

**Minutes of the Meeting of the Brandon Age Friendly Committee of Council
Held June 5, 2025, at 5:15 p.m. in the Kavanagh Room, 638 Princess Avenue**

Present:

Chair Nancy McPherson, PMH Representative
Areta Donnelly, Citizen Representative
Sylvia Barr, Citizen Representative
Jim Doppler, Citizen Representative
Rana Wilkinson, Citizen Representative
Perry Roque, City Representative
Stephanie Burba, Administrative Assistant

Regrets

Pamela McTavish, Program Assistant
Greg Hildebrand, Councillor
Heather Karrouze, Councillor
Don Kostas, Citizen Representative

1.0 Call to Order

Chair Nancy McPherson called the meeting to order at 5:10 p.m.

2.0 Approval of Agenda

(13/2025)

Motion: Rana Wilkinson/ Sylvia Barr

To approve the June 5, 2025, Age Friendly Committee meeting agenda with the following additions:

Item 7 (b) Budget Update

Carried

3.0 Approval of Age Friendly Committee Minutes

(14/2025)

Motion: Rana Wilkinson/ Sylvia Barr

To approve the meeting minutes of March 20, 2025.

Carried

4.0 Correspondence

No correspondence

5.0 Old Business

A. WCG Programming initiative update

Not a lot of progress has been made. Pamela was looking at options on how to move forward with this, it was suggested that Kenzie Jordan could take over this piece if she was interested.

- (15/2025) **Motion: Jim Doppler/ Sylvia Barr**
To follow up with Kenzie Jordan on the Program Assistant Position and for this positions wage to come out of Pamela's salary

Carried

- (16/2025) **Motion: Sylvia Barr/ Rana Wilkinson**
To thank Pamela for her contributions to the committee by sending flowers up to a maximum for \$100.00

Carried

B. Newsletter & proposed future content

In terms of how to go forward, the newsletter will be held off on for July and August. This will be picked back up for September distribution, as the committee maps out September- December. The poster for Seniors Day can be sent out to the distribution list and posted on social media.

C. Phase I Cycling Without Age initiative

Pam and Nancy have reached out to Cycle Touissaient multiple times to remind them the bike needs to be delivered to A&L Cycle and there has been no response to date. It was suggested to ask Cam at A&L to reach out to Touissaient to see if he might have better luck obtaining a response as this was supposed to have arrived by the end of May.

ACTION ITEM: Nancy will follow up with Cam Wirch and A&L Cycle on this.

D. Seniors Day with Riverbank Discovery Centre- S. Barr

A planning meeting took place last Monday at the Riverbank with six people in attendance. Transportation was discussed and presenters have been lined up. AGSM spoke about marketing and the Riverbank will handle most of this. Currently looking at an option to have a art project presented. There will be food trucks on site instead of catering. Sylvia will be looking after reaching out the assisted living facilities.

E. Ageism Workshop- A. Donnelly

Workshop went very well, between 10-12 guests in attendance with a fair amount of diversity. A couple of members from Career Connections spoke on barriers to employment for older adults. Concerns were raised over the transition to most opportunities only being available by online application, the lack of cross training and mentorship, generational skill gaps and employees no longer offering senior supports. With the rise in minimum wage, a lot of employers have now combined positions so there is an unrealistic expectation to be met. It was suggested to ask the Chamber if they would be interested in hosting the next work shop as the group would like to see another opportunity for this workshop come fall.

F. Silver Alert update- S. Barr

Brandon Police signed a standard operating procedures agreement with the Emergency Measures Office (EMO) in Winnipeg. This allows Brandon Police to go through EMO to issue Immediate Broadcast Alerts. Inspector Dana McCallum is still sitting on the Manitoba Provincial Alerting committee to work out more details of when to use the system, training requirements and types of alerts but are headed in the right direction and will issue an alert when it is warranted.

G. BU student project re: Dementia Discussion- J. Doppler

Experiencing success here, working together Jim and Rana have revamped the brochure from what the students did to make it look and fit appropriately. The main thing that was changed is that the list of service providers has been removed, it was felt if you were going to list one provider you should list them all and there is just too many out there. The brochure is more geared towards helping get the word out on awareness.

(17/2025)

Motion: Jim Doppler/ Rana Wilkinson

To get the lighter weight brochure printed at Leech for up to a maximum of \$500.00

Carried

H. Vision Zero update- A. Donnelly/ J. Doppler

Active transportation was centered on the bike lanes and how they will be laid out along 26th Street. Bike lanes will be painted in bright green to stand out.

Crosswalk investments and sidewalk repairs will be completed in the Braecrest Drive area, with another rapid relay flashing crosswalk planned for this area.

Kirkcaldy Heights school has adopted a walking school bus where the kids collect each other and walk to school along a certain route together under supervision. Other schools are getting on board with this program as well, with Meadows looking at doing this next.

I. AF Social Media update- R. Wilkinson

All content is currently posted on social media. Newsletter was able to be posted June 1st. If anyone knows of any events, bring them to Rana's attention and she will share them through the account.

Content moving forward is under the same plan, but open to suggestions! If plans to branch out on social media were to go forward, YouTube would be the platform as there and Facebook are where the target audience is located.

Content interaction has been great, the more likes, shares and comments a post has the more it will be shown to new audiences.

J. Community Collaboration Grant Interim Report

Deadline was met and report is attached to the minutes

7.0 New Business

A. Partnership Agreement Re: Cycling Without Age Initiative

Met to develop a formal legal contract in terms of working agreements. This is still in the draft stage and working towards finalization.

Comments made regarding insurance. Age Friendly would obtain insurance under the City of Brandon, as the bike belongs to the City and will be their asset. Other partners would require liability insurance due to use by volunteers.

ACTION ITEM: Perry will follow up with Kelly Main on this.

B. Budget

Report sent to Perry from the Finance Department was insufficient, will need to obtain a more concise report and review. The current report does not show a lot of the year-to-date expenditures; however we expect to be slightly favorable due to Pam's salary.

ACTION ITEM: Perry will obtain an updated report from Finance.

9.0 Adjournment

(18/2025)

Motion: Jim Doppler

To adjourn the meeting at 6:50 pm.

Carried

Co-Chairperson

Date

Next Meeting: July 17, 2025

Minutes prepared by Stephanie Burba.