



City of Port Moody
Agenda
Youth Focus Committee

Brovold Room
Wednesday, March 13, 2019
Commencing at 5:00pm

1. Call to Order

Call to Order

1.1

2. Approval of Agenda

2.1 **Recommendation:**

THAT the agenda of the Youth Focus Committee meeting held on Wednesday, March 13, 2019 be adopted.

3. Adoption of Minutes

Minutes

3.1 **Recommendation:**

Pages 3-6

THAT the minutes of the Youth Focus Committee meeting held on Wednesday, February 13, 2019 be adopted.

4. Unfinished Business

5. New Business

Social Media Account Discussion

5.1 Rebecca Lyon/Hooshang Moghaddam

TransLink Proposal

5.2 Rebecca Lyon/Hooshang Moghaddam

Robotic Recycling Bin "Ecob"

5.3 Rebecca Lyon/Hooshang Moghaddam/Elia Sheikh-Bahaie

6. Information

7. Adjournment

Social Media Account Update

5.4 Staff reported that they had met with the Manager of Communications and Engagement to discuss the possibility of the Youth Focus Committee managing its own Instagram account. Staff noted that monitoring the dedicated account on a consistent basis could be a concern, and that the Committee can instead provide pre-approved photos to the Communications department for posting on the City's official Instagram account. Staff advised that photo release forms will need to be completed for each Committee member.

Staff noted that the Committee can use this method to advertise events and meetings, and to promote the Committee as well as the youth in the community.

Committee members noted the following in discussion:

- an "Instagram takeover" for a day by the Committee can be an idea, with the City of Coquitlam as an example;
- content dedicated to youth should be appealing and relatable to youth; and
- if the City can administer a separate youth account, it can be marketed specifically in schools, and the City can provide incentives to follow the account.

Actions: Staff to undertake the following actions:

- provide photo release forms to Committee members for completion; and
- investigate the possibility of a City-administered youth Instagram account and report back to the Committee.

YFC19/005

Moved, seconded, and CARRIED

THAT the following work item be added to the 2019 draft Work Plan for March 2019: Social media and Communications plan.

6. Information

7. Adjournment

The meeting was adjourned at 6:15pm.