



HUB Cycling Youth Advisory Committee

[April 21st, 2022 • 6:30pm]

Online, via [Zoom](#)

<https://us06web.zoom.us/j/89714294422>

Present: Nic, Sasha, Kylie, Jeffrey, Jonathan

1. Welcome & Check-ins

2. Website Profiles

- a. If you feel comfortable, you can send a profile picture and a small blurb about yourself to Jonathan at jonathan.mak@bikehub.ca

3. VSB Sustainability Conference

- a. Date: Monday, April 25, 2022 (District-wide PRO-D)

Time: 12:40pm-1:20pm *Please arrive at 11:45am to set up your booth

Place: Eric Hamber Secondary Cafeteria

WHAT TO BRING:

Feel free to bring a poster board, brochures, flyers, or any other resources to help showcase and promote your organization. Please highlight any opportunities that your organization may offer, as our conference is largely catered towards high school students. All tables and chairs will be provided.

Let's all take profile photos for the website! And a group photo to share on instagram!

Jonathan will bring :cargo bike, HUB banner/flag, can put together a poster

- i. Looking for 1-3 volunteers to help out with this opportunity!

1. Aidan
2. Kylie
3. Gabbie(tentative)



4. Sasha
 5. Nic
 6. Jonathan (HUB) will also be there to assist!
- ii. **Can we get confirmation that the above volunteers are still ok with helping on this opportunity?**
 - iii. **Necessary Action:** we need to brainstorm what we're going to offer at our table? Perhaps an activity? Offer prizes (a gift card?) for people who sign up for YAC, or our newsletters?
 - iv. Everyone brings one question as a conversation starter
 - v. Create a google form to collect contact information for people interested, also print QR codes to join discord server - **JONATHAN**
 - vi. **Meet at the intersection of Willow St and W 35th at at 11:45**

4. Hats Off Day (Confirmed!)

- a. June 18th from 9am-5pm
- b. **Looking for at least 2-3 volunteers for this opportunity**
 - i. Nic
 - ii. ???
 - iii. ???
- c. **Can we perhaps use the same material/activity from the NGO fair? We can make a decision based on how successful the fair activity is!**

5. Prince of Wales Secondary 1000km Bike Initiative

- a. Gabbie, Zubin and Keon are hosting a bike clinic and need some help!
 - i. When is the clinic happening? Is it possible to align it with our tentative plans to host workshops/clinics during Go By Bike Week? (May 30-June 5)
 - ii. What tools do you need? (specifically from HUB). What other resources might you need? How can HUB and this group help? Perhaps promotion of the event or on site volunteers?



6. Social Media Presence

a. Email

- i. yac@bikehub.ca

b. Website

c. Instagram/Facebook/Twitter/Snapchat/Tiktok etc.?

- i. **Creating password doc in google folder**
- ii. **Please only share this document with Jonathan, Nic, Sasha, Kylie, Jeffrey.**

d. Content Creation

- i. Content creation is no small task, and teamwork can really help make the dream work sometimes! We might want to consider planning a time for a group brainstorm to get some ideas for what we want on our socials!

7. Question from March 24th Meeting: Why doesn't HUB interact with highschool/university students more often? Does primary research exist on these demographics?

- a. HUB has traditionally taken a more general approach and lumped these demographics in with the "adults" (18-60 yrs old). We might consider it a mission for this group to *highlight* what makes these demographics unique, and then use this knowledge to form a *targeted* approach to reach highschool and university/young adult audiences.

- i. Actions items could include:
 1. Brainstorming research questions
 2. Experimenting and testing different research methods
 3. Creating surveys to measure engagement, and other tools to create data.

b. Questions for youth:

- i. Are there bike paths that are frequented by youth?
- ii. How did you get here today?
- iii. Have you heard of HUB?
- iv. Have you ridden a bike before?



- v. If you didn't ride a bike today, what dictated choice?
- vi. Do you own a bike at home?
- vii. How often do you ride per week/ how far do you bike?
- viii. What routes do you routinely take?
- ix. Do you ride for fun or school/errands?
- x. Where do you ride to?

Questions for Parents:

- Rephrase the youth questions

8. Team Social in May? More details to come!

- a. Sasha to send out a scheduling organizer (when2meet?) which will help us pick a day!**