Sam, the Vice-Chair was scheduled to present at the CoW with Hannah, Councillor Tillack recommended Sam to not present as he was unavailable during the summer months to prepare the presentation.

4.3 Social Media Account

- Emily, the YC Social Media account project lead reached out to all the Youth Council members to assess the type of contents the members wanted to post on the YC Instagram account. For the first posting, the Youth Council would like to share the Youth Council's vision, goals and projects. Emily also wishes to interview local businesses to support them throughout the COVID-19 pandemic. Furthermore, postings related to youth mental health and city-wide programs and events could be shared on the account.
- Erika shared it might be a great idea to post all the current member pictures (group or individual) profiles, and also the reasons why the members joined the City's Youth Council.

4.4 Fall Schedule

- Councillor Tillack shared the DBA – Downtown Business Association might host a reverse parade later this year, and the Youth Council could potentially have a float or even volunteer at the event. Councillor Tillack also shared the BGC – Boys and Girls Club is seeking ways to continue the 'Festival of Trees' event

differently this year. Matthew might be able to update all the members on the planning of this event in later meetings.

- Hannah asked if we could have a 'Youth Council tree' at the 'Festival of Trees' event, which will also help promote the YC recruitment.
- Mackenzie shared the Leduc Composite High School held a virtual assembly, and suggested the Youth Council could plan a virtual presentation to connect with more youth populations in Leduc.

5.0 ADJOURNMENT

The meeting adjourned at 7:13 p.m.

Next meeting: September 10, 2020 – 6:00 p.m. – Lede Room – Civic Centre and/or Virtual meeting option is also available