

# Draft Minutes



## *Communications Committee meeting #64*

Date: August 27, 2014

Time: 12:00 pm – 4:00 pm

Place: CASA, 10<sup>th</sup> floor, 10035 – 108 Street

### **In attendance:**

**Name**

Leigh Allard

Ann Baran

Ruth Yanor

Carly Steiger

Yolanta Leszczynski (at 1:15 pm)

Robyn Jacobsen

**Stakeholder group**

The Lung Association – Alberta & NWT

Southern Alberta Environmental Group

Mewassin Community Council

Alberta ESRD

Scottford Manufacturing

CASA

### **Action Items:**

<b>Action items</b>	<b>Who</b>	<b>Due</b>
57.4 Follow up with CAPP – re: committee membership	Secretariat	Update at next meeting
63.1: Advise the Committee on the cost of printing “generic” CASA business cards for CASA Directors.	Secretariat	ASAP
63.2: Distribute existing CASA swag at the Board meeting in September.	Robyn	September 18
63.3: After the December Board meeting, coordinate the replacement of CASA print materials with the new brand identity, as required.	Secretariat	After December 4
63.4: Bring extra copies of the Legacy book to the Board meeting for Board members were not able to attend the event.	Robyn	September 18
63.5: Ensure that the legacy products of the 20 Year Anniversary are made available to participants and other interested parties.	Secretariat	ASAP
63.6: Ensure that “social media” buttons are added to the CASA website for Facebook, Twitter, YouTube, and Flickr.	Secretariat	ASAP

The meeting was convened at 12:30 pm. In the absence of a Communications Advisor, Robyn will be the project manager for this committee. Robyn explained that the secretariat is endeavouring to cover all the bases of the Communications portfolio, but it is likely that only the absolutely essential responsibilities will be covered off, as all existing staff have full workloads. As the Committee discusses their focus and function for the remainder of 2014, they should consider the implications for existing secretariat members.

## 1) Administrative Items

- (a) Agenda and meeting objectives were approved
- (b) With one edit, the meeting minutes from meeting #63 were approved
- (c) Action items:
  - Action Item 57.4 will be carried forward and Robyn will follow-up with Krista Phillips.

## 2) CASA Update

### Annual Report

- In the absence of a Communications Advisor, Robyn has taken the lead in developing the 2013 Annual Report. FREE has been contracted to do the design and the first draft has been received. The expected date for distribution will be at the end of September.

### Guide to Managing Collaborative Processes

- In the absence of a Communications Advisor, Robyn has taken the lead in finalizing a printed version of the Guide to MCP. FREE has been contracted to do the design and the expected date for printing will be at the end of September.
- The Committee emphasized the importance of capitalizing on the momentum created by the 20 Year Anniversary to continue promoting the Guide.

### Brand Refresh

- CASA's new brand identity was unveiled at the 20 year Anniversary celebration in June. Robyn reported that many compliments were received. The transition has begun to start reflecting the new brand identity on all CASA products, including:
  - Robyn led the rebranding of the CASA website. This was just a 'reskin' (i.e. look and feel) and in the absence of a Communications Advisor, much of the content on the website has not been updated.
  - New report covers, business cards, letterhead, and envelopes have been printed.
  - FREE has provided CASA with a Standards Guideline. FREE advised that one member of the secretariat be responsible for ensuring that the new CASA identity is applied consistently. Current secretariat members are aware of the Standards Guideline; however, it would fall to a Communications Advisor to oversee the consistent application of the CASA brand.
- The Committee suggested that "generic" business cards be printed for Directors.

### **Action Item 63.1: The secretariat will advise the Committee on the cost of printing "generic" CASA business cards for CASA Directors.**

The Committee discussed what to do with existing print materials and swag. *The Committee agreed that in order to get the best Return on Investment from the extensive undertaking of developing CASA's new brand, we need to commit to the rebrand. As such, all old branded materials should be removed from circulation.*

Key points made during the discussion included:

- Swag with the old brand should be distributed to interested Directors at the September Board meeting. Any leftover items will be taken by The Lung Association and distributed to their partners.

- Print materials should be shredded and reordered, as required. This will be deferred until after the CASA 3 Year Performance Review discussions at the Board meetings in September and December.
- Taking into account financial restraints, it was noted that CASA shouldn't carry such a large inventory of branded materials in the future, as it seems unnecessary.

**Action Item 63.2: Robyn will distribute existing CASA swag at the Board meeting in September.**

**Action Item 63.3: After the December Board meeting, the secretariat will coordinate the replacement of CASA print materials with the new brand identity, *as required*.**

### 3) Review of 20<sup>th</sup> Anniversary

#### Environment Week/Legacy Project

- Robyn reviewed the initiatives that occurred during Environment Week for CASA's legacy project. These included:
  - 20 posters that were commissioned by Alberta artists. These posters were framed and displayed at the 20 Year Celebration. Attendees of the gala were given a Legacy coffee table book created from the posters and copies of the posters were distributed at the event.

**Action Item 63.4: Robyn will bring extra copies of the Legacy book to the Board meeting for Board members who were not able to attend the event.**

- Part of the legacy from the 20 Year Anniversary is the photos and video that were taken at the speaker series and gala. The videos are available on CASA's YouTube channel. The Committee emphasized the importance of ensuring these resources are available to participants and other interested parties, to start building CASA's community of practice. In the absence of a Communications Advisor, it was recognized that there may not be the resources at the secretariat to undertake this work.
- The Committee agreed that "social media" buttons should be added to CASA's website. I.e. quick links to CASA's accounts for Facebook, Twitter, YouTube, and Flickr.

