# Mayor's Youth Climate Leadership Team
# Minutes

**Wednesday, February 19, 2025**
**4:00 p.m.**

**Meeting Room G, Ground Floor**
**New Westminster City Hall, 511 Royal Avenue**

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| Present: | Mayor Patrick Johnstone, Facilitator<br>Leya Behra, Deputy Director of Climate Action<br>Erika Mashig, Manager, Parks and Open Space Planning, Design & Construction<br>Laura Sampliner, Manager, Climate Action<br>Paolo Zenone, Youth Centre Supervisor<br>Sophie Schreder, Executive Assistant to the Mayor<br>Juno Avila-Clark, YCLT Member<br>Elizabeth Cavanagh, YCLT Member<br>Ruqaiyah Clouden, YCLT Member<br>Shreeya Jagadeesh, YCLT Member<br>Curtis Lever, YCLT Member<br>Leo Li, YCLT Member<br>Max MacInnes-Cann, YCLT Member<br>Lili Mizuno, YCLT Member<br>Mahsa Soltani, YCLT Member<br>Lucille Stathis, YCLT Member<br><br>Uytae Lee, Columnist and Filmmaker<br><br>Committee Clerk – Kristin Unger |
| Absent: | Silisha Ali, Youth Services Coordinator<br>Uliana Chernykh, YCLT Member<br>Irene Lu, YCLT Member<br>Justine Rosendo, YCLT Member |

## 1. CALL TO ORDER & LAND ACKNOWLEDGEMENT

The Chair called the meeting to order at 4:08 p.m. and recognized with respect that New Westminster is on the unceded and unsurrendered land of the Halkomelem speaking peoples. It was acknowledged that colonialism has made invisible their histories and connections to the

land. It was recognized that, as a City, we are learning and building relationships with the people whose lands we are on.

## 2. ADOPTION OF MINUTES

### 2.1 November 20, 2024

MOVED and SECONDED
*THAT the Minutes of the Mayor's Youth Climate Leadership Team meeting held on November 20, 2024 be adopted as circulated.*

**CARRIED**

### 2.2 December 18, 2024

MOVED and SECONDED
*THAT the Minutes of the Mayor's Youth Climate Leadership Team meeting held on December 18, 2024 be adopted as circulated.*

**CARRIED**

### 2.3 January 15, 2025

MOVED and SECONDED
*THAT the Minutes of the Mayor's Youth Climate Leadership Team meeting held on January 15, 2025 be adopted as circulated.*

**CARRIED**

## 3. ADOPTION OF TERMS OF REFERENCE

MOVED and SECONDED
*THAT the Terms of Reference of the Mayor's Youth Climate Leadership Team be adopted as circulated.*

**CARRIED**

## 4. EXERCISES & ACTIVITIES

### 4.1 Be Heard Project Page Review/Demo

Leya Behra, Deputy Director, Climate Action, presented on the BeHeard Project Page, including a review and demonstration. The page will feature schedule updates, polls to facilitate to project work, and will show key Task Force meeting dates and deadlines. The page will also feature project timelines, showing the progression of the group and upcoming milestones. It will have an Ideas Board with topics to allow for conversation between members, and a Discussion Forum to share experiences and engage in thoughtful discussion. The page will also feature a list of important links and documents. If Task Force members would like to add group-related links or documents to this list, they can be sent to City staff for review and addition.

### 4.2 Council Report Overview

See Page 3 for matters related to this item.

### 4.3 Project Timeline and Project Plan Example

Erika Mashig, Deputy Director of Parks, Planning and Policy, presented on project timeline and project plan, giving an example and breakdown of steps:

a. problem statement: what is your project trying to address/solve;

b. project type: i.e. education, advocacy;

c. project description: what you'd like to do and how you're going to do it;

d. goals: your destination or what you're trying to achieve;

e. objectives: how you're going to achieve your goals;

f. methodology: what are the steps you will take to get the project going and achieve the goals and objectives;

g. resources required: what assistance/support is required; and

h. timeline: a layout of when you hope to achieve your goals and objectives and finish the project to present to Council.

It was noted that groups will present their project to Council, and discussion was held on making presentation a priority in order to ensure enough time to accomplish group goals. A draft deadline of eight days prior to Council meetings was emphasized, in order to facilitate the timely creation of a Council report by staff.

In order to ensure Council receives a firm understanding of the project, it was noted that projects and presentations should have a good structure to them, and be presented within a five-minute time limit.

In response to questions from the Task Force, staff advised that its goal is to support the Task Force in the creation of a project that could potentially be approved by Council. Staff from other City departments can be engaged to answer questions and help guide. It was suggested that projects could involve informing a bigger initiative that the City can work with in the future.

### 4.2 Council Report Overview

Two groups formed and individual group discussion took place on aspects of project planning and preparing Council reports.

## 5. PRESENTATIONS

### 5.1 Writing for Online Video

With the aid of a PowerPoint, Uytae Lee, Columnist and Filmmaker, presented on how to make engaging and informative videos.

It was noted that algorithms are designed to keep audiences engaged with platforms, and that content creators write and produce and edit in a way that is designed to make use of the algorithm. There are two key metrics for algorithms: click-through rate and audience retention.

U. Lee highlighted the importance of a story which audiences can engage with simply. It was suggested that there is responsibility as a storyteller and content creator to ensure you are leaving your audience with a sense of hope, information, or some sort of resolution, though your story may start from a point of uncertainty.

## 6. MARCH MEETING DATE REVIEW

The next meeting currently falls on March 19, 2025, during Spring Break, and Task Force members voted to meet on that date instead of postponing.

## 7. ADJOURNMENT

*The meeting concluded at 6:09 p.m.*