

## 1. CALL TO ORDER

Call to Order – 2:30 PM

## 2. TERRITORIAL ACKNOWLEDGMENT

We acknowledge that this meeting is being conducted on the unceded territories of the Coast Salish peoples; which, to the current knowledge of the Society include the Squamish, Musqueam, Stó:lo, and Tsleil-Waututh people.

## 3. ROLL CALL OF ATTENDANCE

### 3.1 Committee Composition

VP External Relations ( <i>Chair</i> ) .....	Prab Bassi
At-Large Representative .....	Raajan Garcha
Board of Directors Representative .....	Jamie Zhu
Board of Directors Representative .....	Aarushi Sharma
Board of Directors Representative .....	Parham Elmi
Student At Large .....	Natalia Gretskaia
Student At Large .....	Kailyn Ng
Student At Large .....	Megan Dally
Student At Large .....	Kia Mirsalehi
Student At Large .....	Ramsha Farooqui

### 3.2 Society Staff

Administrative Assistant .....	Christina Chen
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## 4. RATIFICATION OF REGRETS

### 4.1 MOTION ADV 2017-10-16:01

**Aarushi/Raajan**

*Be it resolved to ratify regrets from Natalia Gretskaia and Ramsha Farooqui.*

**CARRIED**

## 5. ADOPTION OF THE AGENDA

### 5.1 MOTION ADV 2017-10-16:02

**Parham/Raajan**

*Be it resolved to adopt the agenda as amended.*

**CARRIED AS AMENDED**

- To remove 8.3 Advocacy Initiative Updates

## 6. MATTERS ARISING FROM THE MINUTES

### 6.1 MOTION ADV 2017-10-16:03

**Aarushi/Kia**

*Be it resolved to receive and file the following minutes:*

- Advocacy Committee 2017-10-02.pdf

**CARRIED**

*\*Kia Mirsalehi arrived at 2:33 PM\**

## 7. NEW BUSINESS

### 7.1 Translink Campaign – MOTION ADV 2017-10-16:04

**Aarushi/Raajan**

*Be it resolved to approve up to \$450 from line item 820/20 for the SFSS Advocacy Committee Translink Campaign.*

**CARRIED**

- Refer to attachment
- Dates for the referendum campaign will be discussed closer to the voting period
- Concern:
  - Potential survey lock out
- Suggestions:
  - Need to confirm with the Communications Coordinator on which SurveyMonkey plan we have
  - Potential design on card holder:
    - ‘SFSS, Advocacy Committee’
    - ‘Advocacy Committee, #TransLink Matters’
  - To discuss the design of card holders in detail with the Communications Coordinator

## 8. DISCUSSION ITEMS

### 8.1 Fall Advocacy Lobby Days

- Committee Chair intends to bring one committee member to the Fall Advocacy Lobby Days happening from Monday, October 30 to Wednesday, November 1.
- Suggestion:
  - Committee Chair to look into the cost of the event
- Other members expressed their interest in lobbying next Spring

### 8.2 SFSS Halloween Pub Night Consent Toolboxes

- Halloween Pub Night is happening on Thursday, October 26 at the Highland Pub
- Consent toolboxes will be distributed by committee members at the end of the event

### 8.3 Advocacy Committee Swag

- Swag crewnecks to be given to the Advocacy Committee members
- Potential design on crewneck:
  - Front: ‘SFSS, Advocacy Committee’
  - Back: phone numbers including SFU security and crisis lines
- Possibly invest in other Advocacy Committee promotional items such as new banners, pamphlets, mugs, toques, table cloth, and bags

## 9. ATTACHMENTS

- translink proposal .pdf

## 10. ADJOURNMENT

**MOTION ADV 2017-10-16:05**

**Megan/Raajan**

*Be it resolved to adjourn the meeting at 3:11 PM*

**CARRIED**

**ADVOCACY FALL 2017**  
**TRANSLINK SURVEY AND UPASS REFERENDUM**  
**CAMPAIGN PROPOSAL**

**PURPOSE**

The Translink Advocacy campaign will consist of surveying students and asking what their problems with Translink are. The campaign can also promote the U-Pass Referendum Questions at the same time as the survey. This would make campaigning for the U-Pass Referendum more impactful and meaningful for students.

**LOGISTICS**

**LOCATION**

**Where:**

Surrey Campus:

(the two days that SCC meets)

Burnaby Campus:

(concentrate here to gain more surveys and also to campaign for the referendum on busy days Wednesdays and Thursdays)

Vancouver Campus:

(the two days that VCC meets)

**When:**

10 am to 2pm

Nov. 6 to 17

Primarily focus on busy days such as Mondays, Wednesdays and Thursdays

To gain more volunteers we can ask VCC and SCC if they are able to help us with two days of tabling on their campuses

November 6<sup>th</sup> Monday Burnaby Campus

November 6<sup>th</sup> Monday Surrey Campus Committee

November 8<sup>th</sup> Wednesday Burnaby Campus

November 8<sup>th</sup> Wednesday Vancouver Campus Committee

November 9<sup>th</sup> Burnaby Campus

November 10<sup>th</sup> Burnaby Campus  
November 13<sup>th</sup> Monday Surrey Campus Committee  
November 15<sup>th</sup> Wednesday Vancouver Campus Committee  
November 15<sup>th</sup> Wednesday, Burnaby Campus  
November 16<sup>th</sup> Thursday, Burnaby Campus  
November 17<sup>th</sup> Friday Burnaby Campus

\*\*\*\*The itinerary will be finalized by the advocacy committee\*\*\*\*

## SURVEY

SurveyMonkey  
Click the link:

<https://www.surveymonkey.com/r/BYGRRRZ>

## PROMOTION

Digital Media

- Facebook Posts
- Instagram posts
- SFSS website

Flyers

- Handout flyers with referendum information (Prab please let me know what you would like to have on it and we can send that in to Sindhu)

## BUDGET

Flyers	\$50
Translink survey Outreach materials:	400
- Card holders for phone	
- Candy	
Total Cost	\$450