

Communications Committee Meeting

April 19, 2018

SEAWA Office 41- 419 3rd Street SE

Start: 10:00 am

Participants: Daygan Fowler, Martha Munz-Gue, Natasha Rogers, Patrick Jablkowski

Regrets: Cathy Linowski, Olivia Sederburg

Minutes

CALL TO ORDER: 10:10 am

**AGENDA – ADDITIONS,
DELETIONS & APPROVAL:** Adoption of the agenda – additions to the agenda.

MINUTES: Review/approval of previous meeting's minutes
February 12, 2018.

ACTION ITEMS:

1. Introduce Seline to City of Medicine Hat summer student; discuss ideas for Spectrum booth.

Initiatives to make Spectrum booth more fun:
1.1 Logo/t-shirt contest; what volunteers would wear.
1.2 Interactive poster.
1.3 Colouring books.

Main drive for Spectrum Festival: try to get CC members.
2. Prepare information for the May newsletter. World Environment Day; Links to what's happening in the watershed; emphasize that we need more people on the committee. Theme: single-use plastics.
3. Press release for **Climate Express Workshop**; and standard advertising: i.e. Facebook ad.

***Medicine Hat News: every spring it publishes a free environment article; can submit an article next year (form of advertisement).

4. Write a short article, with theme of World Environment Day in newsletter, leading up to World Environmental Day; create a list of events for the week.

5. Create calendar of events for CC and volunteers (Seline).

6. Contact Boylan Imaging, get vinyl piece replaced on pull-up sign.

7. Contact the paddling club (re: Rick) to speak about possible trips, events, collaborations with SEAWA.

8. Engage more people via social media. Find ways to ask people questions. "What's important for you?" bring together water and summer activities.

1.1 Make invitation mail outs more appealing and fun.

1.2 Use social media to ask questions, engage in conversation.

New Approach: *Planning for next forum:* Go through comments on forum evaluation form; make sure to review the notes when planning next forum.

May be beneficial to host a forum on an awareness day (making it collaborative).

For next year: look for ways to partner with Praxis.

Next Communications Committee Meeting will be called Late May. Talk about Climate Express Workshop; Spectrum Festival.

ADJOURN:

12:30 pm