**Action Item 63.5: The Secretariat should ensure that the legacy products of the 20 Year Anniversary are made available to participants and other interested parties.**

**Action Item 63.6: The Secretariat should ensure that "social media" buttons are added to the CASA website for Facebook, Twitter, YouTube, and Flickr.**

#### Emerald Awards

- Although CASA was a finalist in the "Community Group and Non-Profit Association" category, we were not chosen as the winner. Being nominated is still a significant accomplishment and the video that was developed about CASA should be posted on the website. A link to the video can be found on the CleanAirSA channel on YouTube, under 'Playlists' and then 'Favourites'.

## Funding Summary

	Income	Expenditure
Total Expenses		\$88,428
Canadian Natural Resources	\$10,000	
NOVA	\$10,000	
Imperial Oil	\$13,000	
Enmax	\$2,500	
Atco	\$2,000	
CAPP	\$4,000	
Capital Power	\$2,500	
Alberta Beef	\$2,500	
AENV	\$30,000	
Ext BC Project	\$5,417	
Registrations	\$12,974	
CASA Internal Funds	\$12,177	
<b>TOTAL</b>	<b>\$107,068.00</b>	<b>\$88,428.00</b>

*The Committee agreed to allocate the approximately \$18,640 surplus as initial funding for the next coordination workshop (2016?).*

### Debrief of symposium and gala

The Committee reviewed the secretariat's debrief of the 20 Year Anniversary events and added the following points:

- The 20 Year Anniversary created a great amount of momentum and we should focus on capitalizing on that momentum for the remainder of 2014.
- The priority should be thanking the sponsors in order to ensure future goodwill. Some ideas included:
  - Thank you letters.
  - Formal thank you in newspapers (weeklies?)
  - Using social media to thank and highlight sponsors' contributions.
- We also need to thank the participants and ensure they can access the materials resulting from the 20 Year Anniversary (photos, videos, presentations).

The Committee emphasized the importance of building on the opportunity and momentum created by the 20 Year Anniversary. Key points during the discussion included:

- The key opportunity is to use this momentum to promote the Guide to MCP. As detailed in Goal 4 of the Strategic Plan, CASA's role is to spread the word about collaborative processes through presenting and teaching the Guide to MCP.

- CASA is not taking advantage of the value-added opportunities from the 20 Year Anniversary if we're not actively promoting the resources that were developed from the event.
- Building on the momentum of the 20 Year Anniversary to promote CASA's community of practice is a multi-year strategy and has the potential to be an important part of CASA's future.
- The Committee suggested that CASA attend events/tradeshows over the next 3 months where the Guide to MCP could be shared with like-minded people. Clear messages would need to be developed about what CASA would contribute to these events.

#### 4) Focus and function for the remainder of 2014

The Committee reviewed potential items that could require attention in the coming months:

- 'Wrapping up' the 20 Year Anniversary and building on the momentum (publicising photos and video, thanking sponsors, determining next steps for legacy materials, etc.).
- Continuing to promote the Guide to MCP:
  - Providing Interest-Based Negotiation training. There is money allocated in the CASA budget for a training session in 2014, but in the absence of a Communications Advisor, nothing has been planned.
  - Teaching/presenting the Guide to like-minded people (e.g. at events/tradeshows).
- Updating website content and adding social media "buttons".
- Updating existing print and graphic materials to reflect CASA's new brand.
- Developing a social media strategy – in the absence of a Communications Advisor, CASA's social media presence is dormant.
- Providing advice on communications and public consultation to the Odour Management Team, the Electricity Framework Review Team, and the potentially the Non-Pont Source Project Team.
- Preparing the Strategic Communications Plan, Tactical Plan, and budget for 2015.
- Preparing the 2014 Annual Report (should be initiated in March 2015).
- Preparing information for Performance Measure 5 (should be initiated in January 2015).
- Continuing to develop the searchable database – in the absence of a Communications Advisor, this initiative has been inactive.
- As previously discussed, due to the limited capacity of the secretariat to cover-off the Communications Advisor responsibilities, the Committee agreed that the main focus for the remainder of 2014 should be building on the momentum of the 20 Year Anniversary to:
  - Build CASA's community of practice
  - Promote the Guide to MCP

***The Committee agreed to recommend that this discreet package of work be undertaken through a contract with a qualified consultant. There was money allocated in the CASA 2014 internal budget to hire a Communications Advisor for 3 months. This money could be used to cover the cost of the contractor.***

- The remainder of the identified tasks can be deferred until after the CASA 3 Year Performance Review discussions at the September and December board meetings.

## 5) Board Presentation

The committee discussed what should be included in the Board presentation on September 18:

- A funding summary, including the Committee's advice on what should be done with the surplus.
- Number of participants and other relevant statistics from the 20 Year Anniversary
- Highlights – i.e. photos, YouTube videos, etc.
- A Thank You to the sponsors
- A summary of the agreed upon focus for the remainder of 2014 and explanation of why we're deferring other items.
- The photos from the event will be shown on the laptop throughout the board meeting.
- Leigh agreed to present and will work with Robyn to finalize the presentation.

## 6) Next steps

- Robyn will poll for dates for the next meeting between October 13 and October 31.