

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 6th Monday Burnaby Campus

November 6th Monday Surrey Campus Committee

November 8th Wednesday Burnaby Campus

November 8th Wednesday Vancouver Campus Committee

November 9th Burnaby Campus

November 10th Burnaby Campus
November 13th Monday Surrey Campus Committee
November 15th Wednesday Vancouver Campus Committee
November 15th Wednesday, Burnaby Campus
November 16th Thursday, Burnaby Campus
November 17th 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