

# Pedal Forward!

## Working Group Meeting #4 for February 19, 2015

<b>Meeting Attendees</b>	<p>Susan Patterson (KidActive), Greg Lubimiv (The Phoenix Centre), Charlene Chaput (The Phoenix Centre), Catherine Kerr (Deep River Candu Swim Club), Annie Fudge (Breaking the Silence), Maxwell Gower (The Petawawa Family Cycle Club), Carolyn Comerford (RCDHU), Amanda Wilson (The Salvation Army), Tyler LeBlanc, (The Salvation Army) Jessica Khouri (DRIP), Devon Recoskie (PRH-CMH), Tracy-Lynn Reside (VCAT), Victoria Cleary (VCAT), Stephanie King (Petawawa Public Library), Barbara Clarke (Algonquin College), Mary Cahill (RCDSB),</p> <p><i>Regrets:</i> Kathleen Rogers (Horton Township), Elizabeth Michaud (PRH), Kelly Hawley (NRFS), Damien McCarthy (Gearheads), Chris Quigley (PMFRC), Paul Nopper (Township of Madawaska Valley), Colin Coyle (Town of Petawawa), Joanne Caldwell, Claudia Beswick (PMFRC), Kathleen Rogers (Township of Horton), Arijana Tomicic (FCS)</p>	
<b>Details</b>	<p>Discussion started at 10:00 a.m.</p> <p>Adjourned @ 11:45 a.m.</p>	

### AGENDA ITEMS

Item # and Description	Details (including proposed and seconded motions)	Action Designate
<b>Welcome &amp; Introductions</b>	Everyone was welcomed and new members introduced themselves.	
<b>Review Actions from previous minutes</b>	<p>Susan and Annie have received endorsement from Clara Hughes to use the Pedal Forward! Logo with her signature. Clara was very happy with the creation of the Pedal Forward! initiative as a continuation of her efforts. A radio interview with Clara may also be scheduled in the future.</p> <p>KidActive has submitted an application request to United Way for funding for the committee that will primarily be used to hire a part-time Coordinator but also for operating expenses. If approved, it was agreed that Oliver would be paid for the work he has done with the logo creation.</p>	

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	<p>Greg and Susan drafted a letter which was emailed to all perspective members on the committee asking them to indicate if they would like to be involved in this initiative or if they would like to appoint a representative from their organization. Charlene emailed all contacts to invite them to this meeting.</p> <p>Susan presented on Pedal Forward! at the Petawawa Family Cycle Club's Annual Meeting and recruited more members for our committee.</p> <p>Charlene passed on the invite letter to Carolyn for her to use when requesting schools/organizations to offer activities during mental health week using the Pedal Forward! branding. Barb Clarke will be asked to connect with the Purple Couch campaign at Algonquin College to see if they will come on board.</p> <p>Max and Susan will work on connecting with the military base with the request for a representative on the committee.</p>	<p><b>Barb</b></p> <p><b>Max/Susan</b></p>
<p><b>Identification of New Logo/Brand</b></p>	<p>Oliver volunteered to do more work on the logo and the sub-group consisting of Max, Annie and Susan provided the group with a sample of the new logo for Pedal Forward!. It was suggested that the background colour of the main logo be changed to green in order for it to show up more. This will be reviewed in the next committee meeting. A logo was also created to be used for PR materials The committee will also look into changing the font of the PR logo to one that gives more of a sense of movement and possibly include Renfrew County as part of design.</p>	<p><b>Logo Sub-group</b></p>
<p><b>Brainstorming Ideas for Mental Health Week</b></p>	<p>Any upcoming activities planned for Mental Health Week will be advertised on the Pedal Forward! website which is being hosted through the Physical Activity Network.</p> <p>It was recognized that prior to approaching organizations regarding the Pedal Forward! branding and participation in activities during this week, the Committee will need to create terms of reference so that the intention and objectives of Pedal Forward! are clear. There is a concern that the PF branding may cause confusion especially with newly formed programs or initiatives that are not yet recognized. Pedal Forward! is intended to be a tool to assist with gathering and passing on information and</p>	

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	<p>to bring more exposure and promotion for clubs and programs.</p> <p>A presentation package will also need to be produced which will include presentation materials, fact sheets and speaker's instructions which can be used by members of the committee when presenting on Pedal Forward!</p> <p>Several activities were identified from the members present that could be targeted for the PF branding during Mental Health Week as follows:</p> <p>Bike Rodeo – Max          Pan AM Games – Killaloe          PF Petawawa – PFCC          Bake Sale – Breaking the Silence          Dad's Day – CAS/PC          Purple Couch – Barb          Hell or Highwater          Masquerade Ball – Charlene/Catherine          Divine Divas – PMFRC          Petawawa Library Storytime – Stephanie          CHI Running – Victoria          Candu Swim-a-thon          Amplify – Carolyn</p>	
<p><b>Building sub-groups and assigning leads</b></p>	<p>The following sub-groups were formed:</p> <p><b>Executive Committee</b> – <i>Greg, Susan, Charlene</i></p> <p><b>Terms of Reference Sub-Group</b> will work on the mandate, mission statement and creating a clear vision of what Pedal Forward! is. – <i>Greg, Barb, Tracy-Lynn</i></p> <p>Once the Terms of Reference are created for Pedal Forward!, the following sub-groups will be able to use that information to assist them in their committee.</p> <p><b>Showcase Sub-Group</b> will create a package of information that can be used for presentations including pamphlets, PR material, speaker's notes, etc. – <i>Victoria, Max, Stephanie, Annie, Tyler, Greg, Susan, Catherine</i></p>	

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	<p><b>Public Relations Sub-Group</b> will identify promotional items, provide media with information and articles, and promote Pedal Forward! in the community. – <i>Susan, Annie, Catherine</i></p> <p><b>Events Sub-Group</b> will be responsible for tracking branded events and identifying a process for recruitment of other organization. – <i>Mary, Jessica, Amanda</i></p> <p><b>Web Team</b> will be responsible for adding information to the Pedal Forward! website and keeping it updated with ongoing information – <i>Susan, Max</i> Amanda will be responsible for putting updates on Twitter.</p> <p><b>School-based Sub-Group</b> will prepare a package of information that can be shared with the schools when requesting their participation in offering Mental Health Week activities using the Pedal Forward! branding. A draft menu of events for them to choose from was one suggestion as well as bringing the parents committee or student council on board. – <i>Mary, Catherine, Carolyn</i></p> <p><b>Beautiful Blue Bike Sub-Group</b> will be responsible for finding donations of bikes keeping in mind quantity that is required. They will also need to recruit volunteers to paint the bikes, ie. youth requiring community hours or incorporating it as part of “Amplify” event. – <i>Amanda, Carolyn</i></p>	
<p><b>Additional Comments</b></p>	<p>If anyone has any avenues in getting seniors to participate in Pedal Forward! please pass on information to Charlene.</p> <p>Tracy-Lynn offered the VCAT office in Petawawa as a meeting space should Pedal Forward! want to use it for any future meetings.</p>	
<p><b>Items for Next Agenda</b></p>	<p>Review of Terms of Reference and Updates from sub-groups</p> <p>Next Steps to be taken</p>	
<p><b>Next Meeting Date/Time</b></p>	<p>Thursday, March 5, 2015 from 10:00 – 11:30 a.m.</p> <p>Sub-committees can meet an hour prior to this meeting if preferred.</p>	

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