

**Date/Time:**

February 16<sup>th</sup>, 2022 / 9:30am – 11:30am

**Location:** Zoom

**Chairs:** Kim Presser

**In Attendance:**

Alexandra Patchett (Easter Seals Alberta)

Ashley Fox (Calgary Adapted Hub)

Elizabeth Kaleta (Cerebral Palsy Alberta)

Kim Presser (Between Friends)

Leonard O' Keefe (Developmental Disabilities Resource Centre of Calgary)

Meri Topchieva (Alberta Ability Network)

Mezaun Lakha Evin (Alberta Ability Network)

Noelle LeBlanc (VIVO)

Ryan MacIntyre (Age Care Society)

## Meeting Minutes

Welcome

Land Acknowledgement

Breakout Rooms

Meeting considerations

Review of last month's meeting minutes

### **Acknowledgment of Alberta Ability Network's members and stakeholders for 2022**

**Number of participants on all AAN tables - 235**

**Number of volunteer hours - 5985**

**Thank you everyone for your efforts and continued support.**

### **Topics of Discussion:**

#### **Proclamations for Adaptive Inclusive Recreation week**

- First proclamation from Red Deer was received 2 weeks ago.
- A couple of others are currently on their way from Calgary, Edmonton and Lethbridge. They will be added to the May and June City Council agendas to increase awareness throughout the municipality closer to the date.
- Red Deer had an administrative mistake when completing the proclamation form and forgot to add that Alberta Ability Network is an initiative of Cerebral Palsy Alberta. They have corrected the mistake and we have received the new physical copy with the correct information.

#### **Booking venues for Resource Fair**

- We have contacted the Taylor Center of Arts in Mount, Genesis Centre, Contemporary Calgary, and CSpace.



- To book some of the space in the Genesis Centre is going to be \$200 for 4 hours and the entire space would be \$875

### **Logo feedback**

- Looks like a tooth in the middle of the logo.
- Very similar to DDRC's logo but very appealing. Leonard will see if this could be a conflict, he will check in with his communications department and report back to us.
- Figures on the sides looks like half a person. We could turn one of the sides into a person on a wheelchair but we are trying to keep it inclusive of all disabilities.
- The goal is to make a logo recognizable among other logos.
- Once we land on a logo, we will send it to our communications department, who can help edit it.
- Logo does not have to have AAN colors. We have had previous campaigns and AAN colors were not required.
- Have just the logo that's standalone and then another version with June 19-25 for Adaptive Inclusive Recreation week.
- Have the words on the logo be the same size and bolded so it is easier to see.

### **ARPA**

- Alberta Recreation and Parks Association has a proclaimed Recreation month in June.
- Mezaun and Asley met with their communications team last week. ARPA is doing its Recreation month this year through an EDI (Equality, Diversity, and Inclusion) lens, making them a perfect partner.
- They have identified pride, Indigenous history, and accessibility are all things they're focusing on where the ultimate goal is to get people involved and doing recreational activities.
- They're happy to share the materials we produce all throughout the month of June with an emphasis on how businesses and the community can be more involved in the third week of June.
- We will have a clear communications plan by the next month.
- There is the Inclusive Sport and Recreation group is also glad to partner with us and have shared communication.

### **Timeline and planning**

- We need to have some 15 - 30 second videos from each organization to put together a reel/TikTok and post it for the proclaimed Recreation week.
- The following agencies have volunteered or been recommended to share short 15-second clips for our reels: Vivo, Easter Seals, Rocky Mountain Adaptive, Ares, AAFS, CPAA, CP Kids, Between Friends, and Accessible Waters.
- We need to draft a letter/email to other organizations informing them of the proclaimed week, our social media campaign, and our mission statement and asking them to share our social media posts. As we already have a template for our mission statement, creating this letter will be relatively fast.
- The deadline for submitting the letter to other organizations is April 1<sup>st</sup>, 2023.

### **Resource Fair for Adaptive Inclusive Recreation Week**

- Many organizations around the table do not have the capacity to hold a Resource fair in Calgary as they have summer camp training, and their agency's Resource fairs and events.
- Many agencies around the table are neutral about hosting a Resource Fair this year. As capacity is spread thin and Resource Fairs don't have a high attendance rate, hosting our own Resource Fair will not be beneficial.



- Easter Seals is hosting an open house, we could potentially have a small booth there and let attendees know of our proclaimed week.
- We can request a blurb from each agency when we send the April 1<sup>st</sup> letter and include their information in a document helping navigate accessible recreation around the province.
- Can potentially create a save the date and send it out with the letter on April 1<sup>st</sup> as well.
- We should include a graphic of all of the organizations included in this collaboration as part of our social media graphic.

### General Discussion and plans

- We should say "Celebrating" Recreation week as it is a celebratory occasion with educational means. We can say "Celebrating Recreation for All" on all social media.
- A tentative schedule of our deadlines has been created and will be shared with table members.

### ISR Collective - March 2, 2023, Meeting

- Join us on March 3 & 4, 2023 at Mount Royal University for a weekend of learning, research, and connection! This multidisciplinary symposium aims to foster community and enhance the inclusivity of physical activity and sport across the province, for all Albertans experiencing disability.
- Please register here: [https://docs.google.com/forms/d/e/1FAIpQLSfC-eoz\\_M2meMYbnZC1v1Yr1LJIBAJrBk0KWO3T0f8b0-jw1Q/viewform](https://docs.google.com/forms/d/e/1FAIpQLSfC-eoz_M2meMYbnZC1v1Yr1LJIBAJrBk0KWO3T0f8b0-jw1Q/viewform)

### VIVO

- If you are interested in having a tour of the new VIVO space and providing feedback on how accessible the building is, please email [nleblanc@vivo.ca](mailto:nleblanc@vivo.ca).

### Action Items:

- Please email [mtopchieva@cpalberta.com](mailto:mtopchieva@cpalberta.com) if you can help with Adaptive Inclusive Recreation week. We are still looking for volunteers able to help with the social media campaign.
- The deadline for submitting videos for our reels is April 30<sup>th</sup>, 2023. If you have any interesting videos that would be good for social media, please upload them to the following drive:  
<https://drive.google.com/drive/folders/1AyaSJQuuPkRT28FBHyFYNr9kiyX6pLzP?usp=sharing>
- Need someone with marketing or social media experience to help us create guideline documents of how long the videos should be, the music we should use, etc.
- If you would like to be involved with Adaptive Inclusive Recreation week, please let us know how much time you can dedicate and whether you want your agency's logo to be shared.

Wrap-Up/Adjournment

### Next meeting:

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